



## **Influence of Celebrity Credibility on Perceived Brand Trust Study on Multinational Mobile Service Brand in Bangladesh**

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**DOI:** <https://doi.org/10.4038/sljmuok.v9i1.141>

### **ABSTRACT**

Celebrity credibility is a vital marketing practice across the world whilst it finds challenges to get effective results as per the cluttered marketing atmosphere. In fact, the cost and risk engaged with celebrity endorsement had been referred in many empirical studies highlighting researchable issues. Celebrity acts as credibility communication sources for marketing awareness, creating brand image and building brand via spreading message with fans. Celebrity commits for brands to reach out across the countries. The influence of celebrity credibility on perceived brand trust is a curial matter for brand to meet desired response within the market. Celebrity is the national and international level of pride to spread information about the products to end the customer end. Celebrities are used as a credible source to educate and motivate customer to get aware or actively participate in disaster management activities. This paper examined these issues based on a sample of students via a quantitative survey method to study how celebrity credibility influences perceived brand trust on multinational mobile service in Bangladesh. Hypotheses were formed on how celebrity credibility influences on brand trust. A size of 200 samples was contacted for the survey. SPSS-23 software was executed in testing the hypotheses. Results verified the significance of the influence of celebrity credibility on perceived brand trust in multinational mobile services in Bangladesh.

**Keywords:** *Bangladesh, Brand Trust, Celebrity, Credibility, Multinational Mobile Service.*





## 1. INTRODUCTION

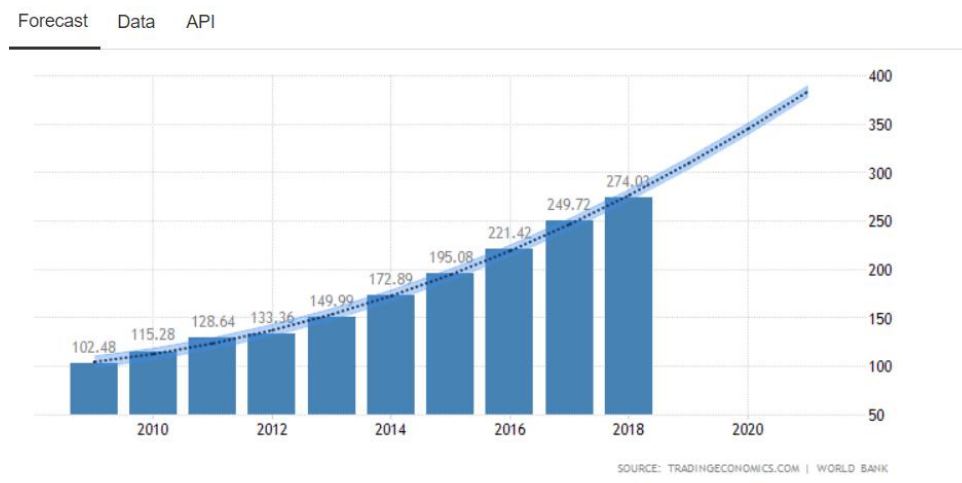
### 1.1 Background of the Study

Bangladesh is the small country by the covering the thousands of rivers. It's densely populous country where are 220 million people living in the small land of Bangladesh. It is one of the 12<sup>th</sup> densely populated nations on the earth. Now the Bangladesh economy has been booming so fast comparing to other South Asians countries such as Indian, Pakistan, Sri Lanka, Afghanistan, Nepal and Bhutan. In 2018, Bangladesh has filled up the requirements of an UN and IMF to become the developing the country. But Bangladesh is the next eleven emerging market middle income economy based on the market and 43<sup>rd</sup> largest economy in the world & 29<sup>th</sup> largest by purchasing power parity. According to the IMF, Bangladesh's is the 2<sup>nd</sup> fastest growing major economy of recent year of 2016 with a rate of 7.1%. Bangladesh economy is mainly dependent on the exporting garment items, foreign remittance and agriculture industry. Bangladesh is the 2<sup>nd</sup> largest garments exporter after the china has enlisted the world ranking in 2017. As per the World Trade Organization (WTO) data Bangladesh has captured 6.5 shares in the global market. In 2016, Bangladesh has exported garments items 29 Billion against to china. Most of the world reputed brands retailers like ZARA, H&M, Walmart, Hugo Boss, Nike, Adidas, JC Penney, Inditex, Gap, M&s, Tesco, C&A. Uniqlo and Cotton has been sourcing billion worth of garments items from Bangladesh. Textile industry is the backbone of the Bangladesh economy and the foreign remittance. According to latest data released by the Bangladesh Bank, the expatriates remitted \$15.54 billion in 2018, a jump of 14.79 percent over 2017. On the other word, Bangladesh has been recognized as the ninth highest recipient of remittances in 2019 with \$15.9 billion, ranking third in South Asia—after India whose remittance is \$79.5billion and Pakistan who ranked \$20.9billion— according to a World Bank report 2019. Foreign remittance is the backbone and always contributes to Bangladesh economic. Remittances have a direct impact on alleviating poverty for many households and



other sectors in Bangladesh. Agriculture was the main source of income for the people contributing 56 percent of the GDP. The country had a relatively small manufacturing sector. Manufacturing and jute processing were largely synonymous.

Figure 1: Trading Economics- World Bank (Source)



## 1.2 Context of the Study

Advertisement is one the key elements of product selling by endorsing celebrity. It has been acted like middleman to communicate with consumer. Just like that “Nothing sells like celebrity (Creswell, 2008). Now of the day’s most of the advertising scholar have been warning that celebrity endorsers in advertising are “not necessarily a recipe for success” (Taylor, 2016, P.167). According to the (Tomkovik, Yelkur, and Christians, 2001) suggested that the celebrity doesn’t enhance ad likability. The recent study found that a celebrity doesn’t perform well to increase sales volume and building trust among with consumer in last 5 years (Taylor, 2016). It’s significantly impacted with celebrities as well to companies. In Bangladesh, Celebrities are playing major roles some the sectors to build brand trust (Amran Hossain & Ravi dissanayake, 2016). Still there has been remaining a



sustained some little proportion interest involved with celebrities' endorsement in the advertising all around the world. But In Southeast Asia like Bangladesh, India, Sri Lanka, and Pakistan are totally opposite compare to western countries. According to the studies of (Agrawal and Kamakura, 1995) the number of 20% incorporate commercial TV advertising are performed where the celebrities are equating up to 10% expenditures to pay. The recent Super bowl had such a notable rise in celebrity endorsers in the ads that the media termed it as the "Celeb Bowl" (Poggi, 2016; Taylor, 2016). A celebrity endorsement in the advertising industry is become sustained because of the message convey easier way with consumer. But it very much crucial important to optimize the possibility of a message (Carrillat, D' Astous, & Charette Couture, 2015). All of the celebrities are likely to make more awareness and attractive via advertising. Mainly celebrity is help to maintain attention in advertising. (Kamins, 1989). On the other hand, Celebrities have a big role in how consumers perceive an endorsed brand's credibility. In recent studies found the significant results on celebrity endorsement efficacy where many of the studies got rejected in the area of an enhancing awareness, endorsement explicitness and endorsement frequency (Knoll and Matthes). Those Meta data clearly finds the celebrity endorsement above of the areas not matched. On the other word, consumer's familiarity an endorser & attitude toward the endorsed object are each significant (Knoll and Matthes, 2016). The characteristics of consumer's evaluation on celebrity might reflect on brand endorsement, but those are aspects of brand credibility such as trustworthiness, expertise and attractiveness are important to examine from a source credibility theoretical lens (e.g McGuire, 1969, Pettyet al., 1983; McCracken, 1989; Ohanian, 1991; Erdogan, 1999). But it's very much important to endorse the celebrity to build the brand trust in advertising because nobody can assume an endorsement equates to more successful marketing communications. It been established that celebrity sources optimize consumers information process, but it can't contribute to the message or affirmative brand outcome but quit risky to associated with celebrities. Modern celebrities' lives are





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public and more global with the proliferation of social media. Important for international brands, celebrity endorsers can have a more international exposure.

### **1.3 Significance of the Study**

This study contributes to knowledge by examining how source credulity influences brand trust with reference to telecommunication sector brands. Accordingly, paper contributes new knowledge addressing to empirical research gaps claimed by previously held studies (Hennanayake, 2016; Ibok & Ibok, 2013). Therefore, researcher is keen on contributing empirical knowledge by investigating the impact of trustworthiness, expertise and attractiveness of the sources or celebrities being used in advertising to develop brand trust.

Additionally, this study provides managerial implication with reference to Bangladesh context. Brand managers can depend on the findings of this study to plan and execute celebrity endorsements strategies as a source to establish brand trust within the telecommunication sector. Therefore, findings of this study can be used to demarcate how to implement the marketing communication strategies to enhance effective results including brand trust. This is a very important matter since marketers face huge problems on how to determine the outcome of celebrity endorsed brands. Researcher believes findings of this study could be one of the directions for managerial practitioners to plan, implement and evaluate the effectiveness of sources or celebrities being used in brand promotional activities.





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## 2. OVERVIEW OF LITERATURE AND HYPOTHESIS DEVELOPMENT

Literature review sought to critically review all relevant works on a wide range of acknowledged principles of how celebrity influence to build a most worthy and trusted brand by doing endorsement in the corporate level of market. Additionally, the company invested the large amount of money to make the popular brand by choosing different methods such as billboard, advertisement etc. Building brand credibility largely depends on information disseminated thorough various marketing strategies associated with the brand (Erdem and Swait, 1998). Just because of an individual public figure consider as celebrity person. Any kinds of celebrity endorsement relationship must contribute to larger marketing strategies (Erdogan and Kitchen 1998). Accordingly, the campaigns were involving to the celebrities where it has believing that he or she might bring more positive results by integrating with customers. Actually, it has dependent on the celebrity personalities. (Bertrand & Todd, 1992; Rogers,1997). To discover that what advertising agency managers think about integrating campaigns involving celebrities, they were asked to give their opinions on the issue.

The customer brand relationships are very complex to define as the relationship between the customer and brand, it does relate to personal identification of the customer and brand. (Jokanovic, 2005). Brand relation may become and active partner between consumer and psycho- socio- cultural context” (Fournier, 1998). Moreover (MacInnis et al., 2009) argued that psychological and behavioral effects of brand relationships are also numerous and complex. According to Ramesh Kumar (2006) argued that the brand relationship is nothing but to know how people make long-term promises to buy and consume the products. How does customer have retention that leads the result to consider loyalty as definite kind of relationship (Chestnut, 1978). Many authors have believed that the brand as a partner in a pair relationship with the buyer (Aaker, 1995) (Aaker et al., 2001).





Celebrity endorsement in service sector to build brand trust quite complex and other business sectors are a highly effective strategy to get the attraction from the consumer interest and brand loyalty in a disarranged marketplace. Pringle (2004) has argued a high rate-of-return (27 times its costs) for celebrity endorsement strategy. The Studies on celebrity endorsement use various types of paradigms with source of credibility (Hovland, Janis and Kelley 1953), source of attractiveness (Kahle and Homer 1985; Ohanian 1990), meaning of transfer (McCracken 1986) and image of congruence (Biswas, Biswas and Das 2006) to realize the effect of the celebrity motives. By evaluating the other communication research, the most endorser research studies follow the postulates of the Elaboration Likelihood Model (ELM; Petty and Cacioppo 1980), where a celebrity's attributes would receive either elaborate or heuristic processing based on the attributes' perceived relevance to the consumers' decision-making (Petty and Wegener 2002). It can be satisfied by the fun and excitement connected via television and other media to transform one's mood. With these explanations, consumers contrive about and invest their emotions of consumers in celebrities as they immerse in media narratives (Green, Brock and Kaufman 2004). By placing themselves imaginatively and emotionally in an alternative world, consumer's better connections with celebrities and meet their entertainment motives' requirement and fulfilment of the business entities.

A lot of consumer behaviour literature has concerned about the current studies where some of the sources of loyalty and mechanism through which it comes about (wernefelt, 1991). According to the Fournier and yao, 1997) has been described that the existing literature of the brand loyalty could be primary theoretical research orientations. Where are most of the studies following the psychological orientations? It's the matter concern with the cognitive process supporting to develop the brand attitude strength (Dick and Basu, 1994). It has been primary centred on the relationship between perceived quality, satisfaction, and loyalty. On the other hand, other result has found in the literature where the sociological had





adopted in the interest in the meanings and hedonic – emotive aspect of brand loyalty (Elliot and Wattanasuwan, 1998).

The excessive effort has invested in analyzing the brand loyalty as it the result of utilitarian and cognitive decision-making process, fail to capture the talismanic relationship the consumer forma with that is consumed. Being aware of this the present research adopt a relational perceived in the study of brand loyalty and therefore it characterizes the relationship between the brand and the consumer in terms of trust and commitment.

It is widely considered the loyalty is one of the ways where the consumer might able to express their satisfaction with performance of the product or service. (Bloemer and Kasper1995). It is one of the key global constructs predicting consumer behaviour. It been quite surprising therefore, there are many studies have been conducting the research to find out the relationship between branding loyalty. Afterword it has been approached to increase the repurchase intention (Aderson and Sullivan, 1993, Cronin and Taylor, 1992, Fornell 1992, Oliver, 1980)

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bonding (e.g., Hung, Chan and Tse 2011) provide extra support for the affect transfer explanation.

Building a brand and maintaining trust & quality is the core of brand equity, because it is a key characteristic of any successful long-term relationship with consumer (Garbarino and Johnson, 1999). In order to enjoy the large competitive and economic advantages provided by brand equity as a relational market-based asset, companies must build brand trust (Delgado and Munuera, 2005). Esch et al. (2006) had confirmed the directly impact of brand image on a consumer's brand trust. On the other researcher had suggested that an image of the company was a leading cause of high-level trust among with consumer (Lehu (2001). Brand image was found to have positive effect on brand loyalty (Ogba and tan, 2009: Anwar et al, 2011: Chen and Tseng, 2010: Ming et al, 2011).

## **2.1 Who is celebrity?**

A person who is very famous in the worldwide because of his / her hard working in the specific area of field. The celebrity endorsement comes through the character called as a celebrity. Celebrities makes fame and public attention in the media like TV, newspaper, magazine, radio, and others, usually it has applied to a person, group of people (celebrity couple, family, sports player, singer, actress and actor, etc.) basically a successful career makes a celebrity in the public figure where the all media has contributed to become a celebrity. The worship of celebrity holds a special place in their own country as well as all around the world. As a example the film actor of Bollywood Shahrukh khan. In Bangladesh there are some of cricketer who have hold that position like Sakib Ul Hassan, Mustafizur Rahman, Tamim Iqbal Khan, Mohammad Mahmudullah Riyad, Mohammad Mushfiquir Rahim Ananta , Barsha, and some of the TV actors and actresses .A person is known to public mentioning to their achievements to make effective product endorsements ( Friedman & Friedman ,1979), A celebrity who has obtained very good reputation in



a public figure and having great personality (Choi & Berger, 2010), A celebrity is an icon who has made by news (Choudhury & Iyer, 2008),

- "A celebrity is a person who works hard all his life to become known, then wears dark glasses to avoid being recognized" [Fred Allen]
- "The celebrity is a person who is known for his well-knownness" [Daniel Boorstin] (the image, 1974)
- "Celebrity: the advantage of being known by those who don't know you" [Chamfort], 1980

The cult of celebrity shows all of the marks of pantheism. Under the abstract, the process of being united of being well known, celebrities come in all favors. Individuals can become widely recognized because they have excelled in some special area of life, have showed some moral values & virtual have been promoted by the publicity machine.

## 2.2 Celebrity Credibility and Brand Attitude

Celebrity credibility used for any kind of organizations and companies by projecting an endorser as the best way to bring an effective meaning of the brand. Most importantly it showed those celebrity endorsers bring their personal symbolic meaning to the endorsement process (McCracken 1989). Hence, there must be a congruent relationship between celebrity and the endorsed brand (Fleck, Korchia, & Le Roy, 2012). Current studies provide a great support that in evaluation to a brand endorsed by a low-credible endorser; a high-credible endorser will have a remarkable positive effect on consumers' attitudes towards the advertisement and the brand (Jin & Phua, 2014). Celebrities are considered to help in recognizing the brand names by

using their glamorizing public symbolic in the followers and to create both a positive attitude and specific attribute for the brand identity with consumers (Chan, Leung Ng, & Luk, 2013). Subsequently, a celebrity with higher credibility may lead



to a positive impact on the consumers' attitude towards the advertised brand. The impact of celebrity endorsers' source characteristics (i.e., trustworthiness, expertise, and attractiveness) on consumers' brand attitude, brand credibility, and purchase intention for endorsed brands along with build brand trust. Celebrity endorser's characteristics impact outcomes for the endorsed brand in telecommunication sectors as well as FMGS sectors.

### **2.3 Celebrity Endorsement and Advertising**

Celebrity endorsement is one of the main tools used in the marketing campaign to boost a product in a market. It's a new technique that adopted in marketing to building brand image and increase product growth. Normally celebrity endorsement refers to claim that company's products and services are good. Thereby it has certified such a product as best so much has it. It has defined by Okafor (2011) has a technique of persuasion where customers relate to person used or featured in an advert. Celebrity endorsement is most effectively utilized by companies when the endorser's personality matches up to that of the brand or product. As suggested by friedman and narrated "Celebrity endorser is an individual known by public for their area of achievement than the product class" this most advertisers accent to the idea that the use of celebrity endorsement can not only create a great deal of awareness. It can also positively affect consumer making feel safe about their brand or product. Celebrity has created good image of the Company to build a brand when the Celebrity endorser appear in an advertisement, marketing campaign, billboard, newspaper, TV & radio etc. Afterword consumer started to feel a sense of belonging to the brand in their mind. However, the celebrity played a big role to communicate with consumer each one of the sector such as mobile telecommunication, FMGC and services sector (Belch and Belch 2012) consumer are easily diverting to the celebrity endorser products and services and it has highly influence by the celebrity's message. As opposed to the feeling of belonging, celebrities also need to be admired by these consumers, a celebrity endorser that is admired by its target





market/audience is bound to attract more than enough profit for the company. Celebrities are good at creating attention, recall and awareness. Roozen and Claeys (2010, p. 4) argue that every product has an image; the use of celebrity endorsement brings the image of the product closer to the expectations of the consumer, by transferring some of the cultural meanings residing in his image of the product.

## **2.4 Celebrity Credibility and Purchase Intention**

Earlier studies have revealed that the presence of a celebrity in an advertisement generates higher purchase intentions in the current market (Daneshvary & Schwer, 2000; Friedman, Termini, & Washington, 1977; Kamins, 1990; Knight & Young Kim, 2007; Pradhan, Duraipandian, & Sethi, 2016). Now a days most of the consumers are likely have a more attractive to increase the purchase intention to see their beloved celebrity who have endorsed the brand (Lafferty and Goldsmith (1999) and result found that when the endorser credibility is high then purchase intention also become high. When credible sources are being used as endorsers in advertisements then it can influence convictions, assessments, attitudes and/or behaviours of a consumer and the consumer can be motivated to accept the information as accurate and use it (Pornpitakpan, 2004). It has been considered that a positive brand personality ensures an increase in purchase intention (Freling & Forbes, 2013). It can control a ground for differentiating products (Aaker, 1996). Consumers sometimes purchase a product only because of they have a specific celebrity & supporting the product (Verma & Kapoor, 2004). A significant interaction effect to purchase intention is supported by Ilicic and Webster (2011) in their study. Author suggested that celebrity role in advertisements is an essential deciding factor in the consumers' attitude formation and purchase intention (Park (2006)). Agrawal and Kamakura (1995) observed that companies' declaration of alliance with celebrities as spokespersons has a favorable effect on the expected level of profit for an organization in future. Celebrity endorsements highly affect the market growth, and the connection between stock market value and celebrity





endorsements has bring in a reasonably persistent return (Popescu, 2014). It has been noted that a celebrity endorser has the competence to high influence the utility of the endorsed product (Mathur, Mathur, & Rangan 1997). The above discussion points that may be an endorsement by a celebrity with higher credibility positively & influence higher purchase intention among the consumers.

## **2.5 Brand Attitude and Purchase Intention**

The attitude toward the purchase intention is determined by the celebrity endorsement considerations, product and quality before coming to market. Brand attitudes enhance purchase intentions among the consumers as their motivation gets increased to purchase the products and qualities (Mackenzie & Spreng, 1992). Clark and Horstmann (2005) suggest that in most certain situations, celebrity endorsements can use to recall and consumer evaluation of the products. A celebrity endorsement helps in building an existing brand marked or any new brand a visible brand by affecting consumers' pre-purchase concept. It can enrich the effects of a particular product or induce sales of a long-standing product that needs a boost (Dean, 1999). Further, it has been noted that 'elaboration likelihood model' (Petty & Cacioppo, 1984) that brand purchase intention is a function of brand attitude. The 'technology acceptance model' (Davis, 1986), and the 'Hierarchy of Effects Model' (Lavidge & Steiner, 1961) also strengthen the view of brand attitude leading to purchase intention. The outcomes of these studies may specify that consumers' favourable attitude towards advertised brand leads to purchase intention.





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## **2.6 Product Endorsement**

Based on the Prasad (2012) study found that the product endorsement is a form of testimonial from someone which indicates that they like or approve of a product. Commonly, product endorsements are seek from people who are socially prominent & public icon , allowing companies to advertise their products with statements like as used by such-and-such an actress, Actor, sportsmen, athletes, comedians, directors, hip-hop, models, musicians, or the official product of a company. It's quite hard to miss a Celebrity Endorsements & Brand Building product endorsement on product packaging and in advertisements; most companies keep their endorsements front and centre of the products and services so that they are always in the public eye. So it bring the consumer attention to make more attractive. The concept of the product endorsement is quite ancient. Additionally, in the England content, most of the reputed companies have been advertising their products and services by appointing the queen and kings to make more confidential and trust building with consumers. It's totally indicating that they been feeling like hundreds years of history along with the patronage of the British Royal family. According the Prasad 2020 studies, there are modern products endorsements might come up with new contracts worth substantial amount of money. One of the best example is that now days may sports stars agreed to participate in products and services endorsement campaign with agreement that company will compensate them for the any kind trouble, some of the celebrities donate to the charity where they have supported. Someone of

Celebrities may agree to use the products and services in publicly whenever it's possible, and they may be restricted from using products made by a competitor (Prasad, 2012).





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## **2.7 Celebrity Credibility and Advertisement Attitude**

Credibility positively impacts the consumer's attitude towards advertisement, (Lee & Koo, 2016). A popular celebrity as an endorser could help to improve the subject rating of the commercial purpose of increasing the brand image (Rashid, Nallamuthu, & Sidin, 2002). Celebrity endorsement is used not only for positive result of advertisement rating but also a better product evaluation from the customer end (Cooper, 1984; Dean & Biswas, 2001). Among the main rationale for the use of celebrity endorsements are that celebrities make the advertisements more credible and strengthen consumer perception (Friedman & Friedman 1979). Celebrity credibility influences to product evaluation and promotional effectiveness directly and indirectly via the endorser – credibility construct (Munnukka, Uusitalo, & Toivonen, 2016). As the advertisement always keep communication with consumer to building brand trust (Md.Amran Hossain 2016). A celebrity consistently generates more positive impact than the non-celebrity advertisements (Amos et al., 2008). This not only makes the endorsement animated, alluring and interesting but attention-getting as well (Kamins, 1989). So it may be suggested that endorsement featuring a celebrity with higher credibility leads to a favourable impact on the consumers' attitude towards the advertisement.

## **2.8 Credibility and Attractiveness**

The credibility of an advertisement plays a crucial role in the brand management. In in this aspect, the celebrity has covey a product message to the targeted audience to make more attractiveness of the company's brand image among the consumers. Celebrity advertisers also have to consider the attractiveness of the spokesperson (McCracken 1989). Pursuing a celebrity endorsement strategy enables advertisers to project a credible image in terms of expertise, persuasiveness, trustworthiness, and objectiveness (Till and Shimp 1998).





Attractiveness brings up to the endorser's physical appearance, personality, likeability, and similarity to the receiver, accordingly to the perceived social value of the source (Solomon 2002). The use of way attractive people is common practice in television and print advertising, with physically attractive communicators having proved to be more successful in influencing customers' attitudes and beliefs than unattractive spokespersons (Ohanian 1991). This behavior mainly goes back to a halo effect, whereby persons who perform well on one dimension, e.g. physical attractiveness, are assumed to excel on others as well, e.g. happiness and coolness (Solomon 2002).

Based on the study of Ohanian (1991) a brand perception having different effects on consumers where researcher warns that this are the dimensions of the celebrity endorser could be treated not distinguishing clearly. Therefore, the researcher urges to implement a systematic strategy of celebrity – spokesperson selection in the right moment to promote a company's brand with an appropriate in endorsing products.

However, the credibility of an endorser might influence the endorsed brand's equity inner and outdoor of the companies. Furthermore, the credibility indicated by a brand is considered important and is believed to contribute to building brand equity by indirectly adding consumer value to the brand (Erdem and Swait, 1998). Does the use of credible celebrities for endorsement lead to improvements in brand credibility? Extant research does not answer this question either. The practice of sub-branding, whereby an existing brand name is combined with a new name to enter a different product category (Keller, 2003), is widely used in industries such as automobiles (Jo, 2007). It is not clear whether celebrity endorsement would be more or less effective for sub-brands compared to their parent brands. Clearly, research is needed to empirically examine the relationship between endorser credibility and brand credibility and the development of consumer-based brand equity.





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## 2.9 Multiple Brand and Celebrity Endorsement

Current studies found that some of the well reputed celebrities are endorsing several brands at the same time or specific brand is endorsing by different spokespersons. Celebrity endorsement mainly represents an important area of inquiring in marketing. According to studies indicating that celebrity endorsement has been influencing to consumer positively & at let partially impacted to desire to identify with endorser. (Carison & Donavan, 2008, Kamins, 1989, Kamins, Brand, Hoeke, & Moe, 1989, Kamins & Gupta, 1994). These concepts called multiple brand endorsement due to having involved in various brand. Celebrities are promoting more than one brand by different advertising firms (Tripp et al. 1994, p.535). For example, In the Bangladesh context there are some of the big companies products and service endorsing cricketers and TV actors and actress (2019). Does this special form of celebrity endorsement does affect consumers' brand attitudes? Following Tripp et al. (1994), the endorsement of as many as four products negatively influences the celebrity spokesperson's credibility.

Overall, research shows that celebrity endorsed advertising is an effective way to deliver a convincing message with consumers & creates positive perceptions by consumers (Kamins, 1989). Therefore, it repeatedly join up the celebrity with a brand. Moreover, if the same celebrity similarly endorses another brand it would be impacted a favorable attitude by consumers.

## 2.10 Brand Signalling Theory

Brand signalling theory is used to explain the mediating role brand credibility plays in the relationship with consumer and brand trust among networks. The moderating role of type of branding (brands vs. sub-brands), on these relationships, will also be considered. The brand credibility emerged from the brand signalling as it interconnected with literature. The theory of the brand credibility suggested that most of the companies and firm can be use the brand as a signal for conveying

information in the marketplace. It has characterized by the brand asymmetric information (Erdem and Swait, 2004; Erdem et al., 2002). Based on the marketing mix strategy its clearly mentioned about the brand signal embody all present and past (Meyer and Sathi, 1985). The band signal might be considered in terms of clarity and brand credibility. Clarity refers to the lack of uncertainty of the brand signal content (Erdem & Swait, 1998). Now a days the Credibility is one of the most important characteristic of brand signal. Furthermore the credibility has refers to current market how the celebrity influence to build trust among the consumers by conveying a message (Tirole, 1988).

### **2.11 Source Credibility Theory**

The source credibility theory as proposed by Hovland, Janis and Kelly (1963) stated that people or receivers are more likely to be persuaded when the source presents itself as credible. According to Hovland (1963) and Weiss (1974) later studied the influence of sources in persuasion. The study was found that the credibility could influence opinion change in the message receivers more than the non-credible source. The study confirmed the assumption that credible sources tend to create the desired impact on the audience. On a similar studies note , McCroskey et al. (1974), stated that communicators with high credibility in the eyes of message receivers tend to have respect and their words are accepted more friendly and readily. On the other words, middle Brook's findings (1974) showed that differences in receivers attitudes have an attitude to source credibility.

There are two most commonly visible elements which positively influence source credibility (Cornan, et al.2006)

- Perceived expertise of the source.
- Trustworthiness of the source.

On the other words, three key dimensions of credibility to build brand trust among the consumer:

- Trustworthiness,
- Competence/ Expertise
- Goodwill/ attractiveness

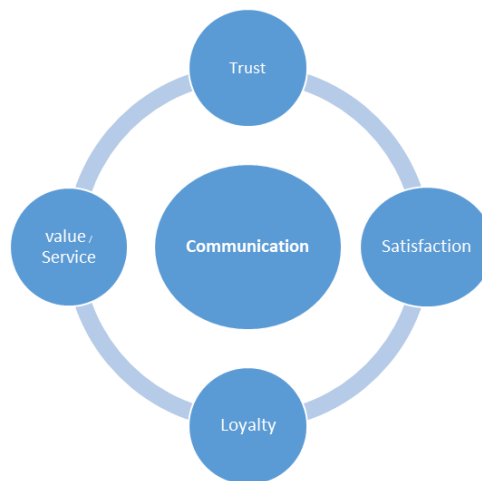
These three dimensions are not empirical realities but perceptions that can be created, managed, and cultivated. This is obvious the tools of communicating with the consumer to build the companies brand trust via conveying message among with target consumers.

- H1: Trustworthiness significantly influences brand trust of endorsed telecommunication brands.
- H2: Expertise significantly influences brand trust of endorsed telecommunication brands.
- H3: Attractiveness significantly influences brand trust of endorsed telecommunication brands.

## **2.12 Brand Trust**

A brand acts as a mechanism in engaging both buyer and seller in a long-term consumer-brand relationship (Davis, Oliver and Brodie, 2000; Fournier, 1998; Keller 1993, 1998; Rao and Ruekert, 1994). The main input of this relationship is brand experience and the main output of this relationship is brand loyalty. The traditional methods of branding mostly appeal to the functional link with consumers. According to Schmitt (1999) has directly indicated that the experiential marketing proven by it to be an outstanding point for studies on consumer brand relationship. It is the traditional way to communicate with consumer to increase the brand awareness. Now a day's consumers are more wish to compelling experience (Schmitt, 1999). Franzen (1999) stated that the consumer-brand relationship is in the final stages of the mental brand responses to build it among consumer.

A brand is a trust mark for all intangible trust-generating activity, and absent human touch, it can be a symbol of quality and assurance in building trust (Keller, 1993; Bart, et al., 2005). The importance of the trust construct has already been established in sustaining buyer and seller relations (Chow and Holden, 1996; Amine, 1998; Morgan and Hunt, 1994; Bart et al., 2005; Agustin and Singh, 2005).



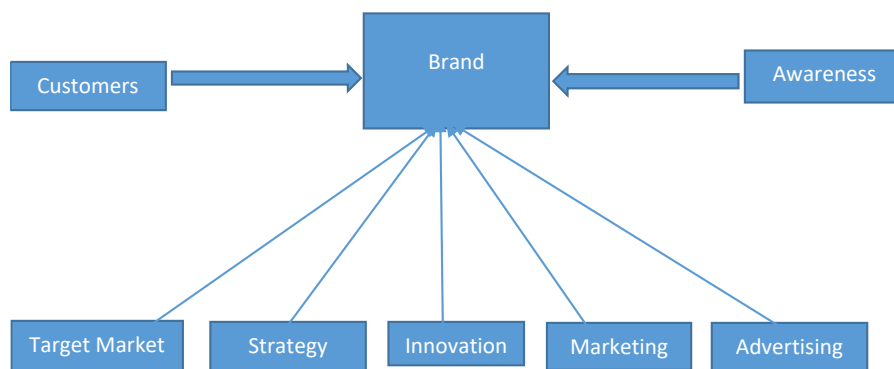
### 2.13 Trustworthiness

A brand always consist some of the main elements to convey the message with consumer to recognized the products and services such as name, sign , symbol, term or any kind of combination represent the company. It attempts to represent the unique benefits a company can provide to consumer via particular product or service. (Kotler, 1997). According to the Keller (2008), the number important role played by a brand where it has enables to consumer to identify an organization or company's products and services. It can be differentiate from those of competitors.

Trustworthiness has refers to a receiver's trust & faith in a sender. Expertise refers to a source's perceived skills. Attractiveness is associated with the source's image. Therefore, brand credibility requires consumers to perceive that the brand is willing (trustworthiness), has the ability (i.e., expertise), and is dedicated (i.e., attractiveness/likeableness) to consistently deliver what has been promised (Erdem

& Swait, 2004). Herbig and Milewicz (1995) propose a historical perspective about brand credibility to the effect that past and present marketing activities can influence current and future brand credibility. Trustworthiness, expertise, and attractiveness of a brand therefore reflect the cumulative effects of past and current marketing investments as well as for future of companies. In the credibility ratings the trustworthiness is the most desirable by the customer because it's the intangible magic of the celebrity which works due to trust (Moynihan, 2004). The main components of the trustworthiness are reliability, Dependable, honesty, sincere and trustworthy. Mostly the youngsters are more dependable than the old ones because they want to follow the trend by the celebrities (Pandey, 2011).

## 2.14 Expertise



The theoretical model of source credibility is expertise. It is defined as the degree of perceived understanding, knowledge skills, and knowledge that the endorser has (Hovland et al., 1953). Endorser's expertise is linked to the source's qualification, which directly influences the level of conviction in order to persuade consumers to purchase that which is endorsed by the celebrity. Expertise has always a positive influence on both brand attitude and purchase intention (Till and Busler, 2000). On the other hand, it has impacted to build brand trust. When a consumer perceives that a celebrity endorser has a high level of expertise, he or she is more likely to be



persuaded by the message in the advertisement (Speck et al., 1988; Ohanian, 1991; Amos et al., 2008). Therefore, a celebrity with high expertise is anticipated to be more persuasive (Ohanian, 1991; Erdogan, 1999) than a celebrity with low levels of perceived expertise. The product celebrity match is profound; the higher is the effectiveness of the message being delivered (Erdogan, 1999). The effectiveness of the message being conveyed depends on the presence of a matchup between the celebrity endorser and endorsed brand. In addition to expertise, trustworthiness is a substantial component of source credibility theory. According to (Pappu et al. 2011) the increased trust in brand has a direct & indirect impact on the brand and increases the credibility on brand trust. The companies also use the (Pappu et.al 2011) strategy of using many endorser at the same for a single product (like Grameenphone, Robi in Bangladesh) in order to increase the willingness to buy by customer (Jensen et al. 1994). Companies can also get advantage of endorser high credibility which comes from high reputation, popularity, high public image and trustworthiness (Song, Chaipoo Piratana et al. 2008) as it follows by the Bangladeshi companies. This credibility not only influences the mind of consumers to purchase the product and service but also to develop a positive word of mouth regarding the brand being endorsed by the high credibility celebrity.

### **2.15 Attractiveness**

The third-dimension credibility model is attractiveness. In addition to both axiom like trustworthiness and expertise, a celebrity endorser's attractiveness as perceived by consumers is potentially important to build trust. The attractiveness directly influences the effectiveness of a communication message with consumer (McGuire, 1969). Attractiveness involves directly on physical outward appearance. For example, attractiveness entails someone who is perceived as beautiful, elegant, or classy (McCracken, 1989; Ohanian, 1990; Amos et al., 2008). Attractiveness has been found to be a function of how similar, familiar, and likeable someone is (McGuire, 1969). Similarity represents the closeness that was perceived between





the endorser and the consumer to build a brand trust. Familiarity is a consumer's knowledge about the products and services where the sources that he or she gained through repeated coverage of the celebrity in the media. Likeability is the liking for the endorsers of the products and services that the consumer inculcated due to the qualification, outward appearance and conduct of the endorser (McGuire, 1969). These can enhance perceptions of attractiveness to build brand among the consumers. Subsequently, a consumer may be more likely to accept information given by an attractive source (Kelman, 1961). Therefore, a consumer's purchase intention also is impacted either positive or negative when the source is attractive (Joseph, 1982; Petty et al., 1983; Petroschius and Crocker, 1989; Erdogan, 1999). An attractive smart celebrity always has a positive effect on brand trust, Brand attitude and purchase intentions (Kahle and Homer, 1985). Accordingly the source credibility theory and the literature, authors predict that regardless of the product category endorsed, how a consumer perceives the attractiveness of a celebrity endorser will enhance the customer's attitude for the endorsed brand, or brand attitude and brand trust.

### **2.16 The Top 10 Celebrities by Categories: Forbes (2019, November)**

However, the cricketers and some of actors and actresses play an important role in Bangladesh. Actually the cricketers & actors and actress are leading in services sector in Bangladesh. The celebrities endorsed products and services that have influenced to build brands by using their personalities in Bangladesh. Most of the well reputed company uses them to build the brand in the services sector of Bangladesh. In Bangladesh, most of the company used celebrities for promoting brand name and make awareness, by using the celebrities those top of the best company make advertisement on TV and radio, Newspaper. Especially the celebrities were used in telecommunication sectors and FMCG sector. According the statistics, it has proved that the top teen brands are using celebrity endorsement to promote their brands and increasing selling products and services by doing



commercial advertising, magazine, radio ads and etc. In Bangladesh most of the celebrities are involved in multiple endorsements where it has called multiplicity. Basically the celebrity who shall be considered as an effective source for communicating the marketing message to the target consumers. While choosing a celebrity to endorse their brands, advertisers should choose a celebrity who is perceived by consumers to be dependable, has appealing personality and also maintains a respectable image which is reflected through his/her way of leading life at both personal and public levels like Cricketers, Actors, Actress and many others. Most of the leading national and multination leading companies hiring celebrities based on the personalities to be endorsed a products and services to target the consumers. It's the only way to creating brand trust, awareness of the products and convey the products message via the celebrities to the customer hand. Thus, celebrity endorsement is a multistage process and marketers must give due diligence to consider all these factors to build the brand trust among with targeted consumers. It's the strongest and most effective tools to be used while promoting a product and services by endorsing the celebrity.

Table 1: Most Recalled Top Ten Brands Endorsed by Celebrities in Bangladesh: 2014/2019

Rank	Name of the Celebrities	Firm/brand	Sector
1	Shakib al Hasan – Cricketer	Grameenphone	Telecommunication
2	Mushfiqur Rahim- Cricketer	Samsung/ LOTTO	Electronics / Fashion
3	Pori Moni - Actress	Unilever Bangladesh Ltd	Services :FMCG
4	Mashrafe Bin Mortaza- Cricketer	Walton - hi-tech	Consumer durable
5	Nusraat Faria- Actress	Unilever Bangladesh Ltd	Services :FMCG
6	Tahsan- Singer	Grameen Uniqlo in Bangladesh	Social business
7	Mosharraf Karim- Actor	RFL	Consumer durable
8	Mustafizur Rahman- Cricketer	Coca-Cola	FMCG: Beverage
9	Taskin Ahmed – Cricketer	Pepsi	FMCG: Beverage
10	Shakib Khan- Actor	Royal Tigers Energy Drink	FMCG: Beverage

Working Paper: Bangladesh Celebrity Index Report: 2014/2019





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Note: Only local celebrities are considered in the report according to the level of “Top of the Mind Awareness (TOMA).”

### **3. METHODOLOGY AND MEASUREMENT OF THE RESEARCH STUDY**

The data collection methods include literary sources questionnaire survey, observation, and related agencies. Primary data is original data, and collected to achieve research goal (Hox & Boeiji, 2005). In the research world two specific research methods are there one is called the quantitative method and the other one is qualitative (Smith, 1975). Although one method provides insight of numeric research and the other one provides the perceptual insight, both the method has same application which is to guide the conducting research to a specific result. It means data which initially collected by the researcher. This research also adopts Likert-Scale technique, in which respondents were questioned about their level of agreement upon certain statements (Colburn, 2003). For this research, application of Likert-Scale in the questionnaire applied to figure out to what extent which respondents think your local authority should deliver the services and your perception and response of current service delivery mechanism delivered in your Local Authority. Literary sources are an integral part of the research process (Howitt & Cramer, 2005). In this research, literary sources acquired through computers and computerized databases, books, articles, published journals, reports, seminar and conference papers that related to the research topic. It can also be regarded as a method of data collection for secondary data. Specially highlighting the essentials conceptual framework followed by variable operationalization and hypotheses, sampling method, data collection instrument are more important to data analysis methods to be used. Firstly, it proposes that the intended study will follow a quantitative methodology depending on the nature of the research proposition. This study credibility and perceived brand trust as a main independent and dependent variable respectively Trustworthiness, Expertise and attractiveness. It could use the validity of following quantitative methodology flowed by literature based evidence given below



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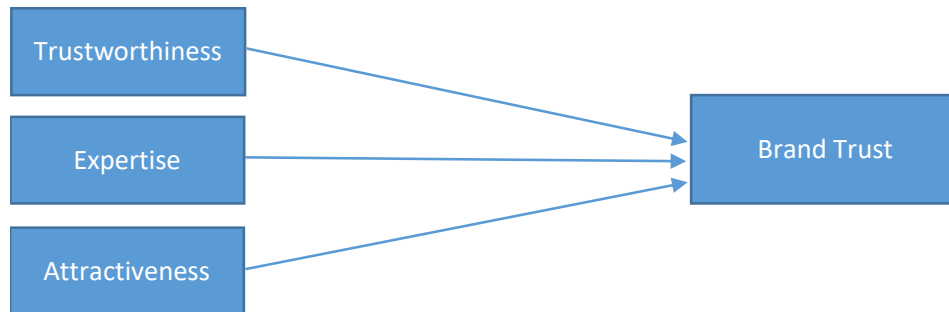
### **3.1 Conceptual Framework of the Study**

As per the literature review presented in chapter two, this study has proposed its conceptual framework based on deductive approach to be researched via a quantitative methodology. It has considered celebrity credibility as the main independent variable (IV) whereas Brand Trust (BT) as the main dependent variable (DV). BT is explained by three variables Trustworthiness, Expertise, Attractiveness, the main dependent variable of (BT) has been explained by three variables namely Perceived Brand-Trust (BT) (Fournier, 1998; Veloutsou, 2007 & Veloutsou & Tsiotsoy, 2010) and Brand Evangelism (Ahuvia 2006; Becerra & Badrinarayanan 2013 & Doss, 2014)

Celebrity credibility has been explained by three variables namely Trustworthiness, Expertise, Attractiveness, (Hung et.al. 2011; Hung, 2014; McCutcheon et al., 2002; Ritterfeld ,2004; Yeung & Mcinerney,2005). The proposed conceptual framework further intends to examine the relationship between celebrity credibility BT and Brand evangelism that explain the main dependent variable. Further, it has suggested to examine how consumer personality traits which is explained in the BIG Five Inventory (Costa & McCrae, 1992; Goldberg, 1992; John, Naumann, & Soto, 2008; John & Srivastava; 1999; McCrae, 2009).

As per the justification hypothesized above, Celebrity credibility and Brand Trust (CBR) have been figured out as the main independent and dependent variables respectively. Accordingly, it has developed the conceptual framework as given below.

### Independent variable



### Dependent variable

## 3.2 Variable Operationalization

**Table: 2 Summary of the measures/ Items of the Study**

Concept	Variable	Measures	Source & Application
	<b>Brand Trust</b>	1. When I notice <u>my favorite celebrity</u> is endorsing a brand , I tend to 2. Feel confident in the endorsed brand's ability to perform well  3. Trust the endorsed brand since it is endorsed by my favorite celebrity  4. Rely on the endorsed brand since it is endorsed by my favorite celebrity  5. Feel that the endorsed brand is safe since it is endorsed by my favorite celebrity  6. Expect the endorsed brand to deliver on its promise since it is endorsed by my favorite celebrity	Adopted scale of Veloutsou & Tsiotsou (2010)      Scale : Propose to 5 point likert Scale
	<b>Trustworthiness</b>	1. Endorser is trustworthy 2. Endorser is honest 3. Endorser is dependable	Hung Kineta et. al. (2011) adopted from McCutcheon et. al. (2002)

		4. Endorser is reliable 5. Endorser is sincere	Scale: Proposes to use 5 point Likert scale
	<b>Expertise</b>	1. Endorser is qualified to endorse it 2. Endorser is knowledgeable 3. Endorser is an expert 4. Endorser possesses good experience 5. Endorser is skilled in the use	Hung Kineta et. al. (2011) adopted from McCutcheon et. al. (2002)  Scale: Proposes to use 5 point Likert scale
	<b>Attractiveness</b>	1. Endorser is good looking 2. Endorser is attractive 3. Endorser is sexy 4. Endorser is classy 5. Endorser is elegant	Hung Kineta et. al. (2011) adopted from McCutcheon et. al. (2002)  Scale: Proposes to use 5 point Likert scale

## 4. DATA PRESENTATION & ANALYSIS

### 4.1 Introduction

This chapter analyses and presents the primary data collected by questionnaire. The sample and responses have been categorized and analysis by using SPSS to find out relevancy with research hypotheses. Required graphical and tabular representations were made to justify the data analyses. Questions related to dependent variable, independent variables were operationalized according to proposed measurements for hypothesis testing and to find out statistical significance. The data gathered will be used and discussed further in the following chapter, Discussion of Findings.

Table 2: Test Adequacy of sampling

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.735
Bartlett's Test of Sphericity	Approx. Chi-Square		1906.781
	Df		120
	Sig.		.000

According to above mentioned table, KMO measure of sampling adequacy is .735 which is more appropriate for the research reliability and validity. This research depends on BT where independent variables are Trustworthiness (I), Expertise (II), and Attractiveness (III). There was significance in relationship among each variable that has reflected above the table.

#### 4.2 Eigen values (Select those components with Eigen Values $\geq 1$ )

The number of initial components variables has been used in the factor analysis. However, the total number of 16 variables will be engaged in this research. In this present research, there are main 6 factors who will be turn out by combining the significant variables. The first factor will always account for the most variance and hence have the highest Eigen values. The Eigen values are the most important variance of the factors. The number of total column has been contained the Eigenvalue. The next factor will account for as much of the left over variance as it can and the same will continue till the last factor. The number of total variance has been accounted by each of the factor on the other hand the cumulative percentage of the variance accounted by the present factors. In this research where are the 6 factors explaining 60.661% of this variance. The sum of the squared loading has represented the distribution of variance after the VARIMAX with Kaiser Normalisation. The varimax rotation has tried to maximize the variance of each of factor.

### SPSS Output:

Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
5.374	26.869	26.869	5.374	26.869	26.869	3.383	16.917	16.917
2.648	13.242	40.111	2.648	13.242	40.111	2.984	14.920	31.837
2.211	11.054	51.165	2.211	11.054	51.165	2.061	10.305	42.142
1.674	8.372	59.537	1.674	8.372	59.537	1.952	9.761	51.903
1.148	5.739	65.276	1.148	5.739	65.276	1.918	9.590	61.494
1.058	5.289	70.565	1.058	5.289	70.565	1.814	9.072	70.565
.958	4.788	75.354						
.718	3.592	78.946						
.617	3.087	82.033						
.569	2.845	84.878						
.526	2.631	87.508						
.439	2.193	89.702						
.370	1.851	91.553						
.330	1.650	93.203						
.303	1.514	94.717						
.283	1.417	96.134						
.253	1.263	97.397						
.203	1.017	98.413						
.181	.906	99.319						
.136	.681	100.000						

Method: Principal Component Analysis.

Table 3: Eigen Values & Variance Explain

### 4.3 Reliability Test & Scale Statistics

Since a multiple Likert scale questionnaire was circulated for survey, therefore it is deemed necessary to find out the reliability of the scale. The table shows 84% reliability (less than 0.60) which indicates poor level of internal consistency of the scales with the specific sample.

Table 4: Reliability Test & Scale Statistics

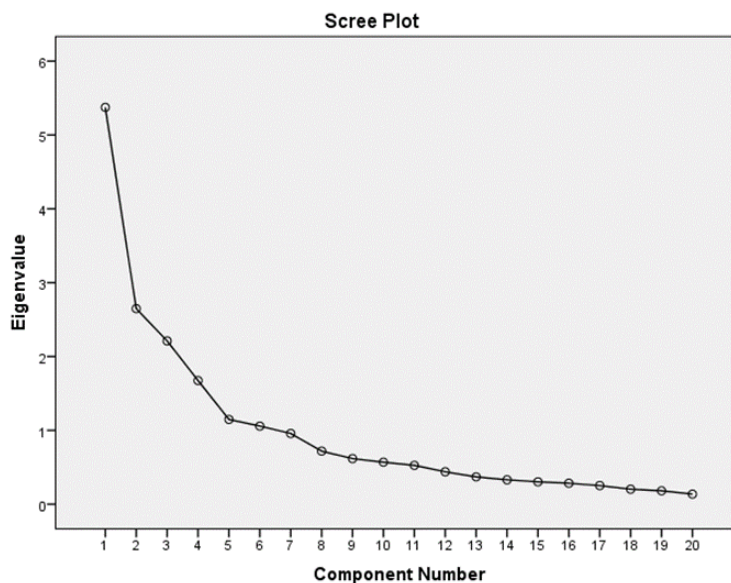
#### Reliability Statistics

Cronbach's Alpha	N of Items
<b>.848</b>	20

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
<b>78.0100</b>	244.060	15.62243	20

According to the table there two tests have conducted to find the exact statistical result such as the Cronbach's Alpha was .848, mean 78.0100, and Std. Deviation 15.62243. Basically, the number of 20 items has used to find the reliability of statistical report. This will increase the inter item consistency among the variables.



#### 4.4 Scree Plot

Based on the scree plot chart, the Eigen value against each factors. In this chart, it has been shown the number of factors is sharped change in the curatives of the scree plot. The component number has followed smoothly but the factors were dropping down and rising on the 3<sup>rd</sup> and 4<sup>th</sup> factors.

#### 4.5 Identification of the Core Factors

The Rotated Factor Matrix represents the rotated factor loadings, which are the correlations between the variables and the factors. The factor column represents the rotated factors that have been extracted out of the total factor. These are the core factors, which have been used as the final factor after data reduction. According to

the grouping of the factors, each group of factors is named which will represent the grouped factors.

**Rotated Component Matrix<sup>a</sup>**

	Component					
	1	2	3	4	5	6
Endorser is trustworthy	.376	.083	.088	.638	.099	.116
Endorser is honest	.799	.090	-.187	.249	.037	-.063
Endorser is dependable	-.048	-.073	.255	.733	.076	.349
Endorser is reliable	.629	.089	-.046	.128	.240	.467
Endorser is sincere	-.011	.154	.094	.141	.011	.801
Endorser is qualified to endorse it	.556	.193	.225	.002	-.171	.525
Endorser is knowledgeable	.614	-.128	.063	.058	.490	.320
Endorser is an expert	.788	-.040	.203	.123	.142	-.147
Endorser possesses good experience	.765	.222	.285	-.222	.015	.036
Endorser is skilled in the use	.196	-.103	.729	.370	.183	.019
Endorser is good looking	.284	.095	.568	.247	.333	-.148
Endorser is attractive	-.065	.310	.753	.036	.083	.259
Endorser is sexy	.139	.606	.459	-.268	-.156	.255
Endorser is classy	.280	.035	.067	.023	.774	-.027
Endorser is elegant	-.114	.471	.209	.023	.512	.155
Feel confident in the endorsed brand's ability to perform well	.004	.237	.239	.417	.686	-.141
Trust the endorsed brand since it is endorsed by my favorite celebrity	.200	.817	.104	.086	.054	.012
Rely on the endorsed brand since it is endorsed by my favorite celebrity	-.120	.783	.076	.119	.141	.083
Feel that the endorsed brand is safe since it is endorsed by my favorite celebrity	.155	.808	-.055	.021	.063	.011
Expect the endorsed brand to deliver on its promise since it is endorsed by my favorite celebrity	.024	.362	.089	.611	.138	-.457
Extraction Method: Principal Component Analysis.						
Rotation Method: Varimax with Kaiser Normalization. <sup>a</sup>						
a. Rotation converged in 8 iterations.						

Table: 5 Rotated component Matrix

## 4.6 Components transformation matrix

There are six components has been added in the transformation matrix to the do the analysis each one of the factors. Each factor carried out different result.



Table 6: Component Transformation Matrix

Component	1	2	3	4	5	6
1	.582	.452	.414	.316	.373	.216
2	-.649	.735	.185	-.045	-.034	-.017
3	-.336	-.285	.142	.601	.466	-.455
4	-.314	-.379	.482	.153	-.120	.699
5	-.060	.164	-.698	.556	-.044	.414
6	.155	.062	.236	.451	-.792	-.294

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

#### 4.7 Correlation:

Based on the table the correlation matrix output in SPSS always creates a full correlation matrix. Each correlation appears twice: above and below the main diagonal. The correlations on the main diagonal are the correlations between each variable and itself -which is why they are all 1 and not interesting at all. The 10 correlations below the diagonal are what we need. As a rule of thumb, a correlation is statistically significant if its “Sig. (2-tailed)” < 0.05.

Now let's take a close look at our results: the strongest correlation is between depression and overall wellbeing all of the variables of the factors carried out the significant value.

This means there's a 0.000 probability of finding this sample correlation -or a larger one- if the actual population correlation is zero. There some of the variables don't correlate with other variables. As it mentioned in the table to get crystal idea of the correlation. Its strongest correlation is 0.152 with anxiety but  $p = 0.11$  so it's not statistically significantly different from zero. That is, there's a 0.11 chance of finding it if the population correlation is zero. This correlation is too small to reject the null hypothesis. Like some of factors having correlations indicate to which extent each pair of variables are linearly related. Finally, note that each correlation



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is computed on a slightly different N -ranging from 111 to 117. This is because SPSS uses pairwise deletion of missing values by default for correlations.

According to this correlation matrix table where the trustworthiness and attractive variables has significant positive correlation that mean affected to other Brand trust (BR). As well as looking and sexy statues also significantly, positive correlation can be seen that was affected to Brand Trust (BR). On the other hand, there are some more variables like expertise classy and looking factors are equally having a correlation with each other. Basically the demographic context weren't mentioned here because all of factors have interconnected with each one of the factors and contributed to carry out significant value with depended variables (DV) and independent variables (IV) of the brand trust.





**Table 7: Correlation Matrix**

Correlation Matrix <sup>a</sup>		Trustworthy	Honest	Dependable	Reliable	Sincere	Qualified	Knowledgeable	Expert	Experience	Attractive	Sexy	Classy	Elegant	Confident	Trust	Rely	Safe	Promise
Correlation	Trustworthy	1.000	.436	.383	.382	.157	.210	.277	.232	.243	.341	.243	.047	.024	.326	.216	.088	.109	.287
	Honest	.436	1.000	.112	.464	-.016	.329	.386	.589	.476	.268	-.118	.034	.260	.088	.214	-.066	.187	.138
	Dependable	.383	.112	1.000	.226	.279	.128	.176	.147	-.096	.407	.286	.001	.060	.339	.022	.084	-.024	.208
	Reliable	.382	.464	.226	1.000	.278	.496	.580	.400	.496	.159	.222	.178	.155	.199	.213	.109	.179	-.050
	Sincere	.157	-.016	.279	.278	1.000	.396	.238	-.044	.124	.131	.067	.238	.284	-.007	.156	.187	.085	-.084
	Qualified	.210	.329	.128	.496	.396	1.000	.443	.407	.414	.342	.095	.259	.385	.044	.090	.124	.282	-.110
	Knowledgeable	.277	.398	.176	.580	.238	.443	1.000	.533	.411	.310	.363	.065	.007	.445	.114	.277	.058	.002
	Expert	.232	.589	.147	.400	-.044	.407	.533	1.000	.592	.382	.305	-.019	.112	.255	.147	.257	.143	.237
	Experience	.243	.476	-.096	.496	.124	.414	.411	.592	1.000	.216	.329	.224	.237	.059	.069	.331	.144	-.031
	skills	.312	.071	.407	.159	.131	.342	.310	.382	.216	1.000	.484	.415	.122	.253	.193	.444	.088	.295
	looking	.341	.268	.249	.222	.067	.095	.363	.305	.329	.484	1.000	.429	.345	.201	.430	.288	.162	.306
	Attractive	.243	-.118	.286	.178	.238	.259	.065	-.019	.224	.415	.429	1.000	.522	.184	.321	.309	.237	.088
	Sexy	.047	.034	.001	.155	.284	.385	.007	.112	.409	.122	.144	.522	1.000	.007	.345	.022	.475	.426
	Classy	.347	.260	.060	.307	-.004	.044	.445	.255	.237	.253	.345	.184	.007	1.000	.230	.443	.112	.166
	Elegant	.024	.061	.199	.081	.232	.090	.114	.147	.059	.193	.201	.321	.345	.230	1.000	.497	.336	.194
	Confident	.326	.088	.339	.199	-.007	-.042	.277	.257	.069	.444	.430	.324	.022	.443	.497	1.000	.289	.343
	Trust	.216	.214	.022	.213	.156	.281	.092	.143	.331	.088	.248	.321	.475	.112	.417	.289	1.000	.569
	Rely	.098	-.066	.094	.109	.187	.124	-.013	-.090	.144	.053	.182	.309	.404	.095	.336	.343	.569	1.000
	Safe	.109	.187	-.024	.179	.085	.282	.058	.053	.212	-.006	.142	.237	.426	.172	.313	.186	.578	1.000
	Promise	.287	.138	.208	-.050	-.084	-.110	.002	.237	-.031	.295	.306	.068	-.025	.166	.194	.479	.311	.285
Sig. (1-tailed)	Trustworthy	.000	.000	.000	.000	.013	.001	.000	.000	.000	.000	.000	.000	.370	.000	.001	.085	.062	.000
	Honest	.000	.057	.000	.000	.413	.000	.000	.000	.158	.000	.049	.317	.000	.195	.107	.001	.177	.004
	Dependable	.000	.057	.000	.000	.000	.036	.006	.019	.089	.000	.000	.495	.200	.002	.000	.381	.084	.369
	Reliable	.000	.000	.001	.000	.000	.000	.000	.000	.000	.012	.001	.006	.014	.000	.126	.002	.001	.063
	Sincere	.013	.413	.000	.000	.000	.000	.000	.270	.041	.032	.173	.000	.000	.476	.000	.462	.014	.115
	Qualified	.001	.000	.036	.000	.000	.000	.000	.000	.000	.000	.091	.000	.267	.102	.278	.000	.040	.060
	Knowledgeable	.000	.000	.006	.000	.000	.000	.000	.000	.000	.000	.181	.460	.000	.054	.000	.098	.429	.206
	Expert	.000	.000	.019	.000	.000	.000	.000	.000	.000	.000	.393	.058	.000	.019	.000	.022	.102	.226
	Experience	.000	.000	.089	.000	.041	.000	.000	.000	.001	.000	.001	.000	.000	.204	.166	.000	.021	.001
	skills	.000	.158	.000	.012	.032	.000	.000	.000	.000	.000	.000	.000	.043	.000	.003	.000	.108	.230
	looking	.000	.000	.000	.001	.173	.091	.000	.000	.000	.000	.000	.021	.000	.002	.000	.000	.005	.022
	Attractive	.000	.049	.000	.006	.000	.000	.181	.393	.001	.000	.000	.000	.005	.000	.000	.000	.000	.168
	Sexy	.255	.317	.495	.014	.000	.000	.460	.058	.000	.043	.021	.000	.459	.000	.376	.000	.000	.385
	Classy	.000	.000	.200	.000	.476	.267	.000	.000	.000	.000	.000	.005	.459	.001	.000	.056	.090	.007
	Elegant	.370	.195	.002	.126	.000	.102	.054	.019	.204	.003	.002	.000	.000	.001	.000	.000	.000	.003
	Confident	.000	.107	.000	.002	.462	.278	.000	.000	.166	.000	.000	.000	.376	.000	.000	.000	.004	.000
	Trust	.001	.001	.381	.001	.014	.000	.098	.022	.000	.108	.000	.000	.000	.000	.000	.000	.000	.000
	Rely	.085	.177	.094	.063	.004	.040	.429	.102	.021	.230	.005	.000	.000	.000	.000	.000	.000	.000
	Safe	.062	.004	.369	.006	.115	.000	.206	.226	.001	.465	.022	.000	.000	.000	.004	.000	.000	.000
	Promise	.000	.026	.002	.242	.120	.060	.487	.000	.332	.000	.168	.365	.010	.003	.000	.000	.000	.000

a. Determinant = 4.74E-005



#### 4.8 Pearson correlation

The bivariate Pearson Correlation produces a sample correlation coefficient,  $N$ , which measures the strength and direction of linear relationships between pairs of continuous variables. The Pearson Correlation evaluates whether there is statistical evidence for a linear relationship among the same pairs of variables in the population, as it has effectively having relationship among with variables. Where it represented by population in correlation coefficient,  $\rho$  (“rho”). The Pearson Correlation is a parametric measure which has enlisted the below

Table 8: Pearson correlation

Correlations		CT	CE	CA	BT
CT	Pearson Correlation	1	<b>.584**</b>	<b>.383**</b>	<b>.274**</b>
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
CE	Pearson Correlation	<b>.584**</b>	1	<b>.461**</b>	<b>.241**</b>
	Sig. (2-tailed)	.000		.000	.001
	N	200	200	200	200
CA	Pearson Correlation	<b>.383**</b>	<b>.461**</b>	1	<b>.553**</b>
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
BT	Pearson Correlation	<b>.274**</b>	<b>.241**</b>	<b>.553**</b>	1
	Sig. (2-tailed)	.000	.001	.000	
	N	200	200	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### 4.9 Regression analysis: Relationship between Trustworthiness, Expertise and Attractiveness towards brand trust

The model summary indicates that 29 % of variability (adjusted R square) in the BT (DV) is accounted for by all of the IVs. Moreover, the Durbin Watson value is 1.693 (less than 2) which indicates that there is an auto correlation between Trustworthiness, Expertise and Attractiveness.

Table 9: Regression Analysis

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.560 <sup>a</sup>	.314	.303	4.42502	1.693
a. Predictors: (Constant), Trustworthiness, Expertise & Attractiveness					
b. Dependent Variable: DVD M					

The “R” column represents the value of R, the multiple correlation coefficient. R is considered to be measure of the quality of the prediction of the dependent variable BT. A value of .560 indicates a good level of prediction.

#### 4.10 ANOVA<sup>a</sup>:

The independent variables have significantly evidence to associate with sampling population. As the total mean has significantly reflected 2.413 and the grand mean shows 3.9005 in this data. Eventually the mean are significantly different shows in the ANOVA<sup>a</sup> test. This analysis gives the result of F – test that determines whether the model is good fit for data or not. According to the Table it has carried out good and significant since the  $F(6.357) = 6.357, p < 0.05$ .

Table 10: ANOVAa with Tukey' test for Nonadditivity & AnovAa

ANOVA with Tukey's Test for Nonadditivity

	Sum of Squares	df	Mean Square	F	Sig.
Between People	2428.399	199	12.203		
Between Items	223.579	19	11.767	6.357	.000
Nonadditivity	2.282 <sup>a</sup>	1	2.282	1.233	.267
Within People	6996.139	3780	1.851		
Residual Balance	6998.421	3781	1.851		
Total	7222.000	3800	1.901		
Total	9650.399	3999	2.413		

Grand Mean = 3.9005

a. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.506.

ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1753.113	3	<b>584.371</b>	<b>29.844</b>	.000 <sup>b</sup>
Residual	3837.842	196	19.581		
Total	5590.955	199			

a. Dependent Variable: BT

b. Predictors: (Constant), CA, CT, CE

Anova is used to commonly test of hypothesis of equality between two variances and among different means. It is one of the standard and extremely useful technique for experiments the variables relationship among with mean as it shows F (29.844) and associate with the population. This has indicated the significant relationship and fit for the data. As the result showed the total sum squares is 5590.955 and regression carried out 1753.113 above table.

#### 4.11 Collinearity Diagnostics

Unstandardized coefficients indicate how much the DV varies with an IV when all other IVs are held constant. The general for of equation to predict BT from Trustworthiness, Expertise and attractiveness is:

**Table11: Collinearity Diagnostics**

Model	Dimension	Eigenval Ue	Condition index	Variance Proportions	
1	1	1.977	1.000	Constance	Attractiveness
	2	.023	9.197	.01	.01
				.99	.99

a. Dependent Variable: Brand Trust (BT)

**4.12 Normality of Residuals.** In Figure \_\_\_\_ normality of residuals has been tested by a normal P-P plot. The plot shows that the points generally follow a diagonal line with no strong deviation. This indicates that the residuals are normally distributed.

- H0: There is no positive or negative relationship between Trustworthiness and Brand Trust (BT)
- H1: the positive or negative relationship between Trustworthiness and Brand Trust (BT)

According to regression analysis, it indicates Trustworthiness variable hypothesis already rejected. It indicated clearly that the hypothesis is not supported by given data. That mean brand trust is not based on trustworthiness because our sample area people (respondents) don't have sound awareness regarding celebrity credibility on perceived brand trust. On the other hand, it won't accept alternative hypothesis (H1) Null hypothesis can be accepted based on the data sheet.

- H0: There is no positive or negative relationship between expertise and Brand Trust (BT)
- H2: the positive or negative relationship between expertise and Brand Trust (BT)

Based on the regression analysis, it indicates there was no positive relationship between the expertise and the brand trust (BT). That's why the expertise variable hypothesis already rejected. It has showed clearly that the hypothesis has not supported by given the data. The sample of area people (respondents) doesn't have any awareness regarding the celebrity credibility on perceived brand trust on multinational mobile service in Bangladesh. The alternative hypothesis also rejects but the Null hypothesis can be accepted based on the data sheet.

H0: There is no positive or negative relationship between Attractiveness and Brand Trust (BT)

H3: the positive or negative relationship between Attractiveness and Brand Trust (BT)

According to the regression analysis, it indicates that Attractiveness variable hypothesis has been accepted. It indicates from correlation, matrix and collinearly diagnostic table. Based on those table there is significant relationship between Attractiveness & Brand Trust (BT) that was positive relationship with each other. As per table their Eigen value more than 1 that is sustainable factor against to Brand Trust (BT). Then Attractiveness null hypothesis has rejected as well as alternative hypothesis was accepted. Out of three variables one variable only strongly affected to the Brand Trust (BT) because most of the Bangladeshi people were more emotionally attach with the celebrity endorser and celebrity credibility to regarding the attractiveness of celebrity.

## 5. DISCUSSION

### 5.1 Discussion of the Questions and hypothesis

Question 1 to 6 discuss about brand trust of details. Those have showed in the table. According to the sample selected, all responders are from different universities students across in Bangladesh like Comilla University, Comilla Victoria College, Comilla women's college, Dhaka University, Chittagong university, North south University, East West university Daffodil university etc. According to respondents



perception the celebrity credibility has influenced to build brand trust in multinational mobile service in Bangladesh. Overall the celebrity has contributed to build companies good well, creating brand image and building brand trust with consumers in those region. There were number of 111 responders male and female was 89 who have evaluated to influence of celebrity credibility on brand trust on multinational mobile service in Bangladesh. According to their Age, Gender, Marital status, Education levels, cultural background, Monthly Income and noticing of duration who have been performed to contributed and sort out how celebrity credibility influence to helped to build brand trust with consumer in multinational mobile service in Bangladesh.

The trustworthiness and expertise variables were rejected by hypothesis. Which were not supported by given data. The sample area people don't have good sound awareness regarding celebrity's endorsement and credibility. The only one variable has accepted by hypothesis which was attractive. This variable performed very well by the respondents of regions of Bangladesh. The attractive variable and brand trust (BT) having positive significant relationship with each other. Most of the people who are emotionally attach to this variable in that area. Overall, despite the limitations, the present research contributes to the match-up hypothesis literature and scope of study by introducing a new match-up feature (Example: value of celebrity) for both brand image and well-known celebrities has likely to be lead to more successful future research.

## **5.2 Discuss about objective, literature review and variable.**

The main objective of this study is to present a literature review that examines the effect of celebrity credibility on perceived build brand trust (BT) toward multinational mobile service sector in Bangladesh. In particular, the influence of positive publicity on this assumed relationship is explored. Better insights in the field of positive publicity have been provided and literature has been critically analyzed to identify the main issues and theories with respect to celebrity



endorsement. By using this thesis paper, marketing managers are definitely prompted to pursue a more effective celebrity endorsement policy to build brand trust with consumers and it will be positive influenced by the celebrity.

The independent variable is divided into three determinants, which all appears to have a positive effect on the brand relationship with consumer (Brand trust). According to existing literature celebrity endorsement helps companies to create a unique personification of the brand and engender a positive effect on the attitude and sales intention towards the brand (Liu, 2007; Ranjbarian et al, 2010). This ensues from the fact that celebrity credibility induces higher brand recognition. Furthermore, when a celebrity is positively perceived by the consumer, a feeling of trust will be automatically established towards the celebrity and the approach of consumers will be increased (Friedman et al, 1979).

According to the literature, when consumers find that the celebrities which product and service endorsed by celebrity have a high degree of Attraction Trustworthiness & Expertise, the brand recall and likeability will be higher. Consequently, attractiveness creates an attitude change (Petty & Cacioppo, 2009). The source attractiveness is most beneficial when consumers are low. As they will apply simple decision-making behavior. When the endorser is seen as gorgeous, so the products will be physical attraction of the source will be very significant.

Celebrities are effective because they offer their meaning, power from their public-known character and lifestyle into the endorsement which will increases attitude and increase to company good well and building the brand trust among with consumers. To building trust there would be meaning transmission is especially useful when there is a good match-up between celebrity and brand. )  
McCracken1989)





Above mentioned theories and determinants have illustrated that celebrity credibility has a positive effect and tools used on building brand trust. However, when positive publicity controls this relationship with the consumer, this relation can help into bring his/her life style, personality etc. (Till & Shrimp, 1998). People may feel sympathy for the celebrity endorser and they have seemed more interested in their own choice celebrity. Therefore, attitude will be positively influenced and consumers buying their accompanying products the celebrity is endorsing (Berger et al, 2007).

### **5.3 Research Limitation**

During the development of the thesis, there were still some difficulties and problems come in the way of Celebrity Credibility on perceived brand trust in multinational mobile services in Bangladesh because of the broad research area. In this research from the analysis it has been is more focused in the development of brand image and building brand trust with consumers in the specific area of marketing platform in Bangladesh. The research only tells about branding and product endorsement by the celebrity. There are vast area of products endorsement done by the celebrity to keep communication with consumers to make awareness of products and service. Basically the celebrity has used to create brand trust with consumers by endorsing appropriate public figure at the right place. Secondly, this research is also the development project of creating brand trust with consumer & having limitation time from the analysis it has been couldn't present all the progress report during the development of research topic



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## **5.4 Suggestion for future researchers**

This thesis is a study of the Influence of celebrity credibility on perceived brand trust study on multinational mobile service brand in Bangladesh. From the analysis few suggestions have been derived for future researchers which have been formed after the research and analyses.

Firstly, through branding and product endorsement by the celebrity that plans and customer segmentation in Bangladesh market. The multinational mobile services companies and other companies would be best interest as it has few opportunities to grow more in domestic markets.

Secondly, for the marketing plans & branding plan to be developed by endorsing the right celebrity to endorse products and services in other region of Bangladesh. The new market researches will have to conducted, especially in customer and competitor analysis. The differences of market situation and macro-environment are necessary to keep in mind. Thirdly, companies that are engaged in international markets need a systematic method to develop a strategic marketing plan to create brand image and building brand trust in Bangladesh. Which would be an interesting and practical topic.

## **5.5 Recommendations and Conclusion**

This paper attempts to reveal how far celebrity credibility attributed by trustworthiness, expertise and attractiveness (Ohanion, 1991; Hung, 2014; Dissanayake & Ismail, 2015) could influence to build the brand trust in multinational mobile services in Bangladesh context. There have been endorsing products and services to promote in the market like charity works also found to be in the market of

Bangladesh. But the involving of the celebrity to encourage to create brand image as well to increase a sales level to competitive with other rival brands in





Bangladesh. The research has examined the effectiveness of using celebrity to develop brand trust among with customers to encourage to keeping faith on public icons in Bangladesh. Brand trust was examined as a mediator followed by empirical justifications. The effectiveness of celebrity credibility is significant to create brand community and create brand trust to enthusiastically participate in multinational mobile service in Bangladesh. It is line with some empirical findings that confirmed brand community trust and community commitment result favorable influences on sponsored institutions (Jeppesen & Frederiksen, 2006; Scarpi, & Stokburger-Sauer, 2010). The celebrity has used to endorsing any kind of products and services by focusing on commercial purposes to increase sales volume in the respective companies in Bangladesh. Further results revealed celebrity credibility as an effective tool to establish brand trust in South Asia like Bangladesh, Sri Lanka, India and many other countries in sub-continual region.

Conclusively, this research paper justifies the effectiveness of applying celebrities as a credibility source to influence to build brand trust in multinational mobile services sector in Bangladesh like Grameenphone, Robi, Airtel, Banglalink, Teletalk. Thus, further these researches examine how celebrity endorsements create an environments of brand referring different cases of branding perspectives in Bangladeshi market. The influence of celebrities on endorsed-proposition or message could be intensified or moderated on how they are psychologically bonded with the community or customers (Hung, 2014; Kumara, 2016). This is mentioned in the theory called Absorption-Addiction Model which explains such bond as celebrity worship motives (McCutcheon, Lynn, Lange, & Houran 2002). It seems that the Influence of celebrity credibility on perceived brand trust study on multinational mobile service brand in Bangladesh has required to do more research to find out the right platform to be used in products endorsement by the celebrity. To build the brand trust have some considerations based on the research has





suggested. So far these are the suggestions of the research. The suggestions are as follows:

- The branding platform should be attractive to the customers with good context and eye catching attributes
- The branding marketing strategy should be developed in way that it becomes cost effective and efficient as well to build brand trust with community.
- The company should consider the celebrity credibility backup plan so that the strategy that is undertaken and the platform that is going to be building the brand trust with consumers via proper media channel.
- Prior to developing the strategic plan of building trust in a market survey can be conducted to know the perception of the people so that it can reflect the desire of the people
- The strategy of creating brand image or platform that is going to be developed for the e-marketing or standard marketing should be well composed and developed using people oriented tools and elements by the celebrity to build brand trust in Bangladeshi market.
- The strategy should be conducted in a way that the people can access the platform with ease

From the analysis it has been motivated and fully supported throughout this research process. From the analysis it has been found that the celebrity credibility highly influences to build a brand trust in multinational mobile service sector in Bangladesh.





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