

**THE IMPACT OF BRAND AUTHENTICITY ON BRAND PREFERENCE WITH  
THE MEDIATION OF BRAND IMAGE: SPECIAL REFERENCE TO TEXTILE  
MARKET IN WESTERN PROVINCE SRI LANKA**

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**ABSTRACT**

The textile market integrates the core activities of production, distribution, and consumption of textiles that are primarily used in the clothing sector. This study investigates the impact of brand authenticity on brand preference within the unique context of Sri Lanka's Western textile market. Despite extensive research on brand authenticity, brand preference, and brand image in diverse contexts, a significant gap remains in understanding the interplay within the Sri Lankan textile market, particularly in Western Province. This research addresses both the literature and practical gaps. While existing studies have explored aspects of brand authenticity and its influence, none have comprehensively examined how brand authenticity specifically impacts brand preference mediated by brand image in this regional context. This practical gap underscores the prevalence of misleading marketing practices in the textile sector, where discrepancies between advertised and actual product attributes often lead to diminished brand preference and brand image. This study investigates this impact using a cross-sectional survey design, sampling 384 consumers using convenience sampling. The Western Province of Sri Lanka, which is a densely populated and commercially active region, provides a large pool of potential respondents, making convenience sampling a practical choice for data collection. Data analysis, conducted using SPSS, confirmed that dimensions such as originality, logo, integrity, brand signature, and brand heritage significantly influence brand preference, whereas continuity, perceived value, and genuineness do not have a significant impact. The mediation analysis further reveals that brand image partially mediates the impact between brand authenticity and brand preference, highlighting its pivotal role in consumer decision-making processes. The key findings emphasize the critical importance of aligning brand communication with product reality to foster brand authenticity and enhance brand preference. Originality emerged as a particularly influential factor, indicating a preference for unique and innovative offerings in the textile market. The limitations of this research include the use of convenience sampling, which restricts the generalizability to the entire Western Province textile market. Future research should expand geographically to include other provinces in Sri Lanka in order to explore regional variations and provide more comprehensive and generalizable findings. The study concludes by advocating transparent marketing practices that accurately reflect brand values, thereby enhancing brand image and, consequently, brand preference in the competitive textile market of Sri Lanka's Western Province.

**Keywords:** Brand authenticity, brand preference, brand image, textile market