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Role of Celebrities in creating Brand Advocacy: An Analysis of Social Media Users in Pakistan

Syeda Batool Abbas · Dr Usamah Iyyaz Billah*

Abstract The purpose of this research study is to investigate the role of celebrities in creating brand advocacy for mobile phones amongst social media users of Pakistan. The role of celebrities has been tested through the constructs of celebrity attractiveness, trustworthiness and expertise while brand trust has been added as a mediator. The study variables of the research have been empirically tested for the first time for the mobile phone industry and from social media users. The theoretical framework was developed based on relevant research on the study topic. Research design of the study is Quantitative, one-shot, cross-sectional in nature. Data collection was done through a study questionnaire which was developed based on items from the literature. Sample size was 220 respondents, based on principles set by the item response theory. This is a novel research study as it applies the renowned tri component attitude model to a new area of behavioral research. Data analysis was done using Process Macro by Hayes mediation model 4 in SPSS. Findings reveal that the chosen celebrity attributes have a positive and significant relation with brand advocacy while brand trust acts as a mediator. The results also support the tri component model as cognitive and affective components lead to conation, i.e., brand advocacy in this case. The results have meaningful implications for business practitioners as to the usage of celebrities having relevant expertise along with attractiveness and trustworthiness, which lead to advocacy through trust. A key limitation of this research includes that it focuses mainly on the mobile industry while the same study can be adopted for other sectors as well.

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Keywords Brand Advocacy; Celebrities; Mobile phones; Social media; Brand trust

Jel codes M00, M1, M31

1 Introduction

A review of the literature shows that there is limited research on Brand Trust built through Celebrity endorsement and how it aides in forming brand advocates (Kanwar and Huang 2022). This research article aims to fill the missing gaps in the literature and add some valuable knowledge to the existing theories. In addition, there is an immense need for businesses to understand social media dynamics in the current evolving world (Alkhalifa and Zubiaga 2022).

The research studies the relation of Celebrity Attractiveness, Celebrity Trustworthiness and Celebrity Relevant Expertise on Brand Advocacy while shedding some light on the mediating effect of Brand trust. Review of literature on brand trust and brand advocacy shows that both have a significant relation as trust acts as a premise to building equity and hence resulting in positive endorsement as well as loyalty which are constructs of advocacy (Hassan et al 2016; Bhati and Verma 2020; Limbu et al 2019; Jillapalli and Wilcox 2010) This research will help the struggling brand managers to improve their digital marketing strategy. The data collected in this research is regarding the mobile phone industry based on Pakistani population. The information gathered will be helpful for the business and brand managers devise their digital marketing and celebrity engagement strategies.

1.1 Research Gap and Significance of study

Celebrity endorsement is an old concept but the role it plays in digital marketing is under explored. The digital era has changed the definition and dynamics of celebrity endorsement. There is limited research on brand trust built through celebrity endorsement and how it aides in forming brand advocates. However, many studies have emphasized the need for exploring celebrity endorsement in digital and social media (Yuan et al 2022; Uribe et al 2022; Aw and Labrecque 2020; Kapitan and Silvera 2016). We will be adding to the existing literature and also applying the tri component model to a new area of behavioral research.

From the practical perspective, this research will help brand custodians to improve their digital marketing efforts, in particular reference to the mobile phone industry. The implications of this research will be helpful for the business and brand managers to decide where to invest their funds wisely. The research will also guide them regarding celebrity endorsers credibility measured in terms of the three main variables of our study. The research highlights the significance of brand advocates that are now an active and reliable part of brand promotions.

1.2 Research Objectives

Following are the research objectives of our study:

Celebrity attractiveness, expertise, trustworthiness and brand trust

- To determine the role of celebrity attractiveness, expertise, trustworthiness on brand trust.

Brand Trust and Brand advocacy

- To ascertain the significance of relationship between brand trust and brand advocacy.

Mediation of Brand Trust

- To establish the mediation of brand trust between celebrity attractiveness, expertise, trustworthiness and brand advocacy.

Direct relation

- To see the significance of celebrity attractiveness, expertise and trust worthiness with brand advocacy.

2 Literature review

Consumers look up to celebrities to feel more confident about themselves aspiring to attain celebrity lifestyle. Consumers are a reflection of the celebrities they idolize. These are the major reasons due to which advertisers are willing to cut their pockets to hire them for brand endorsement (Alsmadi 2006; Yuan et al 2022). The role of celebrities is not just limited to gain public attention but they add more meaning to the brand message making the ad more crowd convincing (Erdogan 1999; Piccalo 2005; Turnwald et al 2022; Masuda et al 2022). Brand endorsement by celebrities is a common practice in different countries like Turkey (Lo and Peng 2022; Yilmaz et al 2005), New Zealand (Charbonneau and Garland 2005), India (Roy 2006) and South Korea (La Ferle and Choi 2005). When we talk about Japan more than half of their commercials use celebrities to bring their products in the limelight (Kilburn 1998). Malaysia is almost on the same track showcasing their celebrities to endorse different products.

Before moving forward, it is necessary to operationally define the study variables, as per table below:

Table 1: Definitions of Study Variables

Study Variables	Definition	References	Type of Variables
Celebrity Attractiveness	The physical attractiveness of a celebrity depends upon the height, weight and beauty of the face through which the public pass their judgement. The literature has shed some light upon how the celebrity attractiveness influences consumer behavior.	(Pornpitakpan 2003)	Independent Variable
Celebrity Trustworthiness	Celebrity trustworthiness is a characteristic of dignity, believability, affinity and honesty that a celebrity possesses.	(Berger and Iyengar 2013; Lee 2017)	Independent Variable
Celebrity Expertise	Perceived expertise is related to the celebrity's qualification which directly influences consumer .	behavior (Amos et al 2008)	Independent Variable
Brand Trust	Brand trust refers to the positive customer perception regarding the product, brand and services.	(?)	Mediator
Brand Advocates	When a consumer becomes connected to a brand, this connection can lead to advocacy for the brand where the consumer spreads positive word-of-mouth about the brand	(Anderson 1998).	Dependent Variable

2.1 Relevant celebrity expertise

It is a known truth that if the celebrity is an expert in the field of endorsement it will be easy for him/her to gain consumer trust, hence gaining positive recognition among the crowd; pushing them towards the sale (Braunsberger 1996; Lee et al 2022). The celebrity should be an expert in the product line, should share a relevant image and the celebrity should be visually appealing to the audience (Friedman and Friedman 1979; Uribe et al 2022; Kahle and Homer 1985). The most impactful process is the careful selection of the celebrity with the type of product that is expected from them to endorse. If the advertisement is meant for a psychological or social impact, then celebrity endorsement seems like a wise choice. If the product nature is high performance based posing a financial and physical risk. then the best option is to choose a celebrity who has the relevant expertise. If the product has no risk attached or a minimal risk factor is involved, the advertiser can go for an endorser who is more socially accepted.

For the celebrity choice, Forkan (1980) suggested a Match up hypothesis where he discussed that the product message and the celebrity image should be synchronized together in order to produce an effective advertisement. Advertisement credibility can also be enhanced if there is a relevance between the endorser and the celebrity involved (Langmeyer and Walker 1991). This will result in a positive response by the consumers towards the advertisement (Kirmani and Shiv 1998; Masuda et al 2022). According to the updated research by Shimp (2010), it was highlighted that the match up should be between the celebrity endorser and the brand target market. This would be important in order to figure out if the desired target audience will respond positively to that celebrity or not.

For effective persuasion of a consumer towards successful sale of a product and to build up a positive customer attitude towards the brand, an educated celebrity can work wonders (Chan et al.). According to the research of (Turnwald et al 2022) the apparent expertise of a celebrity reflects through his/her qualifications. On the contrary, in the service industry of hospitality and tourism, the image of the hotel is more enhanced in customers sight through a celebrity of high expertise rather than attractiveness or trustworthiness (Kim et al 2014). Shimp in 2008 carried out a study and analyzed that consumers rely on expert advice by knowledgeable celebrity endorsers and perceive celebrities as people who look after them just like real people do. This also enhances the feeling of security within them (Zhu and Chen 2015). Based on the existing literature it is quite evident that celebrity expertise plays a major role in building brand trust. Thus, it can be hypothesized:

H2: Celebrity relevant expertise relates positively to Brand trust.

2.2 Celebrity attractiveness

Beauty is a better recommendation than any letter of introduction Ohanian (1990). Physical appearance is that powerful tool for celebrities on which they can earn more. This is that one factor that increases the fan base, helps a

celebrity stand out in the crowd when all the eyes gaze on to them. Consumers like celebrities that are glamorous and follow the latest trends. They quickly penetrate in media circles and their presence makes a difference in the community. If the content of an advertisement is weak but the celebrity they hire is good looking it can cover up for the weak content. An attractive celebrity will be more influential and will influence consumer attitude towards the brand and its product line (Ohanian 1990; Lo and Peng 2022).

Credibility of a celebrity is quite important to generate influence among the followers. Hovland et al (1953); Masuda et al (2022) proposed in their empirical studies on source credibility that source attractiveness, expertise and trustworthiness play a crucial role in creating useful messages (Paul and Bhakar, 2018; Lee 2017; Kim et al 2014). According to Pornpitakpan (2003) the physical attractiveness of a celebrity depends upon the height, weight and beauty of the face through which the public pass their judgement. The literature has shed some light upon how celebrity attractiveness influences consumer behavior (Lee (2017)). Brand recall and brand attitude is positively influenced by celebrity attractiveness as discussed by Friedman and Friedman (1979) and Till and Busler (2000). Brand perception image and celebrity endorsers attractiveness have a positive relationship according to the research of Tantiseneepong et al (2012). If the physical attractiveness of a celebrity is congruent to the product, the customers likely develop a positive attitude towards the product being endorsed as quoted by Kahle and Homer (1985).

If we consider the role of celebrity attractiveness in tourism and the hospitality industry, the research shows a good impact of such ads on potential customers attitude as highlighted by Kim (2016). Some people look up to celebrity endorsement to build up their self-concepts according to the research of Escalas and Bettman (2015). The same study showed that need satisfaction of customers happen when they are able to relate to the endorser. Followers want to know more about the celebrities they follow without any filter to their personal life. They want to adopt their lifestyle, eat what they eat and just want to be their replicas as pointed out by Kim (2016). Similarly, Escalas and Bettman (2015) highlighted that the customers belongingness need is satisfied with a brand if they cast an attractive celebrity endorser as their brand ambassador. For example, Waseem Akram endorsed the ad of ACCU Check which satisfied the relatedness need of diabetic customers. The customers could relate with him and this product gained popularity and generated brand trust all of a sudden. Keeping in mind this existing research we argue that celebrity attractiveness can be an important antecedent yielding brand trust and leading to form brand advocates.

H1: Celebrity Attractiveness relates positively to Brand trust.

2.3 Celebrity trust worthiness

Erdogan (1999) explained credibility as honesty, integrity and trustworthiness of an endorser. A high credibility factor highlights the positive image of the endorser, has a positive impact on the message consent and can transform con-

sumers attitude towards a brand. If the customer has faith and trust in the endorser they will attentively listen to what he/ she has to say and the celebrity words will become part of his evoked set when he goes for the shopping of the product. This will ultimately result in increased sales which is the aim of every brand.

Erdem & Swait (2004) shed light on the agenda that purchase intention increases if an honest celebrity endorser promotes the quality of a product reducing the perceived risk attached to it. An analysis of a survey to study the relationship of celebrity endorsers influence on advertising effectiveness proposed that celebrity trustworthiness plays the most important role in effective advertisement as compared to source attractiveness and expertise according to [Amos et al \(2008\)](#). Celebrity trustworthiness includes the characteristics of dignity, believability, affinity and honesty that a celebrity possesses ([Kim et al \(2014\)](#); [Paul and Bhakar \(2018\)](#); [Yuan et al \(2022\)](#)). To create brand reliability in the consumers mind makes them feel confident about the source credibility. Once they believe that the product is reliable, they also start believing that the endorsed brand is highly trustworthy and this long process becomes easy with the engagement of a trustworthy celebrity. If we consider exploring the airline industry, the maximum positive attitude of a consumer towards an airline brand arises due to trust on celebrity endorsers as studied by [Wang et al \(2019\)](#).

If the consumer finds a brand trustworthy and reliable it will strengthen his bond forming an emotional connection with the brand over a period of time according to [Kowalczyk and Pounders \(2016\)](#). The belonging need intensity of consumers defines the relationship of celebrities and consumers. The more is the consumer belonging need, the more he/she looks up to the celebrity according to the study of [Escalas and Bettman \(2015\)](#). After a vivid analysis of the research, it can be proposed that:

H3: Celebrity trustworthiness relates positively to Brand trust.

2.4 Brand trust

McCroskey (1981) stated that trusting a celebrity means accepting what they pitch for, honoring their suggestions and taking purchase action based on that trust. The advertising agencies gain advantage of celebrity endorsers that are considered highly credible and trustworthy. Clients start questioning the message source if the celebrity endorsing the brand is considered untrustworthy. Celebrity support towards a brand helps in building brand trust indicating good credibility of the source.

Customer and company relationships are built stronger based upon the trust they have on each other according to [Lien et al \(2015\)](#). ([Park and Kim, 2016](#); [Turnwald et al 2022](#)) believe that brand trust refers to the positive customer perception regarding the product, brand and services. [He et al \(2012\)](#) observed that a major antecedent of brand loyalty is brand trust which is the choice of customers to trust a brand and its promises. [Lin et al \(2017\)](#) explained that brand loyalty develops due to the positive influence of brand trust that helps

the consumers formulate long lasting relationship with the brand by having complete faith in its quality. Due to this reason, trusted brands are purchased more often to avoid the perceived risk attached with buying a new brand. (Li et al., 2012) Another research finding of the same study was that consumers having similar brand trust levels for various brands may not yield similar brand loyalty patterns. Subbiah and Sathish (2020) in their research article discussed how celebrity endorsers influence the rural youth of India. These youngsters follow celebrities in their daily lifestyle adopting their fashion sense and trying to adopt their habits. This article particularly traces the purchase behavior patterns of rural youngsters influenced by celebrity endorsers in the beverage industry. The results of the study conclude that the youth is highly influenced by celebrity endorsers leading to positive sales outcome and increased brand loyalty. On the contrary, consumers trust the brands that fulfill their promises and meet their expectations created by the brand (He et al 2012). The same article mentioned that brand loyalty is formulated through positive values, satisfaction, differentiation and good perceived quality which yields brand trust altogether. Thus, hypothesizing the following:

H4: Brand trust has a positive significant relationship with brand advocates.

2.5 Brand advocates

Opinion leaders and their influence concept dates way back to 1940 when the first US presidential elections took place (Lazarsfeld 1948; Uribe et al 2022). According to (Feick and Price 1987), the information bridge was created between public opinion and choices along with mass media through opinion leadership. A study by (Hoonsopon and Puriwat 2016) proved later that opinion leadership plays a significant role as a prominent knowledge source.

As the social media trend has taken hype, the significant role of opinion leaders cannot be denied as general consumers look forward to the peers feedback before making a buying decision (López et al 2021). Customer relationship management is of utmost importance on social media where brand managers try to reach consumers through opinion leaders. Web celebrities exercise greater control over people using the social media channels influencing them to purchase the product by developing positive electronic word of mouth (eWOM). (Gong et al (2019); Siqueira Jr et al (2019)). As the social media channels gained popularity amongst the masses, the eWOM has become a powerful influential tool in creating brand advocates.

In academic terms, internet celebrities are considered as the main opinion leaders of the market (Villanueva et al 2008; Lo and Peng 2022). The old advertising techniques have lost their charge and have been replaced by a more credible approach of communication through Word of Mouth (Wang et al 2019; Siqueira Jr et al 2019). Using the Influential hypothesis approach opinion leaders can mold the attitude and behavioral patterns of their followers inclining them towards certain brands and products they are secretly endorsing setting up a new trend at times (?). Using influencers or different opinion leaders active on social media is the best marketing practice these days to capture the market

through virtual tactics.

Brand advocates spread positive Word of mouth and are also known as opinion leaders (Alexandrov et al 2013). eWOM is not spread only through altruism of information but through consistent repetition of the message by the advocate publishers (Berger and Iyengar 2013). The motivation of brand marketing through eWOM is more in web celebrities that have a wider fan base generating more profit for the brand (Kannan et al 2017). Fans are smart and they do their WOM analysis regarding where the information is coming and why is it being shared Kim et al (2014). This is the main reason why web celebrities should be careful in endorsing the brand or in sharing any weak information regarding the product because their reputation is at stake and the fans can revert with a negative reaction (Ismail 2017).

2.6 Role of brand awareness in creating brand advocates

Referring to my research model we have used celebrity endorsers as the source of brand awareness and brand trust which aids in creating brand advocates. The most important element of any brand image is its Brand Awareness (Keller (1993); Lee et al (2022)). If the brand makes it to the consumers evoked set the consumer will most likely say positive things about the brand. Macdonald and Sharp (2000) further developed on Kellers idea by telling us that consumers spread more positivity about a familiar brand in comparison to an unfamiliar brand. Brand awareness has a very strong relationship with brand image in the consumers mind so the older the brand and consumer association, the more is the brand loyalty (Schuiling and Kapferer (2004)). The intensity of brand association with the brand image affects the consumers decision towards a purchase (Barreda et al 2013).

According to (Chu and Kim 2011; Masuda et al 2022), consumers who are loyal to the brand and have a strong relationship with the brand are known as brand advocates. They are the most committed to the brand to an extent that they spread positive Word of Mouth while experiencing the brand themselves and recommending it to others for use. Research shows that loyal customers are brand advocates and new customers are generated by the suggestions of brand advocates Gwinner et al (1998) also endorsed the same finding. Our analysis of relevant research articles shows that Gwinner et al (1998) conducted research on the role of brand loyalty, Jayasimha and Billore (2016) introduced altruism, De Villiers (2015); Jillapalli and Wilcox (2010) discussed the variable of attachment strength and highlighted the role of customers self-involvement as the major drivers of brand advocacy.

According to Richins and Root-Shaffer (1988); Yuan et al (2022), there is a positive relationship amongst brand trust and opinion leadership in terms of advice giving. It was found by Sirgy et al (2000) that for brand advocacy, opinion leadership plays a significant role. Sirgy et al (2000) said brand advocacy is affected by network factors such as homophily affect and strength of social ties. Sun et al (2021) specified his research on brand advocacy in the online

environment pointing out that opinion leadership is also available in the form of message forwarding and chatting. Wallace et al (2012) pointed out the causes of brand advocacy in the form of positive customer- brand relational aspects. Chu and Kim (2011) highlighted advocacy is affected by brand relationship quality in e-WOM form. Bilro et al (2018); Jayasimha and Billore (2016); Roy (2006) have also done recent work on Brand advocacy. Customer Brand Advocacy is reflected through trust (Roy 2006) customer empowerment (Lee et al 2013) and an amalgamation of self-interest and altruism (Jayasimha and Billore 2016; Turnwald et al 2022).

H5: Celebrity Attractiveness, Celebrity Relevant Expertise and Celebrity Trustworthiness have a direct significant relationship with Brand Advocates.

H6: Brand trust positively mediates the relationship between Celebrity Attractiveness and Brand Advocates.

In the light of the above hypothesis statements the following theoretical framework was developed:

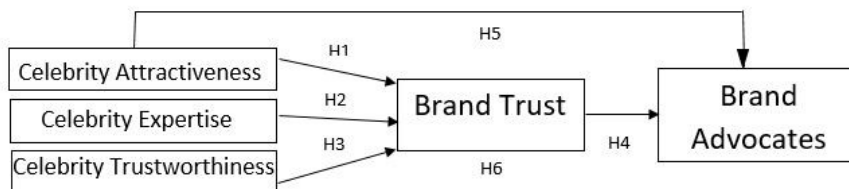


Fig. 1: Theoretical Framework

2.7 Relation with the Tri component model

As discussed earlier, this research uses the Tri-component attitude model which applies to our variables. According to this theory, behavioral action is comprised of three elements; cognition (related to mental processing), affective (related to feelings) and conation (related to action). Following is how the three elements fit our variables:

- Cognition: Celebrity Relevant Expertise: Knowledge plays a key role in making up the mind hence expert advice matters
- Affective : Celebrity Attractiveness: Consumers feeling about a product or a brand changes due to the attractive PULL strategy
- Conation : Celebrity Trustworthiness: The Call to Action is inevitable if the brand is trustworthy Proving a positive significance of the above variables will imply our research supports the theory.

3 Methodology

3.1 Theoretical Framework

Following is an overview of the research methodology deployed for our study:

3.2 Type of study

The research study is a Quantitative, one-shot, cross-sectional study as the data was collected in one single moment of time. The hypothesized model was empirically tested and data was analyzed accordingly.

3.3 Sample size and sampling technique

Sampling technique was convenience, non-probability sampling as supported by relevant studies in social sciences (Wehde and Perreault (2022); Sexton (2022)). The sample size was determined by the item response theory (Nunnally 1975). According to this theory, the sample size is calculated by multiplying the total number of items with 10. Hence, 220 responses were collected against 22 items. This sampling technique and application of item response theory is still very relevant in latest social science research as proved by the contemporary literature (Liu et al 2022; Marullo et al 2022; Feng et al 2022; Noormohamadi et al 2022; Qu et al 2022)

3.4 Unit of analysis

The unit of analysis were 1845-year-old social media users who had been exposed to any celebrity advertisement in the last 3 months. These respondents were identified by asking a screening question at the start of the questionnaire. In addition, the people falling in the selected age bracket are mostly active purchasers of mobile phones.

3.5 Research instruments

For obtaining accurate responses, a structured questionnaire was used as a research instrument. The questionnaire was designed using items from existing literature. The survey questionnaire was divided into 7 parts and all the variables were measured using a 5 point Likert scale. The likert scale ranged from 1 to 5 in which 1= Strongly disagree and 5= Strongly agree capturing a wide array of responses. The item set and 5 point Likert scale was used as it was

Table 2: Item Sources

Variables	Items	Source
Celebrity Attractiveness	4	McCracken 1989 , Ohanian 1990
Celebrity Trustworthiness	4	McCracken 1989 ; Ohanian 1990
Celebrity Expertise	4	McCracken 1989 ; Ohanian 1990 AChaudhuri and Holbrook (2001)
Brand Trust	5	Atulkar (2019) Adapted from Li et al 2008
Brand Advocates	5	adapted from Kim et al 2001

adapted from credible research studies, as cited below.

The data was collected online via google forms. Google forms is a proven data collection method which is widely being used in multiple research studies worldwide. It helps generate data easily without wasting any natural resources such as paper. This method not only ensures data transparency but is also an environment friendly approach.

The questionnaire was divided into 7 sections. The first section of the questionnaire was meant to extract demographic information like name, age, education, household income followed by other relevant information regarding mobile phone brands under use, asking about the social media usage and the platforms frequently used along with their purpose. The second section showcased some famous celebrity endorsed mobile phone ads to give the audience a visual glimpse of the content under discussion. The third section comprised of questions related to Celebrity Attractiveness which is one of the independent variables in our study. This variable has 4 items which we adopted from [McCracken \(1989\)](#) and [Ohanian \(1990\)](#) research studies.

The fourth section comprised of questions related to Celebrity Relevant Expertise which is the second independent variable of our study. This variable has 4 items according to which the audience were inquired. The fifth section was about Celebrity Trustworthiness which is the third independent variable of our study. This variable is important because trust forms the foundation of every relationship be it a relationship between a celebrity and a fan. This variable has again 4 items that we adapted from other research papers.

The sixth section was about Brand Trust regarding the celebrities endorsing mobile phone brands. Brand trust is the mediator of our study frame work connecting the independent and the dependent variable. The seventh section is about our dependent variable of Brand Advocacy generated by celebrities endorsing mobile phone brands. This section has 5 items adapted from [Kim et al \(2001\)](#) and [Weitzl and Hutzinger \(2017\)](#). This section marked the end of our questionnaire giving us a vivid image of where our research is inclined.

3.6 Data analysis

Data Analysis was conducted using the SPSS software. After presentation of the demographics and descriptive results, correlation and reliability tests were applied. Regression analysis was carried out using Process Macro by Hayes mediation model 4 in SPSS. The process macro test was run thrice in order to capture impact of all the three independent variables with the dependent variables, directly as well as through the mediator.

3.7 Results and findings

We commence our results presentation with the demographic data of our target respondents:

Table 3: Demographic Characteristics

Variable	Category	Frequency	Percentage
Age	18-24	62	28.2
	25-30	93	42.3
	31-36	42	19.1
	37-42	16	7.3
	43+	7	3.2
Education	Undergraduate	84	38.2
	Graduate	85	38.6
	Postgraduate	51	23.2
Monthly Household income	10k-50k	33	15
	51k-100k	65	29.5
	101k-150k	62	28.2
	151k to 200k	18	8.2
	Above 200k	42	19.1

Our target audience for the research were mostly youth who can make a decision regarding the mobile phone selection. There are a wide range of mobile phones available in the market but from the data we gathered we will discuss the least and the most popular mobile phones in use. The most popular mobile phones in use are Samsung and Apple while the least popular brands are One plus, Realme and Google phone with single response each forming 0.5% of the total frequency percentage. Samsung had the highest responses of 75 respondents with 34.1% contributing to the main percentage. After Samsung, Apple iphone is the second most popular choice among Pakistani youth with 64 respondents and a percentage of 29.1%. Huawei is the third most popular choice when it comes to mobile phone in use with 23 respondents and 10.5%.

When we talk about the social media platforms in use, WhatsApp is the most popular forum, followed by YouTube, Instagram, Facebook and Twitter. The key finding is that the younger audience is more inclined towards Instagram while older consumers prefer Facebook. The major motivation for our audience to use social media is to keep family and friends updated about life events with

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Table 4: Demographic Characteristics

Variable	Category	Frequency	Percentage
Mobile phone in use	Apple	64	29.1
	Samsung	75	34.1
	Redmi	3	1.5
	Huawei	23	10.5
	Lenovo	3	1.5
	One plus	1	0.5
	Nokia	5	2.3
	Vivo	4	1.8
	Xiaomi	19	8.7
	Oppo	8	3.6
	Q Mobile	8	3.6
	Infinix	5	2.3
	Realme	1	0.5
	Google	1	0.5
	Phone		
Social media Platforms in use	Instagram	202	92
	Facebook	180	81
	Reddit	15	7
	Tiktok	28	12
	Twitter	77	35
	WhatsApp	216	98
	Youtube	207	94
	To keep your family and friends updated about your life events	117	53.2
	To share pictures & videos	18	8.2
	Keeping in touch with my family and friends	77	35
One Key Motivation to use Social media	To promote my business venture	8	3.6

53% respondents, followed by to keeping in touch (35% respondents) and sharing pictures and videos (8% respondents). This data enables us to understand the online demographic profile of our respondents. It will also help users of the research to better understand their potential target market.

Descriptive Statistics is a representative summary of the descriptive, quantifiable data elaborating the detailed information of the data set. Analysis of descriptive statistics provides help in summarizing, portraying and simplifying statistical data into a form that is meaningful and understandable. It has various parts mainly highlighting the range starting from the minimum point to the maximum point, telling us about the Central Tendency along with the mean and standard deviation of the values under consideration. Given in the table below:

The above table shows that the mean is mostly around 3.5 (towards agree) and

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Table 5: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Celebrity Attractiveness	220	1	5	3.467	1.03412
Celebrity Relevant Expertise	220	1	5	3.8648	0.8468
Celebrity Trustworthiness	220	1	5	3.7227	0.84524
Brand Trust	220	1	5	3.7036	0.86123
Brand Advocate	220	1	5	3.8073	0.76184
Valid N (listwise)	220				

standard deviation of around 0.8 which is acceptable. The standard deviation shows the dispersion of data in relation to its mean.

Reliability analysis The purpose of carrying out reliability analysis is to find out if the data collected through the survey is internally consistent or not. The reliability results for our research have been mentioned below:

Table 6: Reliability Analysis

Variable	Items	Alpha
Celebrity Attractiveness	4	0.853
Celebrity Relevant Expertise	4	0.851
Celebrity Trustworthiness	4	0.857
Brand Trust	5	0.921
Brand Advocate	5	0.875

Since all the five variables, Celebrity Attractiveness, Celebrity Relevant Expertise, Celebrity Trustworthiness, Brand Trust and Brand Advocates have Cronbach Alpha values of above 0.8, it means that reliability is present.

Correlation analysis

Table 7: Correlation Results

	Celebrity Attractiveness	Celebrity Expertise	Celebrity Relevant	Celebrity Trustworthiness	Brand Trust	Brand Advocacy
Celebrity Attractiveness	1					
Celebrity Expertise	.422**	1				
Celebrity Trustworthiness	.508**	.736**	1			
Brand Trust	.496**	.382**	.524**	1	1	
Brand Advocacy	.501**	.412**	.570**	.570**	.775**	1

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

As evident from the above table, most variables show a moderate positive correlation while few are weak positive and strong positive as well. The presence of moderate or weak correlation implies the absence of multi collinearity. Weak positive correlations include celebrity attractiveness and celebrity relevant expertise because it is not mandatory that the attractive celebrity is also an expert in the relevant field having the right expertise to give feedback regarding the brand they are endorsing.

Regression analysis Regression analysis was carried out for Model 4 of Process Macro by Hayes (Preacher and Hayes (2005)). We ran this model 3 times for three independent variables of Celebrity Attractiveness, Celebrity Trustworthiness and Celebrity Relevant Expertise present in our study framework. The bootstrap level was kept at 5000 and the confidence interval was 95%.

3.8 Analysis 1: Celebrity attractiveness-Brand Advocates

Data results of analysis 1: part 1

Y: Mean BA
 X: Mean CA
 M: MeanBT
 Sample
 Size: 220

OUTCOME VARIABLE
 MeanBT
 Model Summary

	R	R-sq	MSE	F	df1	df2	p
	0.496	0.2461	0.5618	71.1485	1	218	0

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.2713	0.1772	12.8205	0	1.9222	2.6205
MeanCA	0.4131	0.049	8.435	0	0.3166	0.5096

Outcome Variable:
 MeanBA
 Model Summary

	R	R-sq	MSE	F	df1	df2	p
	0.7865	0.6185	0.2235	175.9165	2	217	0

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.125	0.148	7.6021	0	0.8333	1.4166
MeanCA	0.1137	0.0356	3.1964	0.0016	0.0436	0.1838
MeanBT	0.6178	0.0427	14.4631	0	0.5336	0.702

Table 8: Following are the data results of analysis 1: part 2

Total Effect Model Outcome Variable: MeanBA									
Model Summary									
Model	R	R-sq	MSE	F	df1	df2	p		
	0.5008	0.2508	0.4368	72.9701	1	218	0		
Total, Direct, and Indirect Effects of X on Y									
Total effect of X on Y									
	coeff	se	t	p	LLCI	ULCI			
constant	2.5282	0.1562	16.1827	0	2.2203	2.8361			
MeanCA	0.3689	0.0432	8.5423	0	0.2838	0.4541			
Direct effect of X on Y									
	Effect	se	t	p	LLCI	ULCI			
	0.3689	0.0432	8.5423	0	0.2838	0.4541			
Indirect effect(s) of X on Y:									
	Effect	se	t	p	LLCI	ULCI			
	0.1137	0.0356	3.1964	0.0016	0.0436	0.1838			
MeanBT									
	Effect	BootSE	BootLLCI	BootULCI					
	0.2552	0.0406	0.1772	0.337					

Following is the hypothesis wise interpretation of results for the following framework:

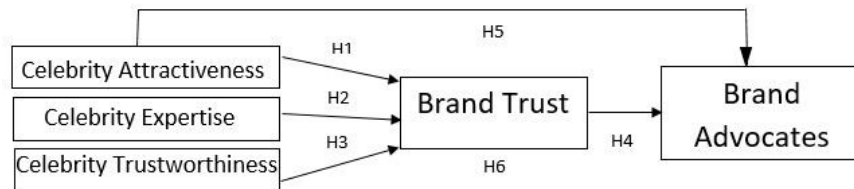


Fig. 2: hypothesis wise interpretation of results for the given framework

Hypothesis 1 H1: The Celebrity Attractiveness relates positively to Brand trust. LLCI = 0.3166 ULCI = 0.5096 R = 0.4960 f = 71.1485 R-sq = 0.2461
The Lower quartile and the Upper quartile positive values indicate that there is a positive relationship between the two variables. Furthermore, the coefficient value (0.41) indicates that, if there is one unit increase in Celebrity Attractiveness then there is 0.41 units increase in Brand Trust, on the average. The P value is less than 0.05 which shows a significant relationship between the variables. R square shows that 0.2461 change in Independent variable accounts for 25% of change in the dependent variable. The regression analysis proves that the hypothesis 1 is supportive.

Hypothesis 5 H5: Celebrity Attractiveness has a direct significant relationship with Brand Advocates. LLCI = 0.0436 ULCI = 0.1838 Coefficient = 0.1137 R = 0.7865 R-sq = 0.6185
The positive upper and lower quartile values show that there is a significant relationship between Celebrity attractiveness and Brand Advocates. The coefficient value (0.1137) indicates that, if there is one unit increase in Celebrity Attractiveness then there is 0.11 units increase in Brand Advocacy, on the average. The P is less than 0.05 which shows a significant relationship between the variables. R square shows that 0.6185 change in Independent variable accounts for 62% of change in the dependent variable.
This means that Hypothesis 5 is also supported by the data.

Hypothesis 4 H4: Brand trust has a positive significant relationship with brand advocates. LLCI = 0.5336 ULCI = 0.7020 Coefficient = 0.6178 R = 0.7865 R-sq = 0.6185
The positive values of Upper and Lower Confidence Intervals indicate that there is a significant relationship between the two variables. The coefficient value (0.6178) indicates that, if there is one unit increase in Brand Trust then there is 0.62 units increase in Brand Advocacy, on the average. The P is less than 0.05

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which shows a significant relationship between the variables. Thus, we can say that H4 is also supported.

Hypothesis 6: Indirect Effect H6: Brand trust positively mediates the relationship between Celebrity Attractiveness and Brand Advocates.

Indirect effect of Celebrity Attractiveness (X) on Brand Advocates (Y) is positively significant. The p value is significant being less than 0.05 and the Confidence intervals are positive ensuring that the relationship between the variables is significant.

The indirect relationship of X and Y is supported here.

3.9 Analysis 2: Celebrity relevant expertise brand advocates

Data results of analysis 2: Part 1

Y: MeanBA
 X: Mean CRE
 M:Mean BT
 Sample
 Size: 220

Outcome Variable
 Mean BT
 Model Summary

	R	R-sq	MSE	F	df1	df2	p
	0.3821	0.146	0.6363	37.2779	1	218	0.000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.2016	0.2518	8.7427	0	1.7053	2.6979
Mean CRE	0.389	0.0637	6.1056	0	0.2632	0.5141

Outcome variable
 MeanBA
 Model Summary

	R	R-sq	MSE	F	df1	df2	p
	0.785	0.6162	0.2248	174.195	2	217	0.000

Model

	coeff	se	t	p	LLCI	ULCI
constant	0.967	0.174	5.5604	0.000	0.6244	1.3101
MeanCRE	0.122	0.0409	2.9735	0.0033	0.041	0.2024
MeanBT	0.64	0.0403	15.8921	0.000	0.5604	0.7191

Table 9: Data results of analysis 2: Part 2

Y: MeanBA	R	R-sq	MSE	F	df1	df2	p
X: Mean CRE	0.4117	0.1695	0.4842	44.4914	1	218	0
M: Mean BT							
Sample							
Size: 220							
Total effect model							
Outcome variable							
MeanBA							
Model Summary							
Model	coeff	se	t	p	LLCI	ULCI	
constant	2.3758	0.2197	10.8149	0	1.9428	2.8088	
MeanCRE	0.3704	0.0555	6.6702	0	0.2609	0.4798	
Total, direct, and indirect effects of X on Y							
Total effect of X on Y	Effect	se	t	p	LLCI	ULCI	
	0.3704	0.0555	6.6702	0	0.2609	0.4798	
Direct effect of X on Y							
	Effect	se	t	p	LLCI	ULCI	
	0.1217	0.0409	2.9735	0.0033	0.041	0.2024	
Indirect effect(s) of X on Y:							
MeanBT	Effect	BootSE	BootLLCI	BootULCI			
	0.2486	0.0557	0.1368	0.3558			



Fig. 3: hypothesis wise interpretation of results for the given framework

Hypothesis 2 H2: Celebrity relevant expertise relates positively to Brand trust. LLCI = 0.2632 ULCI = 0.5141 Coefficient=0.3886 R = 0.3821 R-sq=0.1460
The confidence interval values indicate that there is a positive relationship between the two variables under consideration. The coefficient value (0.3886) indicates that, if there is one unit increase in CRE then there is 0.39 units increase in Brand trust, on the average. The P is less than 0.05 which shows a significant relationship between the variables. R square shows that 0.1460 change accounts for 15% of change in the dependent variable. Thus, we can say that H2 is also supported.

Hypothesis 5 H5: Celebrity Relevant Expertise has a direct significant relationship with Brand Advocates. LLCI = 0.2609 ULCI = 0.4798 Coefficient=0.3704 R = 0.3704 R-sq=0.6162 p=0
The confidence interval values indicate that there is a positive relationship between the two variables under consideration. The coefficient value (0.3704) indicates that, if there is one unit increase in CRE then there is 0.37 units increase in Brand Advocates, on the average. The P is less than 0.05 which shows a significant relationship between the variables. R square shows that 0.6162 change in CRE accounts for 61% of change in the dependent variable. Thus, we can say that H5 is supported.

Hypothesis 4 H4: Brand trust has a positive significant relationship with brand advocates. LLCI = 0.5604 ULCI = 0.7191 Coefficient=0.6398 R = 0.7850 R-sq=0.6162
The positive values of Upper and Lower Confidence Intervals indicate that there is a significant relationship between the two variables. The coefficient value (0.6398) indicates that, if there is one unit increase in Brand Trust then there is 0.63 units increase in Brand Advocacy, on the average. The P is less than 0.05 which shows a significant relationship between the variables. Thus, we can say that H4 is supported.

Hypothesis 6 Indirect effect H6: Brand trust positively mediates the relationship between Celebrity Relevant Expertise and Brand Advocates. Indirect effect of Celebrity Relevant Expertise (X) on Brand Advocates (Y) is positively significant. The p value is significant being less than 0.05 and the

Confidence intervals are positive ensuring that the relationship between the variables is significant.

The indirect relationship of X and Y is supported here.

3.10 Analysis 3: Celebrity trustworthiness: brand advocates

Data results of analysis 3:Part 1

Y:MeanBA

X: MeanCT

M: MeanBT

Sample

Size:220

Outcome variable

Outcome variable

MeanBT

Model Summary

	coeff	R-sq	MSE	F	df1	df2	p
	0.5236	0.2741	0.5408	82.3373	1	218	0

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.7176	0.2244	7.6534	0	1.2753	2.1599
MeanCT	0.5335	0.0588	9.074	0	0.4176	0.6494

Outcome Variable

Mean BA

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	0.7897	0.6379	0.2121	191.56	2	217	0

Model

	coeff	se	t	p	LLCI	ULCI
constant	0.8963	0.1583	5.6622	0	0.5843	1.2083
Mean CT	0.2045	0.0432	4.7316	0	0.1193	0.2897
Mean BT	0.5804	0.0424	13.6856	0	0.4969	0.664



Fig. 4: hypothesis wise interpretation of results for the given framework

Hypothesis 3 H3. Celebrity trustworthiness relates positively to Brand trust.
 LLCI = 0.4176 ULCI = 0.6494 Coefficient=0.5335 R = 0.5236 R-sq=0.2741

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Data results of analysis 3: Part 2

Y: MeanBA
 X: MeanCT
 M: MeanBT
 Sample
 Size: 220
 Total effect model
 Outcome Variable
 Mean BA

Model Summary

	R	R-sq	MSE	F	df1	df2
	0.5704	0.3254	0.3933	105.149	1	218
Model	coeff	se	t	p	LLCI	ULCI
constant	1.8933	0.1914	9.8923	0	1.5161	2.2705
Mean CT	0.5141	0.0501	10.2542	0	0.4153	0.613

Total, direct, and indirect effects of X on Y

Total effect of X on Y

	Effect	se	t	p	LLCI	ULCI
	0.5141	0.0501	10.2542	0	0.4153	0.613

Direct effect of X on Y

	Effect	se	t	p	LLCI	ULCI
	0.2045	0.0432	4.7316	0	0.1193	0.2897

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
MeanBT	0.3097	0.046	0.2202	0.4

p=.000

The confidence interval values indicate that there is a positive relationship between the two variables under consideration. The coefficient value (0.5335) indicates that, if there is one unit increase in CT then there is 0.53 units increase in Brand Trust, on the average. The P is less than 0.05 which shows a significant relationship between the variables. R square shows that 0.2741 change in CT accounts for 27% of change in the brand trust variable. Thus, we can say that H3 is supportive.

Hypothesis 5 H5: Celebrity Trustworthiness has a direct significant relationship with Brand Advocates.

LLCI = 0.4153 ULCI = 0.6130 Coefficient=0.5141 R = 0.5704 R-sq=0.3254 p=0

The confidence interval values indicate that there is a positive relationship between the two variables under consideration. The coefficient value (0.5704) indicates that, if there is one unit increase in Celebrity Trustworthiness then there is

0.57 units increase in Brand Advocates, on the average. The P is less than 0.05 which shows a significant relationship between the variables. R square shows that 0.3254 change in CT accounts for 33% of change in the dependent variable. Thus, we can say that H5 is supportive.

Hypothesis 4 H4: Brand trust has a positive significant relationship with brand advocates.

LLCI = 0.4969 ULCI = 0.6640 Coefficient=0.5804 R = 0.7987 R-sq=0. 6379

The positive values of Upper and Lower Confidence Intervals indicate that there is a significant relationship between the two variables. The coefficient value (0.5804) indicates that, if there is one unit increase in Brand Trust then there is 0.58 units increase in Brand Advocacy, on the average. The P value is less than 0.05 which shows a significant relationship between the variables. Thus, we can say that H4 is supported.

Hypothesis 6 Indirect Effect

H6: Brand trust positively mediates the relationship between Celebrity Trustworthiness and Brand Advocates.

Indirect effect of Celebrity Trustworthiness (X) on Brand Advocates (Y) is positively significant. The p value is significant being less than 0.05 and the Confidence intervals are positive ensuring that the relationship between the variables is significant.

3.11 Summary of hypothesis results

All our Hypotheses are supported as summarized in table 10:

3.12 Discussion

A new framework was developed in this study by overviewing the previous research literature. The main purpose of this research was to put this framework to test. The variables were carefully chosen after reviewing the latest research articles and linkages were formed as proposed by the research scholars. Every variable stands strong on its own and the bond with other variables has been justified and backed up with evidence available in the literature review section.

The variables under consideration that have been highlighted in this research are Celebrity Attractiveness, Celebrity Relevant Expertise and Celebrity Trustworthiness as independent variables. In addition, Brand trust is acting as a mediator between the independent variables and the dependent variable. The dependent variable in this study is Brand Advocacy around which the whole study revolves. At the data stage, firstly, the relationship of the three independent variables in relation to Brand trust was studied independently. Secondly, the role of the mediator in this case, Brand trust was observed in conjugation to

Table 10: Hypotheses Results

	Hypothesis Statements	Results
H1	The Celebrity Attractiveness relates positively to Brand trust.	Supported
H2	The Celebrity relevant expertise relates positively to Brand trust.	Supported
H3	The celebrity Trustworthiness relates positively to Brand Trust	Supported
H4	Brand trust has a positive significant relationship with brand advocates.	Supported
H5	Celebrity Attractiveness has a direct significant relationship with Brand Advocates. Celebrity Relevant Expertise has a direct significant relationship with Brand Advocates. Celebrity Trustworthiness has a direct significant relationship with Brand Advocates.	Supported
H6	Brand trust positively mediates the relationship between Celebrity Attractiveness and Brand Advocates.	Supported

Brand Advocacy. Thirdly, the direct relationship of independent variables was observed with the dependent variable.

A survey questionnaire was designed to empirically analyze and scrutinize the relationship of the variables with each other. The main objective of this survey was to gather data from the target population which in this case were the social media users and active decision makers who mostly decide on the type of phone they want to purchase. The item scale and questions were taken from the already existing literature to ensure validity. The questionnaire starts with demographic questions gathering basic information regarding the respondents age, gender household income, level of education, mobile phone currently in use, social media platforms in use and the motivating factors to use them. The questionnaire was overall divided into 7 sections; one for each variable and the questions were asked accordingly. Likert scale was used for easy quantification of results. The results gathered from the sample population were in favor of our claims, hence the study was quite successful.

The first hypothesis of the study is Celebrity Attractiveness relates positively to Brand trust. which was supported by the data. The regression analysis results revealed that that there is a significant positive relationship between the two variables. The correlation analysis results show a moderate positive relationship between Celebrity Attractiveness and Brand Trust. This explains that when Celebrity attractiveness increases the brand trust also increases among the population. The relationship is positive because celebrity attractiveness impacts the consumers mind in convincing them to trust the brand. The social interaction of the audience with the celebrities online makes them feel that when they buy a product being endorsed by an attractive celebrity they will look like them as well. So, celebrity attractiveness not only creates materialistic envy among the population but also influences their purchase behavior. Once the target audience buys a good product, brand trust is automatically developed. Both the variables under investigation are reliable as proven by the reliability analysis

Cronbach alphas value.

The second hypothesis of the study which was also supported is Celebrity relevant expertise relates positively to Brand trust. The correlation analysis highlights a weak positive linear relationship between the two variables. Celebrity Relevant Expertise does not necessarily help in forming Brand trust at all times; hence the weak relationship. The weak relationship can be backed up with already existing literature as a renowned research article, [Wiedmann and von Mettenheim \(2020\)](#) mentions their final results as; The results show that the most important requirement is trustworthiness, followed by attractiveness; surprisingly, the relevance of expertise is virtually nil. This clearly pinpoints the weak relationship of CRE with BT.

The third hypothesis, Celebrity Trustworthiness relates positively to Brand Trust is also fully supported by the data. According to the research, Celebrity Attractiveness and Trustworthiness are the key elements of social media influencers to win more and more followers or fans ([Wiedmann and von Mettenheim 2020](#)). In short, this is the key formula to their success. The correlation analysis of the variables indicates a moderate positive relationship between Celebrity Trustworthiness and Brand trust. If a customer trusts the celebrity they might as well trust the brand they are endorsing. The regression analysis between the variables shows a positive significant relationship as both the upper quartile and the lower quartile values are positive and the p value is below 0.05.

The fourth hypothesis supported by the data is Brand trust has a positive significant relationship with brand advocates. According to our analysis, Brand Trust and Brand Advocates have a strong positive linear relationship. This means that when brand trust increases brand advocates also increase. Transparency in any relationship helps in the development of trust which in case of a brand is an important factor to strengthen client and brand relationship. If the customer trusts the brand, he/she will automatically vouch for it and will spread positive word of mouth to others. The fifth hypothesis that the study supports is Celebrity Attractiveness, Celebrity Trustworthiness and Celebrity Relevant Expertise have a direct significant relationship with Brand Advocates. The regression analysis of the variables shows that there is a significant positive relationship between them.

The sixth hypothesis of the study that the data completely supports is, Brand trust positively mediates the relationship between Celebrity Attractiveness and Brand Advocates. This indirect pathway in Regression analysis for X and Y holds great importance. Indirect effect of Celebrity Attractiveness (X) on Brand Advocates (Y) is positively significant. The p value is significant being less than 0.05 and the Confidence intervals are positive ensuring that the relationship between the variables is significant. Brand trust acts as a catalyst between the two variables. The correlation analysis between the two variables also showed a significant positive relationship. Reliability analysis ensured that the variables under study are reliable in nature. Overall, our study compliments relevant research studies on the subject ([Yuan et al 2022](#); [Uribe et al 2022](#); [Turnwald et al 2022](#); [Masuda et al 2022](#); [Lee et al 2022](#))

3.13 Limitations and directions for future research

The limitations of our research study include that our research is very specific in nature focusing mainly on the mobile industry while the same methodology can be adopted for other sectors as well. In addition, the study is limited to five variables while it can be further extended giving us more knowledge pool for a better analysis. Apart from the above, the study was conducted during the Covid-19 pandemic due to which all the survey responses were collected online via Google forms and no face to face data collection took place. Another limitation is that the study is cross-sectional in nature meaning it was conducted at one point in time which means with changing time and circumstances the responses of the audience might change as well limiting the effectiveness of the research to a specified time frame. These limitations give rise to plentiful opportunities for future research.

3.14 Theoretical and practical implications

Some theoretical implications for future research include that more time can be allotted to conduct longitudinal studies to notice the pattern of responses. Whether the responses change over time or not will be an interesting insight for the research. In addition, the research can be expanded from one industry to many others widening the scope of the study. The new era is of digital marketing which focuses more on micro celebrities. More work can be done in this recently developed sector as the data gathered will be quite useful for the brand managers to develop their new campaigns.

Regarding practical implications, the research shall help decision makers and brand managers design their advertising campaigns on social media with celebrities owning the attributes studied in our research, i.e., credibility, trustworthiness and attractiveness. In addition, Brand Advocacy is receiving more attention in recent times because of S-commerce (Social commerce). Hence, the focus of future research should be more on social media platforms and on digital celebrities rather than on the traditional ones.

4 Conclusion

The main ideology behind conducting this extensive research was to understand if Celebrity (attractiveness, trustworthiness and relevant expertise) has an influence in generating Brand trust or in creating Brand advocates. The concept of brand advocates was important in earlier times as well but with the augmented use of digital marketing platforms, the competition between the brands increased due to easy mode of entry for new brands. So, in order to stand out and to break the clutter, feedback, ratings, good word of mouth became the focal point of attention. Brands started focusing more on brand advocates rather

than traditional advertisement methods. This novel approach of Brand advocacy is actually helping companies gain profit; that is why brand managers take measures to increase the buzz effect among the population by instigating positive comments or feedback. This also helps the businesses get noticed resulting in sales and eventually revenue.

Based on the findings, our study provides a notable contribution to the mobile phones industry regarding their advertising strategy. The research studied the variables in depth including celebrity (attractiveness, trustworthiness and relevant expertise) which leads to the creation of brand trust and subsequently brand advocates. It applies the tri component model to a new perspective of consumer research which is also a unique contribution. The study clearly shows how brand trust mediates or bridges the gap between the independent variables celebrity (attractiveness, trustworthiness and relevant expertise) and the dependent variable of brand advocacy.

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