

## **Celebrate Branding: Brand Experience and Brand Trust Mediated by Brand Awareness**

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### **Abstract**

**Food** consumption is a critical cause in sustainability claims post-COVID-19 for consumers' health concerns, as safe foods should be associated with signifying brand experience, awareness, and trust towards organic food products. This study examined brand awareness mediation in the brand experience link to brand trust concerning branded organic food products. The sample consisted of regular consumers of branded organic food products in the Asir area in the South of the Saudi Kingdom. The study pretested a designed questionnaire among 43 academicians for improvement. The data collection and analysis were on 174 valid questionnaires. The results showed that brand experience influenced brand awareness and trust. In addition, brand awareness

impacted brand trust regarding organic food. Eventually, the relationship between brand experience and brand trust is mediated partially by brand awareness concerning. In turn, the study findings were interesting concerning consumers who prefer consuming branded organic food products, which is meaningful for consumers looking to benefit from the brand experience in raising brand awareness and fostering brand trust. Additionally, producers and marketers should take note of the significance of brand experience, brand awareness, and brand trust when planning their marketing strategies, policies, and campaigns to prepare a motivating branding environment for boosting attitudinal, behavioral, and performance of activities and events.

**Keywords:** Brand Experience; Brand Awareness; Brand Trust; Branded Organic Food Products.

## Introduction

The world has witnessed successive events that have constituted major and broad shifts in many issues in terms of concept and adoption. Some events are planned, such as sustainability claims, and those that were sudden, such as the break out of COVID-19, which led to the emergence of the New Life term. Among the trends concerned with achieving the events of these issues and new life is the branding of experience, awareness, and trust of the concept and use of branded organic foods products. Jose et al. (2025) stated that organic food

consumption can lower disease threats and sustain the environment. Notable, organic food products do not encompass the application of "conventional or synthetic pesticides, fertilizers, genetically modified organisms (GMOs), sewage sludge, irradiation, or any artificial flavors, colors, or preservatives" (Akter et al., 2023).

**Connectively**, the brand awareness (BA) process requires consumers to experience products and repeat their experience to enrich knowledge and information about it to become entrenched in the minds of consumers, which may lead to attitudinal outcomes like brand trust (BT) or loyalty. Scholars define brand experience (BE) as the culmination of mental and behavioral responses to brand-related stimuli arising from the design, brand identification, packaging, communication, and the surrounding environment where the brand is encountered (Wang et al., 2024) keeps an eye on the sensory, emotional, intellectual, and behavioral measurements of BE (Brakus et al., 2009). The examination of BE has acquired significance in contemporary years as marketing practitioners have recognized that familiarity with how consumers experience branded products is imperative for developing marketing strategies and related tools like policies, programs, and projects (Bapat & Thanigan, 2016). Accordingly, the brand experience concerning organic food needs more investigation, particularly in the post-COVID-19 epoch.

As for brand trust, brand trust speeds up consumers' devotion to the brand (Esch et al., 2006). Besides, its prominence originates from the fact that once a company accumulates consumers' trust in its brand, consumers intend to adhere to the identical brand and purchase products of dissimilar sorts under it (Mabkhot et al., 2017). Notable, BT is the thought that a brand bought is trustworthy and will enact as pledged (Zhang et al., 2020). Additionally, some studies have included BE in its various dimensions as a driver of BT, as Zarantonello and Schmitt (2010) proved the consequence of BE on BT. However, Kim and Chao (2019) indicated that there is still research space to verify the BE effect on BT, as they proved that BE does not affect BT.

**However**, given the recent and ongoing changes in the New life that have stemmed from the sustainability claims and the new life after the coronavirus pandemic, achieving brand trust in organic food may require other drivers, as BE may subject to be injected by indirect influencing constructs, like brand awareness. The significance of BA stems from several points, including being one of the dimensions of brand identity (Shafi & Madhavaiah, 2013), their inclusion in the list of green products when associated with organic foods (Bekele et al., 2017), and the safety and health characteristics they enjoy (Wandel & Bugge, 1997). In Brief, BA expresses the capacity to realize and remember what a brand associates with a specific product (Pham, 2020; Yoo & Donthu, 2001).

**Some** studies have included BE in its various dimensions as a driver of BA. Islami (2020) confirmed that BE significantly influenced BA. Further, BA significantly and positively impacted BT (Ling et al., 2023). Interestingly, BA is used as a moderator between BE and BT and effectively influences such a relationship in the context of mobile banking services in Saudi Arabia (Mekebbaty et al., 2020). Reversely, several findings' study reported that BT positively affects customers BA (Pappu & Quester, 2006; Pivato et al., 2008; Wang et al., 2006). Padel and Foster (2005) showed that despite the different data and the increasing quantities of organic foods in sale and purchase in the United Kingdom, few studies have investigated consumer attitudes and awareness in other regions. Therefore, researchers spilled little ink regarding brand awareness and knowledge of organic foods.

**Thus**, the presented controversial debate, interchangeable results, and signals for more research needs indicate a need to bridge the lack of joint relationships of brand experience, brand awareness, and brand trust to explore the variations of the results. Based on the above, the noted variables were not studied intensively in one study (to the best knowledge of the researchers), and organic foods were not considered significantly in addressing the variables referred to in the presence of some paradoxes in the results of the relationships of some variables with each other, as well as differences in the areas of its conduct, even if organic foods and noted variables were addressed and

studied. Therefore, to fill the lacunas, this study aims to tackle the gap of the influential mark of brand experience on brand trust via brand awareness of branded organic food products.

## **2. Literature Framework and Hypotheses Development**

### **2.1 Theoretical Literature**

#### **2.1.1 Brand Experience (BE)**

The BE is the reaction prompted by brand-related stimuli and encompasses customer, consumer, and shopper sensations, sentiments, perceptions, and behavioral actions (Schmitt et al., 2015). It refers to the conception of feelings, emotions, cognition, and behavioral reactions derived from brand stimuli necessary to brand designation and identification, packaging, contact, and the surroundings (Brakus et al., 2009). BE stretches further interactions with brand stimuli and embraces the human experience, highlighting empathy, emotional connections, and the brand's perceived fairness and attention, diverting concentration from transactions to emotional and psychological influences (Valmohammadi et al., 2024). Consumers intend to have various experiences involved with stimuli, including user, shopping, and product experience (Kumar & Kaushik, 2020). Brand experiences are sensory aesthetics and educational, which combine intellectual and entertaining means emotional (Brakus et al., 2009).

### **2.1.2 Concept of Brand Awareness (BA)**

**The** BA implies the power to determine an exact brand in multifarious conditions and suggests the existence of brand strength in minds (Mekebbaty et al., 2020). Likewise, Yoo and Donthu (2001) stated that brand awareness demarcates the buyer's capacity for brand recognition or brand requisition of a particular product category. Additionally, Önen (2018) noted that when a consumer compares a specific brand with contesting brands, brand awareness ensues in mind. Brand awareness is a sub-dimension of brand knowledge that indicates the capability of consumers to realize and remember the brand beneath diverse circumstances with the assistance of the brand path in memory (Keller, 1993). Brand awareness contains two dimensions: brand recognition, which signifies consumers' capability to determine previously experienced brands, and brand remembrance, which indicates consumers' capacity to recover a brand from memory when given a product category, need, or purchase condition (Evita & Faroichi, 2017). Additionally, familiarity is a measure of awareness (Raffaelli et al., 2025). Shortly, BA links to the likelihood that a brand may remember its mindset and create calm, depending on brand acquaintance and acknowledging capability.

### **2.1.3 Brand Trust (BT)**

**Mekebbaty** et al. (2020) specified BT as ready and willing consumers to get a brand repeatedly. Also, Lin and Lee (2012) described BT as a praising psychological expectation of the

consumer towards the brand. Similarly, Kshyap & Chaudhary (2019) defined BT as a willingness to lean on an exact brand and its ability to achieve the expressed function. Additionally, BT is the willingness of the consumer to acknowledge a brand when confronted with a threat and expect to attain a favorable result (Lau & Lee, 1999). Notable, BT has two measurements that represent brand trustworthiness and will (Dachyar & Banjarnahor, 2017). Besides, Wantini and Yudiana (2021) outlined viability and intentionality. Accordingly, BT signifies an association as a reflection of buyer-seller affinities at an assured moment (Persson, 2010), and such a linkage appears to recreate a critical function in the intention to buy a brand that they feel confidence, which reveals how considerably bonded to a specific brand (Esch et al., 2006). Consumers who count a brand are better inclined to remain faithful to that brand, buy unique brands presented beneath it in contemporary classifications or the current ones, pay a foremost price for it, and communicate the exact information and knowledge about flavors or tastes, behavior, and preferences (Mabkhot et al., 2017). Therefore, BT is a consumer's feeling of trust in their diverse interactions with brands.

## 2.2 Empirical Literature and Hypotheses

### 2.2.1 Brand Experience and Brand Awareness Nexus

**Branding** has already moved from focusing on beneficiary concerns of the product offered to the BE that is unforgettable and priceless to a customer (Brakus et al., 2009). The recurrence



of BE sweetens the chance of its glory and recollection of the brand name in the consumer's remembrance (Alba & Hutchinson, 1987). Mekebbaty et al. (2020) stated that BE thrills BA brand awareness due to triggering comparable linkages and nodes; hence, BE favorably affects BA. Berry (2000) proposed that service experiences enrich BA and remembrance. Esch et al. (2012) also exhibited that BE substantially affects BA. However, Biedenbach and Marell (2010) showed that brand experience has a petite consequence on BA, likewise the confirmation of Walter et al. (2014) in finding the little impact of BE on BA. Onetime, research determined that individuals intend to consume healthier nutritious foods when experiencing praising feelings, whereas junk food consumption dominates when experiencing harmful feelings (Lyman, 1982). Based on the presented argument, the study declares the following hypothesis:

**H<sub>1</sub>: Brand experience significantly influences brand awareness.**

### **2.2.2 Brand Awareness and Brand Trust Nexus**

The BA positively relates to BT (Hou & Wonglorsaichon, 2011). Considerably, there is a remarkable linkage between green products BA and consumer trust, in which BA affects green consumer trust concerning organic products (Alamsyah & Syarifuddin, 2018). Notable, the brand trust mediated the BA and loyalty nexus, which implies the influence of brand awareness on brand trust (Ashrafa & Ansaric, 2022). Paradoxically, in the

adjacent greenness field, green brand trust influences brand awareness (Suki et al., 2016). Further, consumers might trust a venue because of brand awareness when they buy fresh food online (Ling et al., 2023). However, several investigations discovered a substantial association and influential effect of brand awareness on brand trust (Bilgin, 2018; Cassia al., 2017; Das, 2016). Based on the presented argument, the study declares the following hypothesis:

**H<sub>2</sub>: Brand awareness significantly influences brand trust.**

### **2.2.3 Brand Experience and Brand Trust Nexus**

The BE can boost brand trust (Ha & Perks, 2005). BE can create a more profound emotional tie to a brand to sweeten BT (Huang et al., 2017). In addition, BT positively correlates to BE in various components, whether behavioral, affective, or intellectual BE (except sensory BE) (Mekebbaty et al., 2020). Likewise, partially, in the modest brands, there is an approving and influential impact of BE on BT (Sundari et al., 2024). The results exhibited that having a good experience with a brand is influenced and closely connected to BT, and trust plays a critical role in buying a brand or not (Khaleghi & Rostamzadeh, 2024). In addition, Garbarino and Johnson (1999) exhibited that BT is the initial outcome of experiences and interactions that illustrate the learning process over time. Also, BE directly or indirectly influences branding-related outcome variables like brand trust (Khan et al., 2021). Furthermore, the conclusions of de Oliveira

(2022) informed that BE significantly and appreciatively simulates consumer satisfaction, BT, and brand loyalty to skin care products in the cosmetics sector. Recline on the presented debate, the study posits the following hypothesis:

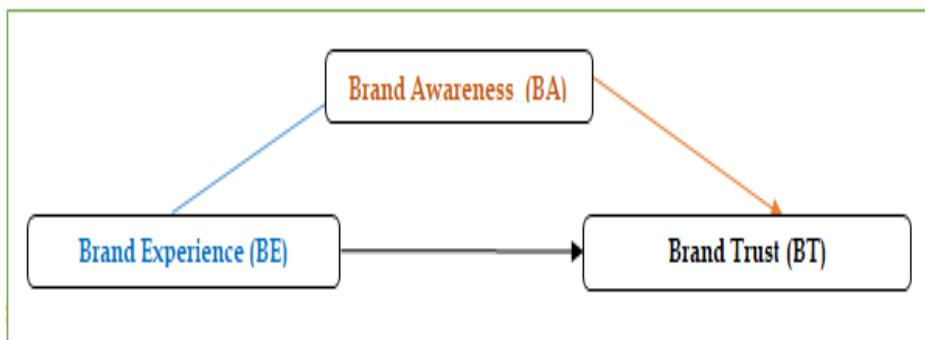
**H<sub>3</sub>: Brand experience significantly influences brand trust.**

**H<sub>4</sub>: Brand Awareness mediates the relationship between brand experience and brand trust.**

### 2.3 Theoretical Model

**Based** on the presented literature and prior findings, Figure 1 demonstrates a theoretical foundation for designing the study's researchable theoretical model. It shows the study hypotheses and proposes that brand awareness (BA) mediates the relationship between brand experience (BE) and brand trust (BT).

**Figure 1: Theoretical Model of the Study**



**Source: The Researchers, 2024.**

### 3. Methodology

#### 3.1 Research Method

**The** study used the descriptive analytical approach supported by the quantitative technique and data collection tool in collecting primary data through a questionnaire designed according to the five-point Likert scale to enhance data analysis with different statistical tools. Besides, the study collected secondary data from the literature on the subject of the study and the results of previous research.

#### 3.2 Sample

**The** study population comprises consumers of branded organic foods in the Asir area, which is located in southern Saudi Arabia. Asir area has a total population of 2,024,290 individuals. The stretching and geographically diverse population makes it challenging to get all elements. Therefore, this study utilized a non-probability designation, particularly a convenient sample technique utilizing a self-selection sampling method (Saunders et al., 2016) targeting regular consumers of organic foods in the Asir area.

**Besides**, the study ran a snowball sampling technique, leveraging the personal relationships of the initial participants to invite others. This technique strived to confirm the sample comprised individuals who regularly purchase and consume branded organic foods and who possess a satisfactory acquaintance with the organic foods characteristics. Participants

were also well-informed about how to fill out the questionnaire. Tsakiridou et al. (2008) noted that educational status can be a momentous socio-demographic characteristic with ongoing significance on health perceptions and food consumption-related causes. Consequently, the lowest sample size required for this study was 130 participants, based on the inclusion of 13 survey items (Hair et al., 2014). When the variable number reaches three, this proposes a sample size of 45 participants (Stevens, 1996).

### **3.3 Measurement Instrument & Data Collection**

**The** study implemented an online questionnaire to underrate missing responses, constructing a suitable, adequate, practical method for organizing, collecting, and managing data from the target sample. Based on earlier research and appropriate literature, the questionnaire incorporated items ranked on a five-point Likert scale, varying from 1 (fully disagree) to 5 (fully agree). The personal data covered four pivotal demographics: gender, age, marital status, and nationality. Additionally, the study incorporated four items for the BE variable based on the work of Napalai & Khamwon (2023), three items for the TB variable adjusted from Delgado-Ballester & Munuera-Alemán (2005), and three items for the BA variable, presented by Yoo & Donthu (2001). To purify the questionnaire design, an initial version was distributed to 43 academicians specializing in business administration or marketing for technical reviews. Their feedback

enabled assessing the preparatory reliability of the questionnaire items and advised improvements for the final version. After one month of distribution, the data collection process yielded 174 valid responses, specifying the sample size for this study.

### 3.4 Statistical Tools

**The** study strived to examine sample personal data by offering frequencies, means, and standard deviations for the analyzed variables. These variables were organized and rated based on the subsequent hierarchy: 1-1.80 (Very Low), 1.81-2.40 (Low), 2.41-3.20 (Average), 3.21-4.20 (High), and 4.21-5 (Very High). For gathered data diagnoses, the study employed mixed statistical techniques and tools, particularly SPSS and Amos, for hypothesis testing via structural equation modeling (SEM). The research process comprised several phases, starting with confirmatory factor analysis (CFA) to assess the reliability and validity of the items utilizing Cronbach's Alpha and Composite Reliability (CR) measures. The study also evaluated the validity of the data via Average Variance Extracted (AVE) and Criterion Validity (CV), as well as analyzing the statistical loadings of observed and latent variables.

### 3.5 Sample Profile Description

**The** profile of the respondents illustrated that the sample prevalence was male, which accounts for 66.4%. Also, 68% of the respondents were non-Saudis. Additionally, among the

participants, 52% were aged between 40 and 50. Further, most of the respondents (75%) were married with children. Lastly, 65% of those surveyed informed they regularly consume organic food.

## 4. Data Analysis and Results

### 4.1 Descriptive Statistical Analysis

In Table 1, the statistical mean and standard deviation of brand experience (independent variable) were 3.620 and 0,869. For brand trust (mediator variable), the mean and standard deviation were 3.850 and 0,886, indicating a high rank, and for brand awareness (dependent variable), the mean and standard deviation were 3.410 and 0,881, indicating a high rank. The total mean and standard deviation of studied variables were also equal to 3.625 and 0,730, indicating a high rank.

**Table 1: Descriptive Statistics**

Construct	Means	Standard Deviations	Ranks
Brand Awareness (BA)	3.410	0.881	High
Brand Trust (BT)	3.850	0.886	High
Brand Experience (BE)	3.620	0.869	High
TOTAL	3.625	0.730	High

Source: Processed Data of Field Study, 2024.

### 4.2 Model Fit Indices Measurements

In Table 2, the study employed Cronbach's  $\alpha$  (coefficient) to reckon the questionnaire's internal consistency. The total scale coefficient value reached was more prominent than 0.70 ( $\alpha = 0.892$ ). Also, the subscale coefficient weights were above 0.70, with  $\alpha = 0.831$  for BE,  $\alpha = 0.885$  for BA, and  $\alpha = 0.846$  for BT.

Nevertheless, Hair et al. (2014) proposed a lower limit of 0.70 for Cronbach's  $\alpha$  and pointed out that values as low as 0.60 may be acceptable. In this study, all estimated coefficients surpassed the commonly accepted threshold of 0.70, indicating good reliability. Furthermore, the measure of criterion validity, expressed by the square root of Cronbach's  $\alpha$  reliability, was 0.945.

The structural model also assessed the theoretical model's reliability, validity, and goodness-of-fit indices. As part of this process, the treatment of confirmatory factor analysis (CFA) using the AMOS program is illustrated in Figure 2 and detailed in Table 2. Of the eight questionnaire items, all factor loadings were above 0.780, except for two items (X12E and X13E), which had loadings of 0.666 and 0.688, respectively. These outcomes imply good factor loadings. According to Hair et al. (2010), factor loadings of 0.60 or more are considered substantial and denotative of a well-defined structure in CFA.

**Table 2: Factor Loading, Cronbach's Reliability, and Criterion Validity**

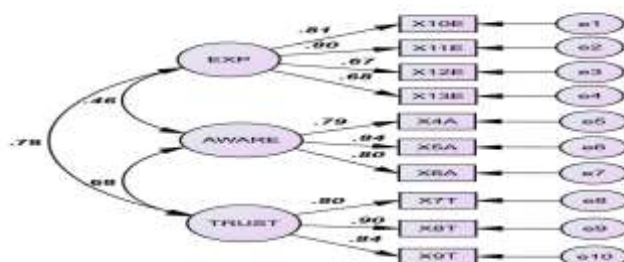
Construct	Items	Factor Loading	Decision	Cronbach's Reliability	Decision
Brand Awareness (BA)	X4A	0.788	Accepted	0.885	Accepted
	X5A	0.836	Accepted		
	X6A	0.801	Accepted		
Brand Trust (BT)	X7T	0.803	Accepted	0.846	Accepted
	X8T	0.901	Accepted		
	X9T	0.838	Accepted		
Brand Experience (BE)	X10E	0.807	Accepted	0.831	Accepted
	X11E	0.802	Accepted		
	X12E	0.666	Accepted		
	X13E	0.680	Accepted		
Total	Criterion Validity	0.945	Accepted	0.892	Accepted

Source: Processed Data of Field Study, 2024.



In Table 3, the analysis showed a CMIN/DF value of 1.446, with a significant P-value of 0.049. The model also confirmed strong fit indices, including a CFI of 0.970, TLI of 0.957, IFI of 0.970, RFI of 0.874, NFI of 0.910, GFI of 0.907, SRMR of 0.052, and RMSEA of 0.072. These outcomes imply that all metrics fulfilled the preferred criteria and guarantee that the model fits well with the theoretical framework investigated. Consequently, the measurement fitness indicators for the model were supposed to be sufficient and acceptable.

**Figure 2: Structural Model Estimates**



**Source: Processed Data of Field Study, 2024.**

In Table 3, the overall Composite Reliability (CR) was confirmed to be 0.945, with the most inferior CR among the constructs at 0.893. This implies good internal consistency and reliability. Concerning the validity measurement given in Table

3, the Average Variance Extracted (AVE) for all constructs surpassed 0.50, exhibiting that the convergent validity of the constructs is satisfactory (Shrestha, 2021). Further, the Criterion Validity was also measured at 0.945. The discriminant validation, depicted in Table 3, reveals that the square root of the AVE for each construct was grander than the correlation values of other constructs (off-diagonal), as per the Fornell & Larcker (1981) criteria. This verifies discriminant validity, with all values transcending 0.5, and all calculations were seen to be influential, with the least value reported at 0.742.

**Table 3: Results of Reliability Analysis, Validity Analysis, and Model Fit Indices**

Construct	CR	AVE	BE	BT	BA
Brand Experience (BE)	0.893	0.550	<b>0.742</b>		
Brand Trust (BT)	0.934	0.720	0.541**	<b>0.849</b>	
Brand Awareness (BA)	0.911	0.654	0.546**	0.723***	<b>0.809</b>
<b>TOTAL</b>	<b>0.945</b>				
Category	Model Fit Indices, Measures, and Standards				
	Fit Indices	Model Measures	Standards	Decision	
Parsimonious Fit	X <sup>2</sup> /df	1.446	< 3	Good	
	Chi-Square	46,285	< 149,885	Good	
Incremental Fit	CFI	0.970	> 0.900	Good	
	IFI	0.970	> 0.900	Good	
	TLI	0.957	≥ 0.900	Good	
	NFI	0.910	> 0.900	Good	
Absolute Fit	GFI	0.907	> 0.900	Good	
	RMSEA	0.072	< 0.080	Good	
	Standardized RMR	0.052	< 0.080	Good	

Source: Processed Data of Field Study, 2024.

### 4.3 Hypotheses Testing Results

**Table 4: Path Coefficients of Direct and Indirect Hypotheses Testing Toward Mediation**

NO.	Relationship tested			Std. est. $\beta$	S.E.	C.R.	P-Value	Decision Sig. (P < 0.05)
	Independent & Mediator	Path	Dependent					
1	Brand Experience	→	Brand Awareness	0.393	0.101	3.961	0.001	Supported
2	Brand Awareness	→	Brand Trust	0.400	0.080	4.951	0.001	Supported
3	Brand Experience	→	Brand Trust	0.487	0.082	5.968	0.001	Supported

**Source: Processed Data of Field Study, 2024.**

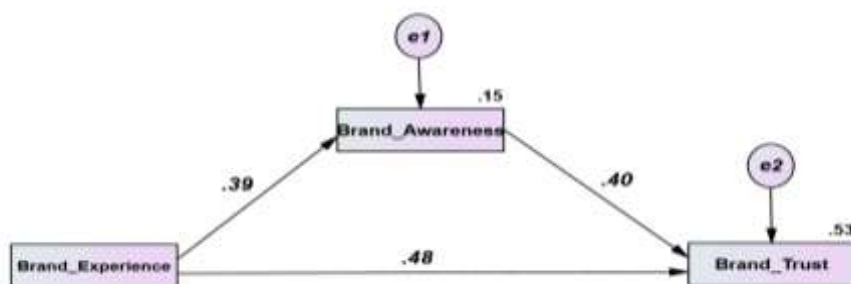
The study employed structural equation modeling to investigate the direct and indirect statistical linkages and impacts, as outlined in Table 4 and depicted in Figure 3. The analysis demonstrated that the BE impact on BA of organic food was favorable and statistically significant ( $\beta = 0.393$ ; C.R. = 3.961; p-value = 0.001). This signifies that when BE grows by one standard deviation, BA improves by around 0.398. Therefore, this result reinforces Hypothesis 1 (H1).

**Additionally**, the examination revealed that BA has an approving and significant impact on the BT of organic food ( $\beta = 0.400$ ; C.R. = 4.951; p-value = 0.001). Consequently, when BA increases by one standard deviation, BT increases by 0.400, supporting Hypothesis 2 (H2).

**Moreover**, the results indicated that BE significantly affects BT of organic food ( $\beta = 0.487$ ; C.R. = 5.968; p-value = 0.001). This implies that when BE grows by one standard deviation, BT of organic food rises by 0.487, thereby backing Hypothesis 3 (H3).

**Eventually**, the indirect effect analysis confirmed that BA partially mediates the relationship between BE and BT of organic food. The BE direct regression effect on BT has a P-value of 0.487, compared to the total effect metric of 0.646 for the identical relationship. This result proposes that the BE indirectly affects the BT of organic food via BA, thus backing Hypothesis 4 (H4).

**Figure 3: Direct & Indirect Results Path Analysis**



Source: Processed Data of Field Study, 2024.

## 5. Discussion

The study presented four hypotheses covering brand experience's impact on brand trust mediated by brand awareness. The study results support all four hypotheses represented by H1, H2, H3, and

H4, to the capacity that the judgment endorses that brand awareness partially mediates the brand experience association with brand trust when examining organic food. This result implies that brand experience events and activities trickle down positively in increasing brand awareness, which partially injects the path towards creating brand trust regarding organic food brands.

**The** first result confirmed that brand experience influenced brand awareness, which agrees with the findings of the previous studies (Berry, 2000; Biedenbach & Marell, 2010; Walter et al., 2014; Esch et al., 2012; Islami, 2020; Mekebbaty et al., 2020; Zarantonello & Schmitt, 2010; Zhu, 2024). The attribution of this result may exist due to organic food product consumption in a competitive market that thrives based on trust, genuineness, passionate affinities, quality, and ethical practices. Thus, brand transparency, sustainability, and health benefits stand out to discerning consumers. Brands improve visibility and foster profound engagement creation and captivating sensory experiences via packaging, merchandising, touch, and taste. Also, emotional portrayals and success stories significantly strengthen brand recall by aligning with consumers' values. Further, a robust digital, encompassing websites, social media, and e-commerce is essential for modern brands. Moreover, positive word-of-mouth arises from customer satisfaction and amplifies brand awareness. Finally, consistent communication and exceptional customer service are critical to reinforcing brand recognition and recall.

**In** the second result, brand awareness influences brand trust regarding branded organic food products. This finding constituent the results of prior studies (Ashrafa & Ansaric, 2022; Alamsyah & Syarifuddin, 2018; Bilgin, 2018; Cassia al., 2017; Das, 2016; Hou & Wonglorsaichon, 2011; Ling et al., 2023). The attribution of the result may be to brand awareness affecting brand trust in organic food by enlightening consumers with the brand values, certifications, accreditation, and practices. Elevated awareness guarantees that consumers acknowledge the brand as plausible and trustworthy, specifically if it's related to compatible messaging about quality, sustainability, and ethical standards. Familiarity and acquaintance nourish trust, making consumers more likely to convince and choose the brand.

**Additionally**, the third result bolsters a favorable significant effect of brand experience on brand trust concerning organic food. This result signifies that whenever the brand experience is high, the brand trust is high. This result copes with the previous studies (de Oliveira, 2022; Garbarino & Johnson, 1999; Ha & Perks, 2005; Khan et al., 2021; Khaleghi & Rostamzadeh, 2024; Mekebbaty et al., 2020; Sundari et al., 2024; Zarantonello & Schmitt, 2010). The attribution of this result may exist as a brand experience that directly impacts brand trust in organic food by nurturing emotional associations, exhibiting transparency, and offering consistent quality. Positive experiences represent eco-friendly actions like environmental packaging and merchandizing,

approval certification labels, authentic storytelling, and story success about sustainable practices and building consumer trust. When consumers perceive the brand as genuine and aligned with their attitudes, behavior, and values, their brand trust goes deeper to the extent of sustaining loyalty and advocacy.

**Eventually**, the result revealed that brand experience impacted brand trust concerning organic food brands, but such an influence is mediated partially by brand awareness. This path analysis outcome of joint integrated constructs may be due to positive brand experiences, such as quality organic food products with evident transparent practices and sweetening awareness by making the brand more recognizable and memorable. This increased awareness strengthens trust, as consumers relate to the brand with trustworthiness and authenticity. Thus, brand awareness intensifies the trust built via considerable and impactful experiences.

## 6. Implications

**The** findings of this study contribute to the benefit of understanding the association between BE and BT, especially in the context of branded organic food products, which are perceived as healthier and safer. The research emphasizes the value of both materialistic and non-materialistic memorable BE. Likewise, it sweetens acquaintance of how BA can bolster the connection between BE and BT via enhancing recognition and recall. This

study enlarges the understanding of the mediating role of BA in the relationship between BE and BT within the organic food sector. It also extends routes for future research in other geographical zones, such as different areas in Saudi Arabia or other countries. In addition, the findings furnish prospects for academic examinations researching miscellaneous brand constructs, particularly about specific branded organic or non-organic products, which may incorporate goods or services. From a practical perspective, the results of this study can satisfy consumers by offering perspicuity into how these variables impact their mindsets, attitudes, and behaviors when consuming branded organic food products. It also functions as a worthwhile resource for producers and marketers in business companies, directing them in planning their marketing strategies, policies, programs, projects, and campaigns to satisfy different stakeholders.

### **7. Study Limitations and Scope for Future Research**

The results of descriptive research and studies in administrative sciences often do not achieve complete generalization. This study encounters limitations that may affect its generalizability, as it concentrates exclusively on branded organic foods products without assuming specific brands. However, the sample included personal data variables and did not scrutinize the sample's attributes to evaluate statistically influential individual differences about the main variables. Likewise, the sample was confined to regular consumers of branded organic



foods products in the Asir area of southern Saudi Arabia, excluding consumers from others in the Kingdom and neighboring Gulf countries. Nonetheless, the findings may be generalizable to Saudi Arabia due to the similarities in consumer purchasing characteristics, which can mitigate the influence of the high prices of branded organic food products. Therefore, future research should replicate the study model while integrating other geographical areas and variables, such as electronic word of mouth (E-WOM), brand love, brand loyalty, and perceived risk. Additionally, it is suggested to identify specific brands of organic foods products and to analyze statistically significant individual differences related to the relevant variables.

## 8. Conclusion

**Branding** contains miscellaneous constructs and activities associated with attitudes, behaviors, and performance, which have improved interest in practices and studies. This paper seeks to address gaps in contemporary literature by providing analysis proof on several branding variables. The BE and its sensory and non-sensory attributes functionalize boosting BT in organic foods, particularly concerning their health and safety labels. Additionally, brand awareness enriches the BE and BT nexus via recognition and recall. This study affirmed two key findings: first, the direct result of BE (the primary independent variable) on BA (a sub-independent/mediating variable) and BT (the dependent variable). Second, it established that BA favorably

influences BT and mediates between BE and BT. The research was conducted in 2024 in the Asir area of southern Saudi Arabia and included a sample of regular consumers of branded organic foods products. The results of the linkage between these branding variables can provide valuable understandings for organic food consumers, while businesses should frame adequate strategies to leverage the momentum of their branding components.

### **Authors' Contributions**

**Farah** Yasin Farah Abdelkhair and Reda Abdelfattah Mohammad have equal contributions in Conceptualization, Methodology, Software, Validation, Formal analysis, Investigation, Data curation, Writing original drafts, Writing review & editing. The two authors have read and agreed to the published version of the manuscript.

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### **Conflict of Interest**

**The** authors of the article "Celebrate Branding: Brand Experience and Brand Trust Mediated by Brand Awareness" declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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