

The Role of Brand Authenticity in Egyptian Destination Marketing

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Abstract : Brand authenticity has a significant impact on brand trust and can help grow within the markets. Consumers have become more concerned with the 'authenticity' due to the doubt of credibility of the value of mass production. This is why people prefer authentic products, which making authenticity a cornerstone of contemporary marketing and a major factor for brand success. Therefore, it is important to embrace a culture that encourages and promotes authentic values. Hence, the purpose of the research is to investigate the impact of using local products as an authentic brand on promoting Egyptian tourist destination and explore the effect of Globalized authenticity on the local product in Egypt. Results confirmed that local products provide an excellent opportunity to worldwide advertising with positive impact on promoting Egypt as tourist destination. However, number of problems are facing local products in Egypt such as imported 'Made in China' products as well as other obstacles.

Keywords : authentic brand, contemporary marketing, destination marketing, local products

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