

Original Article

Mapping the Effect of Message Value and Credibility on Customer Purchase Intention: The Mediating Role of Consumer Trust in Branded Content

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Abstract

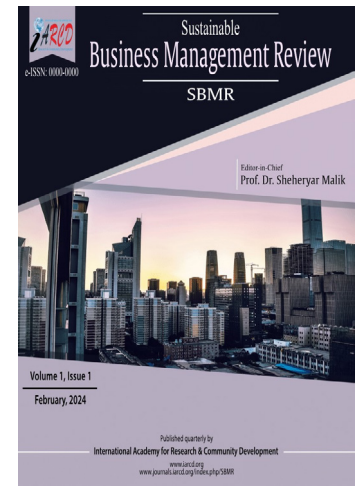
This study analyzed the impact of message value and credibility on consumer purchase intention, with a specific focus on the mediating role of trust in the context of branded posts. Deductive reasoning approach is aligned with quantitative methods to present the analysis of the research employing positivism philosophy. A survey questionnaire was designed to collect the data from the population. A tester observation of 200 respondents was used. Subsequently, the data was analyzed using Smart PLS Structural Equation Modeling (SEM). The findings of the study revealed that the message value had a significant impact on the consumer trust in branded post while an insignificant impact was observed with purchase intention. However, credibility was observed to positively impact both trust in branded posts and purchase intention of the consumer. Additionally, the mediation of trust in branded post with entertainment value was the only significant impact observed on purchase intention. The current research provided significant recommendations for advertisers, brands and marketers which have interest in influencer marketing. For instance, brands should consider authentic and credible influencers to promote their brand and products. As the consumer trust in branded posts have a direct impact on purchase intentions.

Keywords: Branded content, Consumer buying behavior, Consumer trust, Influencer marketing, Purchase intention

1. INTRODUCTION

In the realm of contemporary media, including digital platforms and social networking websites, there is a discernible impact on the information consumption patterns of consumers. Recent data from the Pew Research Center underscores that a significant majority of individuals in the United States increasingly turn to the internet and social media for news and updates, with this trend steadily rising over the past five decades (Brown & Hayes, 2008). Consumers now see dozens of advertisements on a regular basis as a result of these updated information, the majority of those which come from social media platforms (Jahnke, 2018). Certain demographic cohorts, notably the millennial and newer generations, have embraced the regular utilization of social media platforms. Consequently, there is an increasing significance placed on acquiring knowledge from social networks and peer consumers among these groups. The frequency of social media usage correlates with an elevated dependence on these platforms for sustainable purchasing decisions and a heightened awareness of environmental responsibility (Zafar et al., 2021). Jahnke (2018) further concluded that social media proves to be quite persuasive when it comes to consumer purchasing attitude. Brown & Hayes, (2008) also prove a direct relationship between purchase intentions of consumers and social media usage. According to current statistics from Facebook and Twitter, approximately 42 % of polled Twitterers had made a purchase as a result of an influencer post.

Social celebrities with a high number of subscribers over one maybe more social platforms (namely,



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Facebook, Snap chat, YouTube, Instagram or blogging) who get an impression on the audience are referred to as influencers on Social Media (Deges, 2018). Instagram influencers, unlike personalities or prominent people that are well through conventional advertising, are "ordinary folk" who become "internet celebrity" through developing and publishing social media content. They usually specialize in one or more categories, like health and fitness, traveling, cuisine, lifestyles, cosmetics, or clothing.

As per a Twitter survey, consumers may invest comparable trust in social influencers, whose authentic attributes attract attention from brands and advertisers. An advantageous aspect is the potential for marketers to engage more affordable influencers rather than incurring excessive expenses associated with securing endorsements from well-known celebrities (Gretzel, 2017). Additionally, many social influencers have cultivated expertise in specific domains, indicating that collaborations with brands aligned with their areas of proficiency enhance consumer receptivity and credibility. A recent survey on social media trends revealed that 94 percent of advertisers, previously engaged in celebrity branding, perceived such endeavors as successful. Zietek (2016) Celebrity endorsement provided ten x the payback of paid marketing. Targeting the right audience is key in the digital marketing race of becoming a well-known brand among your audience since it is what drives the consumer purchase intentions (Al-Azzam & Al-Mizeed, 2021).

Influencer advertising is a promotional strategy where marketers and firms compensate influencers to generate sponsored content, disseminating it to both the influencers' personal followers and the targeted audience of the businesses (Lou & Yuan, 2019). The content produced by influencers is perceived to establish a more authentic, spontaneous, and direct rapport with potential clients compared to brand-produced commercials (Woods, 2016). The prevalence of influencer marketing has surged recently, with a recent study indicating that 39 percent of marketers intended to augment their influencer marketing budgets in 2017. Additionally, 19 percent planned to allocate more than one million dollars to such advertising campaigns (Kadekova & Holienčinova, 2018). Influencer marketing has continued to grow as a tool for businesses in their digital marketing strategies to promote their products, services, or brand, or all three altogether, where global spending is expected to increase from \$500 million to \$5 billion ever since 2015, and up to \$10 billion in 2020 (Ye et al., 2021). However, there is no one-size-fits-all assumption in this kind of marketing. Because each brand is unique in its own way, trying to make their way up using their unique selling proposition. Hence, brands much spend enough budget and time trying to find the most appropriate influencer for their campaigns (Vrontis et al., 2021).

Although the fact that several researches have looked into the influence of endorsements on marketing the distinctiveness of influencer marketing other words, information creators with "fame" status—has been overlooked. Furthermore, while certain research works on influencer marketing has been done, none of it has typically focused on the basic mechanics that enable celebrity endorsement powerful. No thorough conceptual framework has been tested empirically. The present research demonstrates (McGuire, 1985) methodology that claims that the effectiveness of compelling communications is determined by numerous ways to accomplish as example origin, content, medium, receivers, and destinations. The influence of parameters related to origin and content in influencers are the subject of this research.

Problem Statement

Connecting the brand to the relevant influencer is the part where many brand and influencers suffer. Advertisers that are not efficient or new to market of influencer's world are not able to pick the right influencer for their products to market. In past researches there are plenty of literature and researches that were willing to find the impact of influencer market on consumer (Lou & Yuan, 2019). Extensive research has been conducted on the impact of advertising through traditional media platforms on consumer purchase intention. However, limited scholarly attention has been directed towards understanding the influence of social media influencer marketing in this regard (Lou & Yuan, 2019). Even more is the lack of information on how social media influencer's characteristics affect the brand's product's credibility in the eyes of the consumers. It brings us to addressing the impact of influencer's branded posts on the trust a consumer holds in their content, and how much would it affect their purchase intention.

Research Objectives

The objective of this study is to investigate the relationships among Influencer -generated content's informative value, entertainment value, influencer credibility and customer purchase intention. Besides the research is also intended to find out the mediating role of customer trust in branded content between message value and consumers' purchase intention of advertised brands.

Research Questions

- Will Influencer -generated content's informative value and entertainment value positively influence consumers' purchase intention of advertised brands
- Will influencer credibility, including (a) expertise, (b) trustworthiness, (c) attractiveness, and (d) similarity, positively influence consumers' purchase intention of advertised brands.
- Will customer trust in influencer-generated branded content mediates the relationship between message value and customer purchase intention of advertised brands.

2. LITERATURE REVIEW

The pivotal attributes of influencers play a decisive role in garnering attention from marketers and advertisers. An advantage lies in the potential for marketers to opt for more economical influencers, as opposed to incurring exorbitant expenses associated with engaging well-known celebrities for endorsements. Additionally, many social media influencers have established expertise in specific niches, suggesting that collaborations with brands aligned with their areas of specialization enhance consumer acceptance and confidence in their recommendations (Lou & Yuan, 2019). According to a recent survey of social-media tendencies, 94 percent of advertisers who may have employed influencers branding endeavors have regarded them to be successful (Vrontis et al., 2021). Content marketing provided ten times more return on the investment R O I than traditional marketing, according to same report.

Mass channels of communication like as television station, radio stations, and magazines seem to be no more the primary source of news for customers in today's modern media world. Alternatively, for exchange of information and developing relationships marketing, customers frequently turn to social-media platforms or internet forums (Waqas et al., 2021). The research concentrates on topmost grass - root social influencers whom has earned reputation as content providers, in accordance with industry trends. Earlier studies investigated the aspects that led to the efficiency of content marketing in a variety of contexts (Lou & Kim, 2019). Influencers publish frequent posts on social media in the fields of expertise, in which they send out generally advertising message to their subscribers that are both informative and entertaining. Influencer generated postings provide information on product alternative or even other content that provides information to their audience. Furthermore, influencer bring personal esthetic flourishes and personal variations to their postings that generally result in an entertaining experience for their subscribers (Glucksman, 2017).

While Entertainment value has been studied as an individual component of other variables, where questions from the audiences have been like, "how do you rate the entertainment value...", there haven't been much studies on demonstrating scenarios as to find which factors contribute to entertainment (Dobni, 2007). One of the researchers, (Babin et al., 1994), studied the potential entertainment worth for an individual's consumption experience and introduced 'hedonic values' as compared to 'utilitarian values' for this variable. The scale items they considered were "enjoyment," "excitement," "captivation," "adventure," and "escapism" (Babin et al., 1994). There are two determinants of source credibility, and they are expertise and trustworthiness. Both of these factors are critical in determining the credibility of where the information is coming from and who the influencer is. On the other hand, (McGuire, 1985) introduced a third determinant which has further been studied and authenticated by (Saima & Khan, 2021), and that is Attractiveness/likeability.

Expertise is known as the competence of source about how much they know and what they can do (their knowledge and skills) so they can qualify to make certain claims about things and publish it to their social media for the world to see (Lou & Yuan, 2019). Now this expertise could also be a perceived expertise which is engraved in the minds of individuals who follow such influencers for information and/or entertainment. This attribute has a positive effect on the source's credibility and their consumer's attitudes (Seiler & Kucza, 2017). Expertise has been one of the most important factors while determining the scale parameters and development of the scale in (Ohanian, 1990) study, and an essential part in the meta-analysis of (Amos et al., 2014). It has a positive link between a consumer's trust in an influencer's posts because only when they are an expert in a certain domain is when they can make true claims about it. This helps them gain audience's trust and make them take a positive or negative purchase decision (Saima & Khan, 2021).

For a normal human being, attractiveness plays a major role in determining their interests. This technique has been widely used in traditional advertising methods where they hire an attractive celebrity to stand beside their product, or demonstrate their product's use to ensure that the audience

may watch their ad. Now, in influencer marketing, it is important to consider this factor as a determinant of their credibility because the attractiveness of their posts and themselves could shift the course of their popularity (Muda & Hamzah, 2021). Attractiveness does not only affect an individual's perception of their personality but their facial features too have the ability to influence their attitudes and purchase intentions. An attractive influencer's word is considered to be more persuasive than the one who is less attractive or not at all (Seiler & Kucza, 2017).

Based on the study of source credibility model by (Munnukka et al., 2016), it is determined that similarity has proven to give out more positive attitudes toward the advertised brand which makes the advertisement more effective. Similarity is defined as the matching of attributes and the familiarity between an individual and an endorser. The greater their similarity is, the more chances there are to make your promoted post effective. When an individual can resonate with the life of an endorser, it gives them a feeling of being understood. This drives them to a conclusion that whatever they may do that proved to be beneficial to them would also have the same results for me (Fam & Waller, 2006). Hence, they would eventually develop a liking for the endorser and identify them as their guide in their respective expertise.

Perceived trust has been a subject of examination across diverse disciplines such as communications, advertising, politics, psychology, and sociology, among others (Bao & Wang, 2021). Similarly, Kim et al., (2019) explored the impact of various quality criteria in mobile banking on trust and satisfaction, revealing that system quality and information provision significantly predicted consumer satisfaction and trust. A comprehensive spectrum of latest social media trends of posting updates, tweets and shared information is generated and accessed by consumers centered on sharing contents among several others about every area of discussion. Purchase intentions is defined as the "conscious planning of a person to make an effort to purchase a brand" (Spears & Singh, 2004). This is one of those important preceding steps of the consumer's purchasing behavior that plays a pivotal role in identifying what their behavior pattern is going to be (de Magistris & Gracia, 2008). Studies have also shown that there exists a link between a person's attitude and that can directly affect their behavior. This is what the brands study in order to make their advertising successful. They evaluate their consumer's purchase intentions and perceptions (Lou & Yuan, 2019).

The rising use of online technologies has evolved in a considerable shift in the strategy for establishing relationships among social-media-influencers and consumer purchase intentions (Haumer et al., 2020). Browsing social media sites has the goal of assisting consumers in interacting with other shoppers who have similar interests. Customers can be influenced by interactions with other customers together in number of manners, which are all helpful in forming informative impressions about unexplored products. The customer first gets awareness and understanding of the product, then develops positive or negative perspectives towards the service or product, and then react by acquiring and using and rejecting and refusing the item (Hutter et al., 2013). As per researchers, the technology seems to be in the early phases of the product recognizing, and so this model follows a series of influencers and celebrity endorsements that determine why customers make decisions. In a nutshell, a consumer decides whether it should buy an item based on the brand awareness within few seconds of seeing it. User needs, interests, or impulsively buying decision depending on supplier initiatives, including influencer marketing, recommendations from friends, shopping behavior, or social implications, all factors affect consumer's buying choices.

Conceptual Framework

Below conceptual framework creates ten different hypotheses (H1-H10).

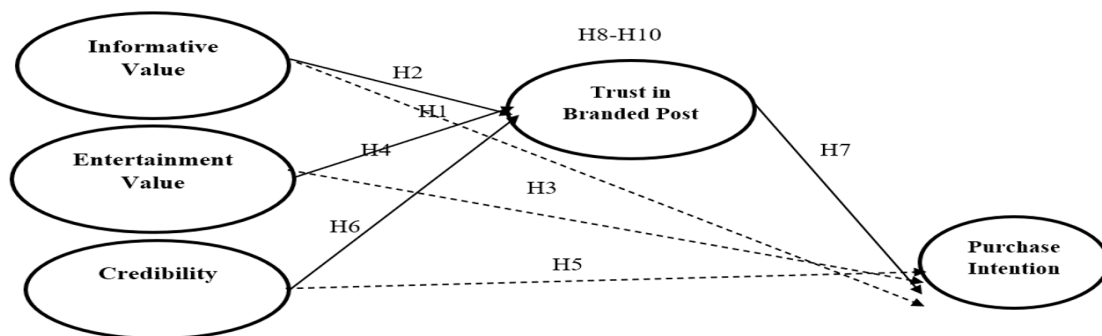


Figure 1. Conceptual Framework

Research Hypotheses

- H1: Influencer-generated content's informative value will positively influence consumers' purchase intention of advertised brands.
- H2: Influencer-generated content's informative value will positively influence customer trust on branded content.
- H3: Influencer-generated content's entertainment value will positively influence consumers' purchase intentions of advertised brands.
- H4: Influencer-generated content's entertainment value will positively influence customer trust on branded content.
- H5: Influencer credibility (i.e. Including (a) perceived expertise, (b) trustworthiness, (c) attractiveness, and (d) similarity), will positively influence consumers' purchase intentions of advertised brands.
- H6: Influencer credibility (i.e. Including (a) perceived expertise, (b) trustworthiness, (c) attractiveness, and (d) similarity), will positively influence customer trust on branded content.
- H7: customer trust on branded content will positively influence consumers' purchase intentions of advertised brands.
- H8: Customer trust on branded content mediates the relationship between informative and customer purchase intention of advertised brands.
- H9: Customer trust on branded content mediates the relationship between entertainment value and customer purchase intention of advertised brands.
- H10: Customer trust on branded content mediates the relationship between influencer credibility and customer purchase intention of advertised brands.

3. METHODOLOGY

Research Design

The research is based on explanatory research design. A throughout literature review is being conducted using past thirty research papers on branded content from influencers, major attributes of trust and related articles. The variables are studied and discusses independently to explore literature review widely. The second phase of research is to identify the problem (the problem statement) and writing research objectives extensively. The very next step is the development of hypotheses and the research model that can be referred in chapter 2. Further step is the designing of questionnaire and its measurements. The statements are carried from primary research that will be used in our research. The next step is data collection, for collection of data we have use the digital questionnaire using Google doc. Considering current Covid-19 situation physical collection is not feasible. After collection of data, it will be run through a statistical tool named as SPSS. Lastly, the analysis of data on SPSS, running tests for the significance of variables and model as well as the interpretation of data.

Research Population

The considerable population of this research paper are the regular social media users in Pakistan who follow at least one influencer on those SNS (social networking sites) based on a study done in America that selected population from Amazon's MTurk (Ross et al., 2010). They also found that social media users collected from this population demonstrated quality data. A filter would screen out those who are either not regular social media users and/or do not follow even one social media influencer. The age groups of generation Y and Z would be targeted as they are more into the use of internet and may have more knowledge about social media influencer marketing (Lou & Yuan, 2019).

Sample Size & Sampling Technique

Sampling is a method employed by researchers to select a subset of specific subjects or objects from a broader demographic, which serves as the focal point for research interpretation and analysis, aligning with the research topic. Due to logistical constraints, obtaining the entire population for study questions may be impractical, leading researchers to employ random sampling techniques. The population denotes the entirety of cases from which the researcher draws the sample. Screening procedures are applied to reduce occurrences, considering constraints in terms of time and resources. For precision, a sample

size of 200 respondents was chosen through random sampling, ensuring each sample has an equal and unbiased opportunity for representation from the total population.

Research Instrument

Identifying pattern & casual relationships can be challenging, consequently questionnaire survey is considered for being appropriate for locating patterns & relationships which are difficult to notice directly. Multiple kinds of surveys are used to determine correlations among variables as well as hypotheses. As a result, a survey is employed as both a research tool and the instrument. A 7-point semantic differential scale was used to measure Informative value and Entertainment Value. This study measured the four dimensions of an influencer's credibility. Trust in Branded Content was measured using a 7-point semantic scale as well. Brand Awareness, Purchase Intention, and Involvement was derived by measuring the participant's agreement to statements extracted from the said sources.

Table 1

Summary of Research Instrument

Variable	Authors / Source	No. of items	Scale
Informative Value	(Voss et al., 2003)	5	1-7
Entertainment Value	(Voss et al., 2003)	5	1-7
Credibility	(Munnukka et al., 2016)	15	1-7
Trust in Branded content	(Wu & Lin, 2017)	17	1-7
Purchase Intention	(Yuan & Jang, 2008)	4	1-7

Data Collection

In quantitative studies, there seem to be a variety of methods for gathering data. Questionnaires, interview, telephone interviews, tests, supervised observation, longitudinal, and poll are all possibilities. The questionnaire was used as data collection instrument due to its ease of distribution. To save responders' time, the distributing would be done digitally via social apps and email. The data collected from questionnaire was examined and tested by applying a data-analysis statistical tool named as Smart PLS and using the structural equation modeling (SEM). All our hypothesis were analyzed using the structural model and reliability and validity was tested using measurement model.

4. RESULTS & FINDINGS

Respondent Profile

In this section, we derived the profiles of all the respondents from our survey listing their demographic profiles. The survey was spread among a total of 203 participants and data was collected from each. The outliers were eliminated and the analysis was conducted. The survey was distributed among people with knowledge of social media users and influencer marketing, and those who may have bought or intended to purchase brands after seeing branded posts on the influencers' social media.

Table 2

Respondent Profile

		Frequency	Percentage
Age	18 to 25	58	28.57%
	26 to 30	57	28.08%
	31 to 35	36	17.73%
	36 to 40	20	9.85%
	41 to 50	7	3.45%
	50 and above	25	12.32%
Gender	Female	89	43.84%
	Male	114	56.16%
Academic Qualification	Graduate	77	37.93%
	Intermediate / A' Levels	17	8.37%
	Matriculation / O' Levels	5	2.46%
	Postgraduate	58	28.57%
	Undergraduate	46	22.66%

Employment status	Business Owner	49	24.14%
	Private Employee	99	48.77%
	Public/Government Employee	30	14.78%
	Unemployed	25	12.32%
Monthly household income	10,000 - 25,000 PKR	19	9.36%
	100,001 - 150,000 PKR	47	23.15%
	150,001 - 200,000 PKR	18	8.87%
	25,001 - 50,000 PKR	29	14.29%
	50,001 - 100,000 PKR	45	22.17%
	Above 200,000 PKR	45	22.17%

As seen in table 3, more than half of the respondents belonged to the 18-30 age group. This shows that most of the data has come from the millennial and Gen Z since they are the ones who use social media and are aware of the effect influencer marketing has on the brands. Male respondents have dominated the study but females are only 10% less than the male percentage which shows almost an equal representation of both genders in this study. Moreover, graduates comprise the highest percentage of respondents with a 37.93%. The study features more private employees (48.77%) than any other profession.

Measurement Model Evaluation

Reliability and Convergent Validity

The collected data was analyzed using Structural Equation Modeling technique with the help of Smart PLS in order to determine the reliability and validity of the data. This would determine if the data is reliable enough to be carried on for further analysis (Mohajan, 2017). For this, four measures were evaluated; factor loading, which determines the individual item reliability, Cronbach alpha, composite reliability, and Average Variance Extracted (AVE). the indicator factor loading is supposed to lie above the range of 0.7 in order to be classified as reliable (Zhang et al., 2018).

Table 3

Reliability and Convergent Validity Analysis

Latent variable/Construct	Item	Factor Loading	Cronbach Alpha	Composite Reliability (CR)	Average variance extracted (AVE)
Informative Value	INFO1	0.950	0.967	0.974	0.884
	INFO2	0.947			
	INFO3	0.938			
	INFO4	0.929			
	INFO5	0.937			
Entertainment Value	ENT1	0.936	0.962	0.971	0.868
	ENT2	0.943			
	ENT3	0.928			
	ENT4	0.923			
	ENT5	0.930			
Credibility	ATTRT1	0.760	0.948	0.953	0.562
	ATTRT2	0.747			
	ATTRT3	0.641			
	ATTRT4	0.790			
	EXPT1	0.749			
	EXPT2	0.815			
	EXPT3	0.746			
	EXPT4	0.758			
	SMLRT1	0.764			
	SMLRT2	0.711			
	SMLRT3	0.730			
	TRUST1	0.766			
	TRUST2	0.766			

	TRUST3	0.775			
	TRUST4	0.748			
	TRUST5	0.715			
Trust in brand	T. BRND1	0.925	0.984	0.986	0.853
	T. BRND2	0.948			
	T. BRND3	0.948			
	T. BRND4	0.941			
	T. BRND5	0.936			
	T. BRND6	0.923			
	T. BRND7	0.934			
	T. BRND8	0.939			
	T. BRND9	0.913			
	T. BRND10	0.923			
	T. BRND11	0.926			
	T. BRND12	0.819			
Purchase Intention	P.INT1	0.840	0.809	0.877	0.642
	P.INT2	0.846			
	P.INT3	0.847			
	P.INT4	0.657			

As seen in table 4, all the values of the indicator factor loading for all items are above 0.7 which tells us that all items were carried for further analysis. In addition, the Cronbach alpha, Composite reliability, and AVE for all the latent variables also lie above 0.7 and hence, all were further analyzed for the second step of the SEM modeling.

Discriminant Validity

Discriminant validity is a test that determines whether two constructs that are supposed to be not related are actually unrelated. There are several methods to conduct discriminant validity but here we used Fornell Larcker criteria to determine it for the data collected. This criterion makes use of the Average Variance Extracted (AVE) and checks if its square root for each construct is greater than its correlation with another construct (Fornell & Larcker, 1981).

Table 5

Discriminant Validity using Fornell-Larcker criteria

	Credibility	Entertainment Value	Informative Value	Purchase Intention	Trust in Brand Post
Credibility	0.750				
Entertainment Value	0.450	0.932			
Informative Value	0.531	0.905	0.940		
Purchase Intention	0.794	0.598	0.672	0.801	
Trust in Brand Post	0.556	0.821	0.872	0.694	0.924

The above table clearly shows the discriminant validity of the constructs under study and how the square roots of each latent variable is greater than the correlations among other constructs. This proves the discriminant validity of this respective model depicted in this study to be significant.

Assessment of Model Fit

In PLS-SEM, two model fit indices, SRMR (Standardized Root Mean Square Residual) and NFI (Normed Fit Index), are employed to assess the adequacy of model fit. SRMR, with a recommended threshold of <0.1, gauges the average residuals between actual and hypothesized variances (Shi et al., 2020). On the other hand, NFI, with a criterion of >0.9, serves as a model fit metric by comparing the proposed model with a relevant.

Table 6

Model Fit Indices

	Estimated Model	Recommended Threshold
NFI	0.797	> 0.9
SRMR	0.094	< 0.1

The results of BFI and SRMR were calculated to be 0.797 and 0.094 respectively. It means that the variables are considered model fit.

Assessment of R-square

The table below displays the R-square values of the model. R², or the coefficient of determination, is a statistical metric assessing the variance in dependent variables attributed to independent variables. It quantifies the degree to which the data align with the examined model. Specifically, the R-square value for purchase intention stands at 72.9%, while trust in branded posts is indicated to be 78%.

Table 7

R-square

	R Square	R Square Adjusted
Purchase Intention	0.729	0.724
Trust in Branded Post	0.780	0.777

Inner /Structural Model Evaluation

Hypotheses Testing and Discussion of Results

Table 8 shows the estimate value, T-value, P-value, and the decision for each hypothesis. As we can see, the P-values of H1, H2, H4, H6, and H9 are all below 0.05, hence these hypotheses are supported. While the others are not supported as their P-values lie above 0.05. As per the findings of the result on the basis of hypothesis testing it can be concluded that the Credibility had a significant impact on Purchase Intention and Trust in Branded Posts and it had supported the hypothesis develop by the researcher. However, Entrainment Value had a positive but insignificant impact on Purchase Intention and Trust in Branded Post which entails that the study had rejected the claim of researcher and variable did not support the study. Similarly, Informative Value had a positive and insignificant impact on purchase intention whereas, the impact on Trust in Branded Post is significant. Furthermore, Trust in Branded positive and insignificant impact on Purchase Intention. The impact of Credibility of the influencer and Informative Value on Trust in Branded Content is insignificant. However, Entertainment Value had a significant impact on Trust in Branded Post and Purchase Intention.

Table 8

Summary of Hypotheses Testing

	Hypothesized Path	Estimate	T-Value	P-Value	Decision
H1	Informative Value -> Purchase Intention	0.170	1.549	0.122	Not Supported
H2	Informative Value -> Trust in Branded Post	0.621	6.854	0.000	Supported
H3	Entertainment Value -> Purchase Intention	-0.003	0.025	0.980	Not Supported
H4	Entertainment Value -> Trust in Branded Post	0.197	2.080	0.038	Supported
H5	Credibility -> Purchase Intention	0.579	9.422	0.000	Supported
H6	Credibility -> Trust in Branded Post	0.137	2.864	0.004	Supported
H7	Trust in Branded Post -> Purchase Intention	0.226	2.677	0.052	Not Supported
H8	Informative Value -> Trust in Branded Post -> Purchase Intention	0.140	1.823	0.069	Not Supported
H9	Entertainment Value -> Trust in Branded Post -> Purchase Intention	0.045	1.364	0.173	Not Supported
H10	Credibility -> Trust in Branded Post -> Purchase Intention	0.031	1.772	0.077	Not Supported

The hypothesis 2 explains the significant impact of informative value on trust in branded posts. Which implies the engagement of consumer through informative value of the content results in trust on branded posts. However, there is a direct relationship between construct as both of the construct are interrelated and had a positive and significant impact on Branded Posts. Past studies have also shown a positive influence of informative value on the trust in branded post as the more informative a post would be, the more trust a consumer would hold in the endorser's content (Kim et al., 2019; Lou & Yuan, 2019).

The hypothesis 3 had rejected the claim of the researcher which explain the insignificance impact of Entertainment value on Purchase intension. Which explain that the entertainment value had not any impact on consumer purchase decision. According to the existing literature by the researcher had highlighted the engagement based on entertainment aspect of the consumer engagement in the product.

The hypothesis 4 had explained the insignificant impact on Entertainment Value on Trust in Branded Post which explain that the entertainment value had not any impact on consumer purchase decision regarding Trust in Branded Post. According to the existing literature by the researcher had highlighted the engagement based on entertainment aspect of the consumer engagement in the product (Lou & Yuan, 2019). However, it is not the factor of trusting the content of Brand which are the results of the study. The hypothesis is important for the future researchers to study more to observe the validity of the construct.

According to the claim of researcher, the hypothesis 5 had explain that the Credibility of the influencer had a positive and significant impact on Purchase Intention. The acceptance of the hypothesis explain that the claim is true and the credibility of the influencer is considerably important in purchase decision of the consumer. The construct had also contributed significantly to the literature explaining the importance of influencer and its impact on Purchase Intention of the consumer. The hypothesis is considerably important for the practitioners who had interest in determining the factor of consumer buying behavior, purchase intension and purchase decision of the consumer. Past study (Chetioui et al., 2020) support the findings of the study, as the hypothesis is aligned with the findings of the study conducted by the Jung and variable of associate study. The construct also had a great significance for the research implications such that it can assist the Marketers and Advertisers to include in their practice of marketing for effective results of the campaigns.

The hypothesis 6 had explained the significance of Credibility in Trust in Branded Post which explain the relevance of the contract in the study. The acceptance of the construct had explained the validity of the hypothesis. Furthermore, it explains that the influencer credibility improves the trust of consumer on Branded Posts. Trusting in Branded Posts result in engagement of the consumer with the brand and conversion of Sales. Thus, it is considerable important construct for the future researchers to explore more with additional constructs to explore the impact in a broader way. The hypothesis had significant implications for the influencers, Social Media Marketers, and Digital Media concerns who seek to build their Brand Credibility, the study had contributed comprehensively in the literature to assist the research audience and the reader of the study.

The hypothesis 7 explains the insignificant impact of Trust in Branded Post on Purchase Intention which explain that the consumer purchase intention is not dependent on Trust in branded post. However, construct had contributed significantly for the practitioners to study the concepts of branded content (Hutter et al., 2013). The current study had rejected the claim which suggest the impact to study more precisely in the future studies.

The hypothesis 8 had rejected the claim of researcher regarding the impact of Informative Value on Trust in Branded Post and Purchase Intention. Furthermore, the informative value is important construct of the study. However, the results of the study are based on the understanding of the participant. The rejection of the construct can be the reason of lack of understanding or misunderstood of the statements of questionnaire which had been fill by the respondents because according to past researches (Lou & Yuan, 2019; Waqas et al., 2021), there have been a significant relationship among these variables.

The hypothesis 9 had explained the claim of the researcher had been accepted by the study. Which explain the Entertainment Value had a significant impact on Trust in Branded Post and Purchase Intention. The hypothesis had illustrated that the consumer purchase decision is dependent on Entertainment Value which had a great consideration for marketers and advertisers to consider for their marketing planning and strategies to get better response. The hypothesis is significant for the policy, practice and theoretical perspective of the research (Waqas et al., 2021). With mediation involved, it means that this model has partial mediation as there is a direct effect among independent and dependent variable.

The hypothesis 10 had explained the insignificant impact of Credibility of consumer on Trust in Branded Post on Purchase Intension which is the important consideration of the researcher. However, as per the collected data, findings and analysis obtain through Smart PLS can be interpreted as not supported by the study. According to past researches (Lou & Yuan, 2019), credibility of an influencer has the tendency to pose trust in a consumer towards their posts and making that purchase intention

5. RECOMMENDATIONS & CONCLUSION

Conclusion

The objective of this study was to investigate the relationships among Influencer -generated content's informative value, entertainment value, influencer credibility and customer purchase intention. It also intended to find out the mediating role of customer trust in branded content between message value and consumers' purchase intention of advertised brands. The consumer trust in branded content on social media is affected by message value and credibility had been analyzed by this study and it is found by the researcher that consumer trust had significant impact on branded content and social media is a significant factor which is used by the influencers and marketers to build the consumer trust on brand by promoting their products and brands on the internet. The findings of the study had revealed that the trust of the consumer had positive and significant impact on the credibility of the consumer which is concluded by highlighting the importance of credible influencer for the brands to promote their product as the credibility of the influencer can build the brand image which can be benefit for the brand reputation, sales and profit margins. However, the analysis of the finding is reported as the findings have present, validate and support the study topic which were emphasize to examine the consumer trust in branded content on social media and to find its impact on Informative Value, Entertainment Value and Credibility. The findings of the study had supported the influencer credibility as the obtain t value is greater than 2 which indicate that variable is accepted and the sig value also known as p value is less than .5 which entails that the impact of influencer credibility is positive and significance. As per the findings of the result on the basis of hypothesis testing it can be concluded that the Credibility had a significant impact on Purchase Intention and Trust in Branded Posts and it had supported the hypothesis develop by the researcher.

The research outcomes had great importance for the implications of the practitioners, policymakers and theory. The literature review of the study had contributed towards the conceptions and theories of marketing perspective regarding entertainment value, information value and credibility of the influencer and its impact on trust in branded posts and purchase intention of the consumer. The study implications highlighted the elements of consumer buying behavior and the patterns of consumer purchase decision which can be considered by the policy makers to make strategies to improve their brand value and brand image in the long run. Furthermore, the implications are also considerable for the practitioners such as marketing professionals who seek the insights and analytics to implement in their promotions and campaigns to get effective results. The researcher efforts are reflected in best manner to entertain the research reader by providing fair stats and evidence of the variables to provide information and results to benefit the research audience in best manner.

Recommendations

The present research provided significant recommendations for advertisers, brands and marketers which have interest in influencer advertising. For instance, the consumers trust in credibility of the influencer, therefore brands should consider authentic and credible influencers to promote their brand and products. As the consumer trust in branded posts have a direct impact on purchase intentions. Particularly, brands can build the consumer trust by estimating the follower, reputation of influencer, trust, attractiveness, informative value and entertainment value bring by influencer for the brand. The followers of the influencer do not predict the credibility of the influencer. Thus, the brand should consider the above parameters to measure the credibility of the influencer to assist brand in selecting the credible influencer who can manage efficient marketing campaigns to represent the brand over social media, internet and electronic mediums. Moreover, the brand who are seeking to expand the brand and developing their trust in the eye of consumer by targeting large populations can consider the expertise of influencer who can add value to the brand through the skill set and capabilities of influencer rather than just an acting or model influencer who can only act in the advertisement. Lastly, the associate influencer should be capable of delivering the brand message to the audience by entertaining the audience along

with providing informative value which can engage the audience with the content of the brand and result in conversion of purchases and sales.

Competing Interests

The authors did not declare any competing interest.

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