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Influence of Celebrity Trustworthiness on Shaping Customer Brand Attitude: A Case Study of DSTV among SAUT Students Mwanza, Tanzania.

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Abstract

This study investigated the influence of celebrity endorsement trustworthiness on shaping customer brand attitudes, using a case study of DSTV among students at St. Augustine University of Tanzania (SAUT) in Mwanza, Tanzania. The study purposefully made to examine the influences of celebrity trustworthiness in shaping customer brand attitude of the DSTV Company among SAUT students Mwanza. The study was guided by Source Credibility Theory which was determined by various assumptions which are trustworthiness and consumer brand attitude as major variables of this study. The study used a quantitative research design whereby 219 respondents out of 278 were used for data collection. Data collection was done through questionnaires as 5 Likert rating scale questionnaires were employed in this study. Data was analyzed quantitatively with the help of SPSS version 24 and presented into descriptive and inferential statistics as well as multiple regression analysis. The demographic profiles of the respondents were presented in the form of frequency and percentages. Findings of the study revealed that celebrity trustworthiness significantly shaped customer brand attitudes among SAUT students, with attributes such as honest to the celebrity endorser, celebrity credibility as well as celebrity endorsement believability playing vital roles in shaping brand attitudes as independent variable for this study. This research contributes to the academic discourse by offering localized insights into the effectiveness of celebrity trustworthiness in the Tanzania context. The study recommends marketers to consider effectively leveraging celebrity trustworthiness due to its major advantages in shape customers brand attitude. Similar study may be done with the application of other different research approaches.

Keywords: Celebrity endorsement, brand attitudes, celebrity trustworthiness

INTRODUCTION

The broad spectrum of this study revolves around influence of celebrity trustworthiness on shaping customer brand attitude, particularly in the context of celebrity trustworthiness or credibility. Celebrity endorsement is a marketing strategy which use well-known individuals, like actors, sports, or social media influencers, to market goods and services.

In Worldwide context, Early 20th Century in Modern Advertising Foundations Edward Bernays and the birth of public Relations Edward Bernays, widely regarded as the father of public relations, utilized psychological principles to influence public opinion and shape brand attitudes. Bernays applied techniques from psychology and sociology to create persuasive communication strategies that positioned brands favorably in the minds of consumers.

Celebrity endorsement trustworthiness is defined as marketing strategy which use well-known individuals in all spheres of life as well as trusted individuals, whereby famous individuals, groups in which key people in which individuals like actors, sport and game ngagers, or social media influencers to market goods and services. Whereby this kind of marketing strategy aimed at its major objective base on increase brand awareness among customers and ensuring consumer trust by utilizing the celebrity y's honest, utilizing celebrity credibility, celebrity endorsement Believability (Solomon et al., 2021).

The study investigates how celebrity trustworthiness can shape customer brand attitude of DSTV Company. By choosing honest to the celebrity endorser, celebrity credibility and celebrity endorsement believability. This study focused much on Digital Satellite Television (DSTV) as a prominent direct broadcast satellite service that has played a significant



role in the television and broadcasting industry. DSTV was launched by multi-choice, a South African company, in 1995. It started as a satellite television service providing a variety of channels to viewers in South Africa and expanded other African countries like Tanzania in Mwanza city as a major player in the African satellite television market with Introduction of Digital Technology, DSTV transitioned from analog to digital technology, offering subscribers enhanced picture quality and a broader range of channels. Multi-choice introduced services like DSTV Box Office, allowing subscribers to rent movies on-demand, and catch up, enabling viewers to watch missed episodes of their favorite DSTV embraced high-definition.

DSTV, as a prominent player in the entertainment industry, provides a unique setting to explore the dynamics of celebrity endorsements, which use single and multiple celebrities on endorsement of their decoder and services. Uses celebrities like Hadija Kopa as their ambassador, Diamond Platnumz, Ali Kiba, Idris Sultan, Jacob Steven and also use Vanessa Mdee, Burna Boy, Awilo Longomba, M. I. DSTV in the past did not use celebrities but due to the effects celebrities have to customers in creating brand attitudes so due to that DSTV start taking celebrities endorsement as serious marketing strategy, as so DSTV satellite media is only satellite television service provider who use celebrities' endorsement in Tanzania. Belch & Belch (2004,) showed that "in today's television viewing environment and the "stopping power" of celebrity endorsed commercials are more remarkable". If a celebrity associated with Strategic choices in celebrity endorsement can contribute positively to brand perception due to trustworthiness (Wang, 2017).A celebrity endorsement in an African environment demonstrates the dynamic interaction of cultural, social, and economic elements. The diverse landscape of Africa, comprising various nations with distinct traditions and consumer behaviors, presents a unique backdrop for understanding the impact of celebrity associations on brand perceptions with focus on trustworthiness, expertise, attractiveness and respect (Ogbonnaya et al 2023).

LITERATURE REVIEW

2.1 Celebrity Trustworthiness

In recent years, the relationship between celebrity endorsement trustworthiness and brand attitudes has been a subject of interest in marketing research. Studies have shown that the trustworthiness and credibility of a celebrity endorser significantly influence brand attitudes among consumers. Research by Kim & Lee (2020) found that consumers are more likely to have positive brand attitudes when they perceive the celebrity endorser as trustworthy and credible. This suggests that trustworthiness plays a crucial role in shaping consumer perceptions of endorsed brands. Consumers' perception of a celebrity endorser's attractiveness and trustworthiness significantly influences brand-related factor (Giler et al, 2023). Studies by Liu et al. (2021) emphasize the importance of authenticity and trust in influencer marketing, as they contribute to positive brand attitudes and consumer engagement. In conclusion, trustworthiness plays a vital role in shaping brand attitudes in

celebrity endorsements. Marketers need to ensure that celebrity endorsers are perceived as trustworthy, authentic, and credible to maximize the effectiveness of endorsements influencing consumer perceptions and attitudes towards the brand.

2.2 Theoretical Review

Source Credibility Theory was primarily developed by Carl I. Hovland, along with his colleagues at Yale University, during the early 1951. Hovland's work on this theory emerged from the broader Yale Attitude Change Approach, a comprehensive research program aimed at understanding the mechanisms of persuasion and attitude change. Theory broadly addresses how the perceived credibility of a message source influences the effectiveness of the communication. According to this theory, a source's credibility is determined by several factors that can enhance or detract from the persuasive power of the message. Theory of Source Credibility is of various assumptions which are as explained here below;- Expertise: the degree to which the source is perceived as knowledgeable or skilled in a particular area an expert source is more likely to be trusted and respected. Under this theory a source is needed to have necessary knowledge, skills and experiences in certain field of discourse which is relevance to such task being performed in such organization, company, community or brand. In a situation when the source is seen and perceived to be an expert in such field of discourse, in most cases customers and consumers of such services or products tends to build trust and accept whatever is aired out form such organization, company or brand by such expert (Hovland & Weiss, 1951).

Theory of Source Credibility is of various assumptions which is explained here below;

Trustworthiness: The extent to which the source is perceived as honest, reliable, and having integrity. Hovland & Weiss, (1951) a trustworthy source is believed to be more sincere and unbiased. In persuading and influencing people to buy or attend to brand's, company's or organization's products or services depend on the spirit of trust developed among the customers who are mostly influenced by trusted information given by such brand, company or organization through the source of information. For the brand, organization or company to have a better trend and consistency in services in products consumed by customers, the theory insists on having a trusted source of information given to customer.

This theory is of various strength, such as;-

The theory provides an understanding on the concept of credibility of source particularly in marketing field. In this aspect the theory base on the trustworthiness of the one giving information on such brand at the market place (Jin & Phua, 2021). Also, credibility of the brand through celebrity endorsement concurred to this theory as attractiveness of the celebrity endorsed shapes consumers' attitude to such brand. Also, the theory is more useful to companies, brands and organization in selection on spokesman as well as in designing the message to be given to the audience (Gilal et al., 2019). For the brand to have many consumers with positive attitude as the result of celebrity endorsement depend on the

attractiveness and trustworthiness on the spokesmen being endorsed by a brand.

All in all, trustworthiness is crucial in celebrity endorsements. Consumers are more likely to be influenced by celebrities who they perceive as genuine and authentic. Celebrities who have a history of trustworthy behavior or have established a positive public image tend to be more effective endorsers in a Research study by Lou & Yuan (2019) found that perceived authenticity of social media influencers significantly enhances the credibility of their endorsements, thereby increasing consumer engagement and purchase intentions. with trustworthy sources perceived as reliable, honest, and credible, enhancing the persuasiveness of their messages (McGuire, 1985). In celebrity endorsements, trustworthiness is crucial, as consumers need to trust that the celebrity genuinely supports the endorsed brand and is not merely motivated by financial gain (Ohanian, 1991). When consumers perceive a celebrity endorser as trustworthy, they are more likely to have positive attitudes towards the endorsed brand and may be more willing to consider purchasing the products or services (Kim & Lee, 2020).

2.3 Empirical Literature Review

In recent years, the relationship between celebrity endorsement trustworthiness and brand attitudes has been a subject of interest in marketing research. Studies have shown that the trustworthiness and credibility of a celebrity endorser significantly influence brand attitudes among consumers. Research by Kim & Lee (2020) found that consumers are more likely to have positive brand attitudes when they perceive the celebrity endorser as trustworthy and credible. This suggests that trustworthiness plays a crucial role in shaping consumer perceptions of endorsed brands. Consumers' perception of a celebrity endorser's attractiveness and trustworthiness significantly influences brand-related factor (Gilal et al, 2023).

Due to importance of Trustworthiness of celebrity endorses Liu et al. (2021) emphasize the importance of credibility, authenticity and trust in influencer marketing, as they contribute to positive brand attitudes and consumer engagement. In conclusion, trustworthiness plays a vital role in shaping brand attitudes in celebrity endorsements. Marketers need to ensure that celebrity endorsers are perceived as trustworthy, authentic, and credible to maximize the effectiveness of endorsements influencing consumer perceptions and attitudes towards the brand.

Moreover Wang and Scheinbaum, (2018) conducted a study on Enhancing brand credibility via celebrity endorsement: Trustworthiness trumps attractiveness and expertise. Building on source-credibility theory, the authors tested a structural model for advertisers and scholars to explain brand outcomes of celebrity endorsement. The empirical context was the global airline industry, with a fitting sample surveyed at an international airport (N = 637). Results of structural equation analyses show that consumers' perception of a celebrity endorser's attractiveness and trustworthiness brought a lift in brand attitude, brand credibility, and purchase intention

toward endorsed brands. The contribution to source-credibility theory is the finding that endorser trustworthiness was the only component of source credibility that was important to low-involvement consumers. The takeaway for advertisers in this industry is to use attractive celebrity endorsers with a global appeal who are trustworthy to enhance brand credibility.

Decisions positively.

The findings underscore the importance of trustworthiness in influence of celebrity endorsement on shaping customer brand attitude. Enhancing the sufficiency, clarity, and trustworthiness of information on marketing endorsement scan significantly impact on choose trustworthiness and credible celebrity which shape positive customer brand attitude. As a key market strategy on winning competitive advantage

3. METHODOLOGY

The study used a quantitative research design whereby from 219 respondents out of 278 data were gathered and used during data analysis. Data collection in this study was done through questionnaires 5 Likert rating scale, hence the study uses primary data as the only source of information to address the research problem in this study. Questionnaires were distributed to St. Augustine University student in Mwanza since its originality and direct collection for the specific research purpose and has not been previous analyzed or interpreted which involved probability sampling techniques as it gives equal chance for every member of population to participate. Furthermore, simple random sampling applied due to selection of each sample participant so that each participant in the population had the same chance of being chosen. To ensure that every sampling unit had the same chance of being included in the sample, which involved undergraduate students from St. Augustine University Student. Data was analyzed consisted of descriptive and inferential statistics whereby on descriptive statistics used to analyze and present information on respondents' demographic variables in term of frequency distribution percentages as well as mean and standard the demographic variables age, gender and experience. Moreover, inferential statistics particularly regression analysis used in prediction or explaining the relationship between the variables. Results of the analysis linked with relevance research objectives of the study in order to have balanced meanings and explanation with data from quantitative analysis on the influence of pricing strategies on business performance, to check for relationship of independent and dependent variables respectively (McNaught & Lam, 2010). These methods enable a comprehensive exploration of the relationships between celebrity endorsement trustworthiness and customer brand attitude. Additionally, data presented through tables with descriptive and regression analysis in which data shown clearly per field information gathered during the actual study quantitatively with the help of SPSS version 24 and presented into descriptive and inferential statistics as well as multiple regression analysis.

RESULTS

4.1 FINDINGS

4.1.1 Celebrity Trustworthiness and Brand Attitude.

The researcher developed the first study in way that it will develop a ground to verify the fact on how celebrity

trustworthiness influence customers' attitudes toward the brand. To have this objective accomplished, the researcher demanded the respondents to respond to the statement by showing their level of agreement by picking the suitable key 1(Strong Disagree), 2(Disagree), 3(Neutral), 4(Agree) and 5(Strong Agree) as indicated in table below.

Table 1 Celebrity Trustworthiness and Brand Attitude

Celebrity Trustworthiness	1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)
The influence of Honest to the celebrity endorser can lead on shaping customer brand attitude.	31(14.2%)	6(2.7%)	72(32.9%)	34(15.5%)	76(34.7%)
Celebrity credibility makes endorsements truth worthy on shaping customer brand attitude.	24(11.0%)	2(0.9%)	55(25.1%)	57(26.0%)	81(37.0%)
Celebrity endorsement believability does it make endorsement Trustworthy to the customers.	24(11.0%)	37(16.9%)	84(38.4%)	29(13.2%)	45(20.5%)

Source: Field Data (2024)

From the field data, 76 respondents who made 34.7% of the respondents strongly agreed on the aspect of that honest to the celebrity endorser influence customers' attitude toward the brand, 34 respondents who are equivalent to 15.5% of the respondents agreed on the subject matter that celebrity endorser influence customers' attitude toward the brand, and 72 respondents who are similar to 32.9% of the respondents were neutral about celebrity endorser influence customers' attitude toward the brand. Also, 6 respondents who totalize 2.7% of the respondents disagreed on the aspect that celebrity endorser influence customers' attitude toward the brand and 31 respondents who are equal to 14.2% of the respondents strongly disagreed on the aspect celebrity endorser influence customers' attitude toward the brand. Field data concluded that celebrity endorser influence customers' attitude toward the brand as it was agreed by 51.2% of the respondents who participated in this study.

Also, 81 respondents who made 37.0% of the respondents strongly agreed the celebrity credibility makes endorsements truth worthy which influence customers' attitude to the brand, 57 respondents who are equal to 26.0% of the respondents agreed that celebrity credibility makes endorsements truth worthy which influence customers' attitude to the brand and 55 respondents who are equivalent to 25.1% of the respondents were neutral on the subject that celebrity credibility makes endorsements truth worthy which influence customers' attitude to the brand. In other hand, 2 respondents who are equal to 0.9% respondents disagreed on the aspect that celebrity credibility makes endorsements truth worthy which influence customers' attitude to the brand and the other 24 respondents who made by 11.0% of the respondents strongly disagreed that celebrity credibility makes endorsements truth worthy which influence customers' attitude to the brand. Field data developed that celebrity credibility makes endorsements truth worthy which influence

customers' attitude to the brand since 63% of the respondents were on the side where they affirmed this statement.

Furthermore, results from the filed indicated that 45 respondents who are similar to 20.5% of the respondents strongly agreed to the notion that celebrity endorsement believability influence customers' attitude to the brand, 29 respondents who are equal to 13.2% of the respondents agreed to the statement that celebrity endorsement believability influence customers' attitude to the brand and 84 respondents who are equal to 38.4% of the respondents were neutral to the subject. Furthermore, 37 respondents who are equal to 16.9% of the respondents disagreed to the aspect that celebrity endorsement believability influence customers' attitude to the brand and 24 respondents who are equivalent to 11.0% of the respondents strongly disagreed to the aspect that celebrity endorsement believability influence customers' attitude to the brand. Thus, 33.7% of the respondents agreed to the case that celebrity endorsement believability influence customers' attitude to the brand which concluded that celebrity endorsement believability influence customers' attitude to the brand.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.888a	.789	.788	1.780

a. Predictors: (Constant), CT

b. Dependent Variable: CA

Source: Field Data (2024)

Results found from the field after regression analysis indicated a mutual correlation of (R=0.888) between celebrity trustworthiness (CT) and customers' brand attitude (CA), which showed 78.9% of the variance in BA. In accordance to

results from the field, the study found to be with a significant level of 0.01 as coefficient value which implicated the strong relationship between CT and CA.

Table 3: ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2570.583	1	2570.583	211.597	.000b
Residual	687.308	217	3.167		
Total	3257.890	218			

a. Dependent Variable: CA

b. Predictors: (Constant), CT

Source: Field Data (2024)

Findings found from the field and analysed by SPSS computer program was with significant s found with F-statistics value of 211.597 and found with p value of .000. This results recommended the significance of celebrity trustworthiness towards consumer brand attitude.

Table 4: Coefficient

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	CT
1	1	1.945	1.000	.03	.03
	2	.055	5.971	.97	.97

a. Dependent Variable: BA

Source: Source Field (2024)

The researcher found coefficient value as it was found that .950 was unstandardized coefficient as well as Beta of .888 as value for standardized coefficient in which these data indicated a strong relationship between celebrity trustworthiness and consumer brand attitude.

Table 5: Collinearity Diagnostics

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.921	.369		10.622	.000		
CT	.950	.033	.888	28.489	.000	1.000	1.000

a. Dependent Variable: CA

Source: Field Data (2024)

Results from the field indicted that there was low correlation of multi-collinearity as value found were of value less than 10 which recommend low multi-collinearity among variables. Results found from the field shows there is low correlation between variables; celebrity trustworthiness and consumer brand attitude.

4.2 DISCUSSION

The study aimed to investigate influence of celebrity endorsement on shaping customer brand attitude of DSTV Company A case study of SAUT students particularly through effectively usage of celebrity trustworthiness or credibility on shape brand attitude. For this case for Dstv at Malimbe-Mwanza, statistical data particularly regression test implicated that celebrity trustworthiness is strongly affecting the celebrity endorsement on shaping the customers' brand attitude as one of most crucial, significant and important aspect in celebrity endorsement on shaping Dstv's customers attitude. Thus, results of this study gave an insight that Dstv along Malimbe-Mwanza used to celebrity trustworthiness on celebrity endorsement for shaping customers brand attitude which made Dstv as a brand to be a view that made it to be perceived positively by its customers which means the aspect of celebrity trustworthiness shapes customers attitudes toward Dstv positively. Application and belief of celebrity trustworthiness as an element through which celebrity endorsement can shape customers' brand attitude particular attitude to Dstv as a brand, though honest of the celebrity, celebrity credibility and celebrity believability influence much celebrity endorsement on shaping customers' attitude towards Dstv. Basing on the research findings and the extensive of the study it is observed credibility and trust worthiness is major factors on creating good customer brand attitudes so therefore DSTV Company should focus on Credibility Opt for celebrities who are perceived as credible and trustworthy by the target audience. Celebrities known for their expertise, integrity, and positive public image can enhance brand credibility (Amos, et al 2008). With Authentic Storytelling to Encourage celebrities to share personal stories and

experiences related to the product, creating authentic narratives that build trust and engagement with consumers (Munnukka et al, 2016). Celebrities Trustworthiness or credibility is among key major factor for good brand attitudes of DSTV company based on findings because the use Consistent Messaging Ensured that the messaging and values communicated by the celebrity align consistently with the brand's image and values across all platforms and campaigns (Till & Busler, 2000). Long-Term Endorsements should be considered for forming long-term partnerships with celebrities rather than one-off endorsements. Long-term collaborations can lead to deeper consumer connections and loyalty (Ilicic & Webster, 2014).

The limitation of the study encountered when respondents who were to give information and attempt to the questionnaires so as to have effective data for this study. For this challenge the researcher took extra time for some of respondents on their free time so that they can attempt to questionnaire prepared for them as the targeted sample for this study. Furthermore, this challenge goes hand in hand with questionnaires attempt to Likert scale as some of respondents found them confused on how to answer which makes the researcher to consume a lot of time to explain and educate them on how to answer to this Likert scale questionnaires.

5. CONCLUSION

Results from the field which contained respondents' view in base of the influence of celebrity endorsements on shaping customer brand attitudes, using a case study of DSTV among students at St. Augustine University of Tanzania (SAUT) in Mwanza, Tanzania; found out that there is a strong relationship between these two elements as celebrity trustworthiness was found from the field data to be influencing the consumer's attitudes towards Dstv brand. Investment in honest to the celebrity endorser, celebrity credibility makes endorsements trustworthy as well as celebrity endorsement believability in which all these aspect have influenced much to the consumer brand attitudes. Furthermore, the field data were supported by empirical data reviewed by the researcher on the same aspect of celebrity trustworthiness on consumer brand attitude.

6. RECOMMENDATION

Basing on the research findings and the extensive of the study it is observed credibility and trust worthiness is major factors on creating good customer brand attitudes so therefore DSTV Company should focus on Credibility Opt for celebrities who are perceived as credible and trustworthy by the target audience. Celebrities known for their expertise, integrity, and positive public image can enhance brand credibility (Amos, et al 2008). With Authentic Storytelling to Encourage celebrities to share personal stories and experiences related to the product, creating authentic narratives that build trust and engagement with consumers (Munnukka et al, 2016).

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