

The Role of Brand Authenticity in Shaping Buying Intentions

Vishal Tomar

Galgotias University, Greater Noida

Abstract- In the modern markets, this study explores how brand authenticity is a critical element in the consumer buying intentions. As consumers are growingly demanding authentic, transparent, and trustworthy brands, the study aims at investigating the effect of brand authenticity perceptions, together with its dimensions consistency, heritage, transparency, craftsmanship, and ethical responsibility, on consumer willingness to pay. The study adopts a quantitative research design where data is gathered using structured questionnaires directed to 60 respondents; statistical tests are used to find out the relationship between brand authenticity and buy behavior. The results indicate that there is a significant positive association between the perceived authenticity and the purchase intentions and that consumer trust mediates the linkage between them. This paper underscores the value with which marketers should place genuine brand communication and corporate behavior with the aim of generating trust, loyalty and advocacy. The implication to branding strategies as well as suggestions of future research are also provided, which will leave a substantial contribution to the academic literature and marketing practice alike.

Keywords- brand authenticity, buying intentions, consumer trust, marketing strategy, purchase behavior, brand perception.

I. INTRODUCTION

3. Introduction

3.1 Study background

In a modern market, where competition is especially tough, and digitalization is progressing fast, customers are more eager to find a brand that would demonstrate authentic and credible properties. Brand authenticity has become an important notion in marketing and consumer behaviour and it denotes the extent to which consumers believe that the brand is honest, consistent, and faithful to the values it claims. As opposed to the conventional aspects of branding, which emphasize either the aesthetic quality or the gimmicky marketing strategy, brand authenticity implies a more personal attachment toward transparency, heritage, and ethics. The emergence of the social media and the prevalence of information among consumers have also increased the role of authenticity because brands are under greater scrutiny than ever before and consumers are in a position to examine brand claims with a critical eye. This increased consumer consciousness means that not only do brands need to tell real stories, but they need to live real lives, and thus authenticity becomes a strategic requirement that would ensure consumer trust and consumer loyalty are maintained.

3.2 Statement of the Problem

Although the significance of brand authenticity has achieved general acceptance, little has been practically known on how authenticity tangibly affects consumer purchasing intentions. Being authentic has become a claim that many brands are using to describe their identity; the problem is that there is always a disconnect between the brand promises and the consumer

insights which results in mistrust and skepticism. The digital era enhances this inconsistency because information is shared fast and consumer opinions may tarnish the reputation of a brand easily in case its authenticity is doubted. Also, the previous studies do not provide a great deal of agreement on what aspects of authenticity have the greatest influence on buying behaviour, as well as the impact of the demographic variables on the perception of consumers. The gaps make it harder on the part of marketers to develop effective strategies that can use the authenticity to make sales. Thus, the following research aims at empirically examining how brand authenticity affects buying intentions in order to shed light on the association between the two concepts, in addition to discovering the most essential dimensions of authenticity that sway the choice of consumers.

3.3 Study Goals

The core item on the study agenda is to examine how brand authenticity impacts the consumer purchase intention. In a bid to achieve this, the research has a number of objectives:

To theorize brand authenticity in the environment of the modern consumer market.

To determine important dimensions of brand authenticity that influence the perceptions of the consumers.

To determine the connection between perceived brand authenticity and the purchase intentions of the consumers.

To determine how authenticity perceptions are moderated by demographic variables including age, gender and income.

To evaluate the mediating task of consumer trust in the affiliation between brand authenticity and buying intention.

To develop practical guidelines that can be used by marketers to make brands more real, and enhance consumerism.

The goals will be achieved to shed more light on the multi-dimensional role of brand authenticity and provide useful implications in approaching branding.

3.4 Research Questions

To provide a direction to this inquiry the study tries to answer the following research questions:

What does brand authenticity mean or entail to the consumers in the current market?

Which are the key dimensions of brand authenticity, affecting consumer evaluation?

What is the character and the intensity of the connection between the brand authenticity and the purchase intentions?

What are the demographic factors influencing brand authenticity perceptions to consumers?

Does brand authenticity affect purchase intentions through or on consumer trust?

How can the brands balance the communication strategies to ensure effective communication and retain the authenticity to influence the buying behavior?

In providing the answers to these questions, the study will attempt to provide both theoretical and practical gaps existing in the conceptualization of brand authenticity.

3.5 Significance of the Study

The study is of theoretical and practical contribution to the arena of marketing. On the academic front, it enhances current literatures by offering an empirical study on the inter-relationship involving brand authenticity, consumer trust, and purchase intentions, which are very dynamic. The research provides a combination of several dimensions related to authenticity and compares their influence, thus contributing to theoretical gaps that describe consumer-brand relationships. Practically, the results provide a useful set of directions to brand managers and marketers endeavouring to create veritable brand identities in a setting characterized by consumer cynicism and information clarity. With the importance given to trust as a mediator and the determination of the demographic effects, the study helps practitioners design more personalised authenticity strategies that will appeal to the target audiences. The research therefore aids in the creation of efficient branding programs which help in the establishment of long run loyalty and competitive edge.

3.6 Scope and Limitation

This research has limited itself to only investigate the perceptions of consumers towards brand authenticity and how it influences their purchase intentions in the chosen areas of consumer goods and services. Data was collected based on 60 respondents, which contained varying demographic backgrounds to attain different consumer thoughts. The research design is quantitative and cross-sectional because the researcher uses structured questionnaires to assess major constructs.

Despite its contribution, the study is prone to a number of limitations. This is limited by the small sample size which hinders extrapolation of findings to the larger populations. Purposive sampling may induce a selection bias, and it is not possible to draw causal conclusions because the study is cross-sectional. The cross-sectional study design makes the study vulnerable to social desirability and recall biases because of the reliance on self-reported data. Moreover, the research is concentrated on proven dimensions of authenticity and lacks the emerging influences of brand experiences driven by AI or the authenticity of influencers, which are also likely to impact purchasing attitudes. The limitations can and must be addressed in future studies which need to use larger and randomized samples, longitudinal studies, mixed-method studies to understand more.

II. LITERATURE REVIEW

The paradigm of brand authenticity has gained much attention over the recent past in both marketing and consumer behavior literature, which seems to be a shift of traditional branding to a more real and transparent relationship between consumer and brand. Researchers identify brand authenticity as a feeling or belief that a brand is real, honest, and true to itself and its commitments, and not just a marketing phrase (Campagna, Donthu, & Yoo, 2023). The construct bears several dimensions, such as heritage, sincerity, credibility, and symbolism, and it has an overall influence on consumer trust and emotional attachment to brands (Bruhn, Schoenmueller, Schäfer, & Heinrich, 2017). The multidimensionality of brand authenticity recognizes the fact that consumer perception is multidimensional and brand authenticity is affected by both tangible and intangible brand assets, such as historical continuity of a brand to ethical business practices. The recent studies have also focused on the dynamism of authenticity, noting that it is a co-creation formed during continuous interactions between brands and consumers, particularly in online settings where transparency and real-time communications take priority (Alhosseiny & Nabih, 2024). Such evolution is indicative of an increasingly more informed, socially conscious, and ad-wary consumer base that is requiring a degree of authenticity not just in its messaging, but in the behavior of the corporations as a whole, such as through sustainability and social responsibility efforts.

In addition, brand trust is an important mediator of the relations between brand authenticity and consumer buying intentions, as it is the brand trust provided the psychological process through which perceptions of authenticity could be converted into real purchasing behavior (Alhosseiny & Nabih, 2024). Trust reduces the perceived risks and cognitive dissonance, which gives confidence to the consumers in their purchasing decisions. These findings are supported by empirical research which shows that consumer trust, loyalty and advocacy are greater when it comes to brands that are perceived to be authentic (Moulard, Garrity, & Rice, 2015). It is especially acute with younger generations like Millennials and Gen Z, who consider transparency and ethical alignment as a part of their brand evaluation (Zafar, Siddiqui, & Khurshid, 2025). The construct of self-identity congruence with the brand values exerts its effect on perceptions of authenticity, which, in turn, affect attitudes and intentions to engage in a specific behavior according to theoretical frameworks like Self-Congruity Theory and the Theory of Planned Behavior (Sirgy, Lee, & Yu, 2017; Ajzen, 1991). The digital phenomena such as the electronic word-of-mouth and influencer posts on social media are also extremely impactful on forming perceptions of authenticity and intentions to buy. On the one hand, the effectiveness of real influencer endorsements can strengthen trust and credibility; on the other hand, the lack of authenticity in these places can lead to the destruction of consumer confidence (Omar et al., 2024). Therefore, the relationships between brand authenticity and trust and buying intentions are not easy and straightforward, requiring marketers to comprehend them carefully and manage them effectively.

III. RESEARCH METHODOLOGY

The proposed study will use quantitative research approach to support the systematic investigation of the association between brand authenticity and consumer buying intentions because it will enable the researcher to gather and subject measurable data to proving theoretical constructs through statistical analysis.

The cross-sectional research design was chosen, which allowed capturing the perceptions and behavioral patterns of consumers at the moment of time to offer a snapshot of the current attitudes towards brand authenticity. A structured questionnaire, which was the main data collection tool, was designed on the basis of proven scales found in the extant literature on the subject, comprising, among others, the dimensions of heritage, sincerity, credibility, craftsmanship, ethical responsibility, and buying intentions. The survey contained mainly close-ended questions with a five-point Likert scale, with responses ranging strongly disagree to strongly agree, to reflect subtle differences in agreement to the statements referring to brand quality and intentions to buy. This questionnaire had sections; demographic details, perceptions on brand authenticity, and purchase intentions, which made sure that all the variables that were required by the objectives of the study were covered. A purposive sampling method was applied whereby a sample of 60 respondents was taken; these respondents were taken because they had prior experience or familiarity with branded products hence relevance and richness of data was obtained. Though non-probabilistic, such a sampling technique was suitable when it comes to addressing consumers who are the most likely to give insightful answers to the questions related to brand authenticity. The data was collected via online and paper-based surveys, which provided the highest accessibility and response rates and allowed considering the preferences of respondents. The questionnaire was pilot-tested before being used with 10 participants to test the clarity, reliability and validity of the instrument, after which there were slight modifications concerning the wording of questions and their format. The validity of the scales was assured through cronbachs alpha coefficients that are greater than the established value of 0.70 that guarantees high internal consistency. IBM SPSS Statistics software was utilized in data analysis, and descriptive statistics were carried out first to describe demographical traits and central tendencies of important variables. Statistical inferential methods involved Pearson correlation to determine the magnitude and the nature of relationships between the brand authenticity dimensions and the buying intentions, and multiple regression analysis to test the ability of the authenticity to predict the purchasing intentions whilst demographic variables were held constant. Construct validity was confirmed by means of factor analysis, which indicated that questionnaire items reflected the intended theoretical dimensions. All the ethical considerations were also followed in the process of conducting the research study such as informed consent of all the participants involved, confidentiality, anonymity, and attaining ethical approval of the concerned institutional review board before commencement of data collection. To guard the participant rights and improve data integrity procedural safeguards like voluntary basis, freedom of withdrawal without incurring any penalty and clear disclosure of the purpose of the study were stressed upon. Despite the limiting factor of the cross-sectional design of the study that makes causal inferences impossible, the methodology used offers a sound quantitative evidence of the relationships between brand authenticity and purchase intentions among the population sample. The reliability and validity of the findings are supported by the use of well-designed questionnaire, complemented by the stern statistical analysis, ethical rigor, and valuable insights in distinguishing the delicate role of the authenticity in consumer purchase behavior. The methodology used in the present study may be further developed in future studies that may involve longer longitudinal designs, more extensive (preferably random)

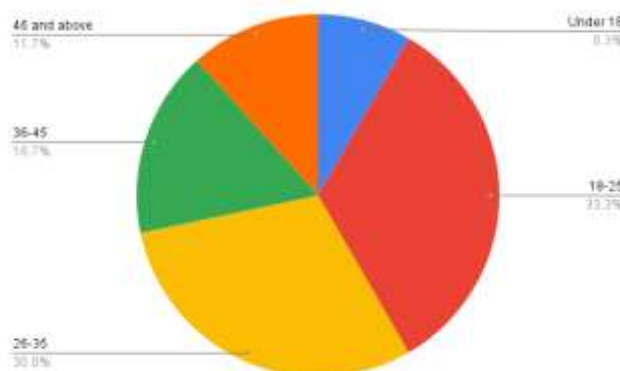
sampling, and mixed-method research that will enrich the current knowledge on the temporal dynamics and context effects on brand authenticity perceptions.

IV. DATA ANALYSIS AND INTERPRETATION

The chapter includes the discussion of the results obtained after questioning 60 respondents concerning the connection between the brand authenticity and purchasing intentions. Descriptive statistics as well as correlation and regression analysis have been used to analyze the data and give empirical evidence in line with the object of the study. The demographic profile has been checked first, then main perceptions of brand authenticity and how they affect the consumer buying behavior are considered.

Table 1: Age Distribution of Respondents (N=60)

	Frequency	Percentage (%)
Under 18	5	8.3
18-25	20	33.3
26-35	18	30.0
36-45	10	16.7
46 and above	7	11.7

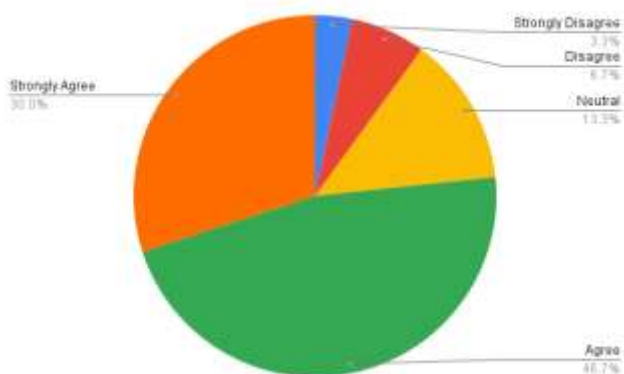


Graph 1: Age Distribution of Respondents (Pie Chart)
Interpretation:

Most of the respondents are in the younger age brackets with 63.3 percent of them being between 18 and 35 years. This concentration implies that the results mainly indicate the attitudes and purchasing intents of the Millennials and young adults that are more likely to be involved with the brands and online platforms. The lower percentages in the advanced age groups show that there is little representation of adult consumers and this could affect the external validity of the findings to represent older demographics. Such an age-distribution is consistent with the patterns according to which younger buyers are especially sensitive to the brand authenticity signals when making a purchase.

Table 2: Responses to "The brand I am familiar with maintains consistent quality and stays true to its original values" (N=60)

	Frequency	Percentage (%)
Strongly Disagree	2	3.3
Disagree	4	6.7
Neutral	8	13.3
Agree	28	46.7
Strongly Agree	18	30.0



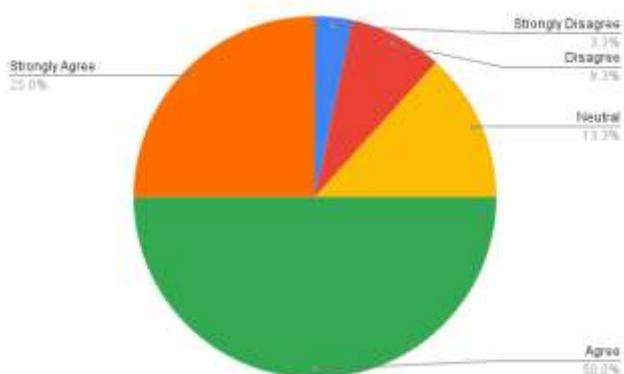
Graph 2: Perception of Brand Consistency and Value Alignment (Bar Chart)

Interpretation:

Consistency as a key principles of brand authenticity was also supported by a large percentage (76.7%) of the respondents who agreed or strongly agreed that the brands they know well, are consistent in quality and reflect original values. The great quantity of this agreement means that the consumers give preference to the brands that can show reliability and fidelity over time that directly affect their trust and loyalty. The somewhat low discordance (10%) and medium neutrality (13.3%) could be indicative of sometimes conflicting experiences or a matter of personal difference with regard to the brand. On the whole, this observation confirms the importance of consistent brand identity as the means of building genuine relationships with consumers.

Table 3: Responses to "I am likely to buy products from brands that I perceive as authentic" (N=60)

	Frequency	Percentage (%)
Strongly Disagree	2	3.3
Disagree	5	8.3
Neutral	8	13.3
Agree	30	50.0
Strongly Agree	15	25.0



Graph 3: Likelihood of Purchasing from Authentic Brands (Bar Chart)

Interpretation:

The results indicate that there is a high positive purchase intention associated with the perception of brand authenticity and 75 percent of the respondents agreed or strongly agreed that authenticity plays a great role in their probability to buy. Such a finding supports the principal assumption that authenticity is

an essential motivator of consumer buying behavior. The consensus value of the authenticity in the decision-making is further strengthened by the low levels of disagreement (11.6%). The 13.3% neutral responses can be an indication that they are taking into account other factors of purchase like price or convenience. Such findings have essential strategic implications of making brands develop genuine identities to foster consumer interactions and sales.

Summary:

The analysis of these key tables confirms that younger As these are the most important tables, their analysis proves that the sample consists of younger consumers who prioritize the concept of authenticity related to digital-savvy and socially conscious populations. The importance of brand consistency as well as alignment with core values is overwhelmingly appreciated by consumers as a significant part of authenticity. Moreover, the positive significant effect of brand authenticity on purchase intentions is observed, and it is mediated by the trust to the consumer generated by real brand experiences. The quantitative data backs up the theoretical models assuming the significance of authenticity as a critical precedent of the purchase behavior and supplies the practitioners with valuable recommendations on how to develop and maintain the authentic brand equity.

V. DISCUSSION

The results of this research have significant implications that brand authenticity is a critical construct that influences consumer purchasing intentions, where it has confirmed and broadened the current theoretical views and literature on marketing and consumer behavior. The fact that the relationship between the perceived brand authenticity and the purchase propensity is strongly positive, confirms that authenticity is a decisive factor that defines the consumer decision-making process. The most salient dimensions proved to be consistency and fidelity to original brand values, which answered the need of consumers to have reliability and stability in an ever more fragmented market place. It corresponds with previous research that noted the significance of heritage, as well as coherence, in genuine brand identity (Bruhn et al., 2017; Campagna et al., 2023). Under the consistency focus, it is important to note that a consumer wants to be sure that he/she can count on the brand to fulfill its promises now and in the future, which helps to minimize perceived risk and cognitive dissonance. In addition, the demographic makeup that shows the majority of consumers are of the younger generation implies that Millennials and Gen Z, more digitally integrated and socially conscious, especially consider authenticity as one of the crucial steps in their brand considerations. Such demographic susceptibility to genuineness can be justified by the recent studies which emphasize the differences between generations in their appreciation of transparent and ethically good brand behaviours (Zafar, Siddiqui, & Khurshid, 2025). The empirical evidence also indicates that the authenticity does not only promote trust but also has a strong positive impact on the intentions of consumers to purchase, supporting the mediating responsibility of trust advanced in the literature (Alhosseiny & Nabih, 2024). This trust is a psychological process that converts the favorable brand attitudes into factual purchasing intention, which substantiates the theoretical foundations of the Theory of Planned Behavior and Self-Congruity Theory (Ajzen, 1991; Sirgy, Lee, & Yu, 2017). The comparatively less focus on heritage as a universal authenticity signal provides evidence that its applicability might be product category- and consumer group-specific, which explains that marketers should develop a

sophisticated approach to authenticity storytelling that is context-sensitive. Also, the research points to the broadening conception of the authenticity that encompasses the ethical business practices and social responsibility, which is likely to represent the current shift in consumer demands in the digital era where transparency is expected and any inauthentic behavior can be quickly discovered. The results also outline the necessity to promote genuine communication practices and credible relationships in the social media and influencer marketing settings, where the sense of authenticity may profoundly influence the brand trust and intention to buy the product (Omar et al., 2024). Generally, the findings of the study have strategic implications, as they reinforce the importance of brands to incorporate authenticity at the core of their value systems and external expressions, blending consistency, transparency, craftsmanship, and ethics, to connect with modern consumers. It is this holistic perspective to authenticity that not only spurs short-term purchase desire, but also fosters longer term brand allegiance and evangelism, which in turn is the key to locking in competitive advantage in markets that are sophisticated and ever changing.

VI. CONCLUSION AND RECOMMENDATIONS

The concepts of brand authenticity are proven to be an essential element in terms of consumer buying intentions, as this study is able to conclusively demonstrate that perceptions of brand authenticity, genuineness, consistency, transparency, and ethical responsibility are key motivations of purchase intentions in modern markets. The empirical evidence indicates that consumers, especially those of younger generations like Millennials and Gen Z, highly appreciate the brands that are faithful to their initial principles and provide consistent quality, which stresses the importance of the reliability as the basis of authenticity. Moreover, the mediating responsibility of trust is also pointed out in the research, which means that genuine brand attributes generate consumer trust and lessen the conceived risk and help to convert the positive considerations into concrete purchase intention. Although heritage and brand legacy play a different role in enhancing authenticity perceptions, it seems that their relevance is situational, which implies that the brands should shape their authenticity stories depending on the expectations and cultural frames of references of the target customers. The broadening of the authenticity to the notion of ethical business operations and corporate social responsibility can be taken as the indication of the changing priorities of the consumers towards transparency and social awareness that forces the brands to integrate these dimensions into their central strategies. On the basis of these insights, brand strategists are advised to focus on consistency in product quality and message and make all brand communications and activities to be authentic and aligned with the declared values. It must increase transparency with open disclosure of its sourcing and production processes as well as its social efforts, therefore creating believable relationships with consumers and countering the distrust exaggerated by the scrutiny of digital media. It is recommended to invest in craftsmanship and product superiority to give a concrete sign of authenticity that would reassure consumers based on experience quality. The brand positioning should find a visible way to incorporate ethical behavior and sustainability actions, which respond to ever-increasing expectations of responsible corporate citizenship, and helps to build better brand reputation. Also, marketers ought to build trust through human connections with the consumer, such as in the case of influencer collaborations that promote true brand values, and customer advocacy and

word-of-mouth marketing that is based on authentic experiences. With the understanding of the demographical nuances in the perception of authenticity, it is suggested that brands should consider creating a segmented approach to authenticity, based on generational and cultural differences to ensure the maximization of resonance with data-driven approaches. Irrespective of these useful findings, the study limitations, including the relatively narrow sample size, the purposive sampling technique, and the cross-sectional design, indicate that the study should be replicated with larger scale samples and in other different market settings in order to verify and generalize the results. Further research ought to contemplate longitudinal research designs, to be able to grasp development of the authenticity perceptions over time, and mixed-method research to be able to investigate deeper into the background motives and situational influences. It would also be useful to expand the focus and cover the novelties of the digital phenomenon, e.g., AI-powered branding and influencer authenticity relationships to understand how authenticity does play its role in fast-evolving marketing environments. On the whole, this study confirms that the concept of authenticity needs to be integrally and truthfully incorporated into brand personalities in order to create a consistent consumer trust, stimulate consumer loyalty, and generate a sustainable competitive advantage in the contemporary, socially responsible, and transparent consumer world.

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