

# Interactive Media Technology and Brand Outcomes: Investigating Trust, Loyalty, and Adoption across TV and Social Networks

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## Abstract

The purpose of this study is to determine how TV, Facebook, and YouTube advertisements help with brand love and brand adoption through trustworthiness. In this study 261 useful responses (79.09%) were received from various professional people, and after filtering out 5 responses, the final sample size was 256. The collected data were analyzed by Smart PLS 4, using the approach of multiple mediation analysis. The results demonstrate that TV, Facebook, and YouTube play a major driving role for brand loyalty and adoption through trustworthiness. Since the path coefficients direct effect as well as the specific indirect effects relationships is supported and P values is significant (0.000) respectively.

When many other advertising platforms were not used tremendously for trustworthiness, it fostered brand adoption and love. These findings add significantly to the body of knowledge on brand adoption and brand love, and they have some useful ramifications for both domestic and foreign businesses looking to improve their TV, Facebook, and YouTube ads. Research limits and implications: The empirical study concentrates on the Bangladeshi market, which is highly specialized in terms of brand-lover behavior. We examine the implications of future research on brand love and adoption.

**Key Words:** TV, Facebook, YouTube, Trust, brand loyalty and brand adoption.

## 1. Background of the Study

In today's digital era, television, Facebook, and YouTube play a crucial role in shaping consumer perceptions, brand loyalty, and adoption. These platforms serve as powerful communication channels that influence consumer trust, which is a key factor in brand preference and purchasing decisions. Many scholars and philosophers have defined different views from different angles: the definition of love and interpersonal love. Interpersonal love and brand love are not the same and equal. Brand love is a crucial subject in marketing (Albert et al., 2008), though the new brand acceptance or rejection and like or dislike of it are related psychological factors, then too, business marketers try to establish the brand image in the customer's mind, though they are not psychologists. New brand creation is the most challenging issue in the market. All others (Ahuvia et al., 2009; Carroll et al., 2006; Albert et al., 2008) specifically research brand love, which is one of the fundamental components of customers (Fournier, 1998) interactions with brands. Brand love is almost related to the psychological sense; brand like or dislike may be disclosed through the signal that comes from the psychological aspect. The first significant empirical study (Ahuvia, 1993) is conducted in consumer research (Shimp and Madden, 1988), which adapts (Sternberg, 1986) the concept of triangles of interpersonal affection from psychology. Before creating a brand, you need to have clear knowledge about the customer requirement. Sometimes it may be a brand failure without identifying proper customer perception about the new brand. The foundation of brand love must be an awareness of how customers truly perceive this phenomenon (Batra et al., 2012). Establishing strong and proper communication is the prime condition to create any new brand in the market. Integrated marketing communication plays a critical role for that purpose. Among other things, the favorable word-of-mouth and brand loyalty (Carroll et al., 2006; Fournier 1998; Thomson et al., 2005) raised consumers' readiness to pay more (Thomson et al., 2005) and to overlook a brand's shortcomings (Bauer et al., 2009). There are numerous definitions of various forms of interpersonal love (such as romantic, compassionate/altruistic, etc.) in the psychological literature. Depending on the type of love, these definitions frequently include terms like intimacy, affection, caring and attachment strong longing, passion, and so forth (Fehr 2006, pp. 226-28). It is not appropriate to equate brand love with interpersonal affection (Batra et al., 2012). Building brand emotional attachment, loyalty brand trust—often referred to as brand love—has become essential for customer advocacy and retention in the ever-changing world of marketing communication. Both established and up-and-coming firms looking to increase their market presence and reputation must comprehend the function of mass media and digital platforms in this context. Because of its controlled programming and perceived objectivity, television has long been seen as a very trustworthy medium (Belch & Belch, 2018). Through visual and aural appeal, it offers opportunities for emotional storytelling that foster stronger connections with audiences. However, digital media provide user-generated, interactive, and algorithm-driven content ecosystems that let businesses create individualized connections and promote community engagement. (Kaplan & Haenlein, 2010; Chaffey & Ellis-Chadwick, 2019). Together, these platforms are essential components of the omnichannel customer journey. For example, a customer might see a company on TV, read YouTube user reviews, and then interact with it directly on Facebook. This cross-platform collaboration builds customer brand adoption and brand trust over time while reinforcing brand messaging. (Ashley & Tuten, 2015). This study is relevant and contemporary since it teaches strategists and marketers how to successfully match content tactics with goals for establishing trust. Long-term brand equity depends on a brand's capacity to move beyond exposure to an emotional connection, which can only be achieved with a thorough grasp of these media's advantages and disadvantages. A lot of earlier studies have mainly focused on traditional brand creation theoretical frameworks and tools, especially in the developed countries. Because of this, these insights' relevance to developing markets and quickly changing online settings is still restricted. In addition, current research frequently examines these trends separately without adequately examining the cumulative impact of contemporary media settings, digital platforms, and socioeconomic elements. The way people engage with information, brands, and institutions has completely changed as a result of the quick development of digital information and interaction platforms. Nonetheless, there is still a lack of research on the dynamic interaction among these technical advancements and modern patterns of behavior. The use of out-of-date datasets or limited analytical techniques, which might not adequately represent the complexity of contemporary society and innovations in technology, is another drawback of earlier research. Updated empirical research is needed to deliver more precise and context-sensitive findings due to shifts in consumer expectations, digital interaction trends, and international connectedness. Television, as a traditional medium, continues to be a strong driver of brand awareness through high-quality advertisements and endorsements. It provides a sense of credibility and emotional connection that enhances trust. Various media has various effect in various country but in sub-continent country such as India Bangladesh Pakistan including others TV & radio has the maximum effect to the viewers. Due to their widespread reach, broadcast media like radio and television are among the most popular in India. (Farooq & Latif, 2011; Fill, 2009). Using communication gadgets to interact with loved ones while they watch other TV displays is known as social TV. Reasonable reasons indicate that social TV viewing has an impact on ad effectiveness in both positive and bad ways. (Bellman et al., 2017). Meanwhile, Facebook, with its interactive and community-driven nature, allows brands to engage with consumers on a personal level, fostering relationships through social proof and peer recommendations. YouTube, as a video-centric platform, enables brands to educate, entertain, and engage consumers with in-depth content, reviews, and influencer collaborations, making it an essential tool for brand storytelling and trust-building. All product advertisement is not allowed to TV broadcasting many countries have many restrictions on it. The marketing of

electronic cigarettes, or "e-cigarettes," is currently unregulated by the USA drug and food administration unless it is promoted as a smoking termination tool. It is still uncertain how much exposure young adults and children receive to television commercials for e-cigarettes. (Duke et al., 2014). In today's digital age, brands are no longer solely dependent on traditional advertising methods to engage consumers. The rise of social media platforms alongside conventional television advertising, has transformed how brands build relationships with their audience. These platforms serve as powerful tools in fostering brand loving and brand adoption by creating meaningful connections through trustworthiness. Television, for decades, has been a dominant medium for brand awareness and storytelling. It remains a powerful tool, especially for large-scale campaigns, as it reaches a vast audience with high-quality content. Duration of TV ads has another important aspect for the viewers as well as the manufacturer also. Another research used six widely used techniques that has numerous indicators of advertising effectiveness and a special experimental protocol to evaluate responses to 30-second television advertisements. It has been demonstrated that these tests consistently access higher-level constructs—attention, affect, memory, and desirability—that are frequently employed in advertising research. (Venkatraman et al., 2015). TV advertisements are often associated with credibility due to their association with reputed networks and professional production. The emotional appeal, visuals, and storytelling elements in TV commercials make them effective in shaping consumer perceptions and building long-term brand loyalty. On the other hand, social media platforms have revolutionized the way brands communicate with consumers. Facebook's personalized content delivery, interactive features, and social proof mechanisms (such as likes, shares, and reviews) help create trust and emotional connections between brands and consumers. Unlike traditional media, Facebook allows two-way communication, enabling brands to engage directly with their audience, respond to queries, and build credibility through user-generated content. YouTube, as a leading video-sharing platform, plays a crucial role in brand adoption by offering authentic, long-form content such as reviews, tutorials, and testimonials. Unlike TV, where content is pushed to viewers, it allows users to search for content voluntarily, leading to higher engagement and trust. Influencer marketing, unboxing videos, and product demonstrations further enhance the credibility of brands and making an essential platform for trust-building. The common thread among these three platforms is their ability to influence consumer behavior through trust. Whether through the polished, high-quality content of TV, the interactive and personalized engagement of Facebook, or the authentic, user-driven content of YouTube, brands must strategically utilize these channels to enhance trust, deepen emotional connections, and ultimately drive brand adoption. This paper explores how interactive media technology contribute to brand love and adoption by creating trust, engaging audiences, and influencing purchasing behavior. Understanding these roles can help marketers develop effective strategies for brand positioning in an increasingly digital and competitive landscape.

## **2. Literature Review and Hypothesis Development**

### **2.1 The Role of TV**

Television (TV) has long been a dominant medium for brand communication, influencing consumer perceptions, preferences, and adoption behaviors. With its wide reach and ability to convey visual and emotional narratives, TV advertising plays a significant role in fostering brand love and driving adoption. This literature review explores various studies and theories related to TV's impact on brand loyalty, emotional engagement, and consumer decision-making processes. A theoretical foundation of TV advertising and brand engagement research on brand engagement suggests that emotional and cognitive connections between consumers and brands play a crucial role in brand adoption. The Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1986) explains that persuasive messages through TV advertising can influence consumers via the central or peripheral route. The central route involves deep cognitive processing of the advertisement, while the peripheral route relies on emotional appeal, celebrity endorsements, and repeated exposure. Another influential theory is the Hierarchy of Effects Model, which outlines how consumers progress from awareness to knowledge, liking, preference, conviction, and finally, purchase. TV advertising is particularly effective in moving consumers through these stages by combining visual storytelling, music, and emotional appeal. The Role of TV in Developing Brand Love Brand love refers to the emotional attachment consumers develop toward a brand (Batra et al., 2012). TV advertisements enhance brand love by using emotional narratives, storytelling, and celebrity endorsements. Studies indicate that emotionally charged TV commercials lead to stronger brand attachment and long-term brand commitment (Carroll & Ahuvia, 2006). For instance, Coca-Cola's emotional advertising campaigns, such as those centered around happiness and togetherness, have successfully fostered brand love by resonating with consumers on a deeper level. Similarly, Apple's storytelling in TV advertisements creates an aspirational and emotional bond with consumers, increasing brand affinity and adoption. Impact of TV on Brand Adoption Brand adoption refers to the process through which consumers decide to purchase and continue using a brand. TV advertising plays a vital role in this process by increasing brand awareness, providing persuasive messaging, and reinforcing positive brand associations. A study by Tellis (2009) found that TV advertisements significantly contribute to brand recall and awareness, which are critical in the brand adoption process. The repeated exposure to TV advertisements enhances familiarity with a brand, making consumers more likely to choose it over lesser-known alternatives. Additionally, TV's audiovisual nature enables advertisers to demonstrate product benefits effectively, influencing consumer purchasing decisions. Comparative Analysis: TV vs. Digital Media While digital media has gained prominence in recent years; research suggests that TV remains a powerful medium for building brand love and

driving adoption. A study by Nielsen (2020) found that TV advertisements have higher engagement rates and emotional impact compared to digital ads. TV ads tend to be more memorable due to their ability to capture audience attention in a non-scrollable environment, unlike digital ads that are often skipped or ignored. However, integrating TV with digital strategies has been shown to enhance brand adoption. For example, cross-media campaigns that combine TV and online advertisements create a more holistic brand experience, increasing consumer touchpoints and reinforcing brand messaging. TV remains a vital medium in influencing consumer behavior, fostering brand love, and driving brand adoption. Through emotional storytelling, repeated exposure, and persuasive messaging, TV advertising plays a crucial role in shaping consumer perceptions and preferences. While digital media continues to grow, TV's ability to create emotional connections and long-lasting brand relationships highlights its enduring relevance in modern marketing strategies. Future research should explore the integration of TV and digital platforms to maximize brand engagement and adoption.

H1a. The role of TV has significant positive, direct influences on brand love & adoption

H1b. The role of TV has significant positive influences of trust on brand love & adoption

## **2.2 The Role of Face Book**

Social media has transformed the way brands interact with consumers, with Facebook being one of the most influential platforms. It allows brands to engage with users through interactive content, fostering relationships that influence brand perception, attachment, and ultimately adoption. This literature review explores the role of Facebook in shaping brand love and consumer adoption, drawing from various scholarly studies and industry reports. Brand loving is an intense emotional attachment that consumers develop toward a brand, leading to loyalty, advocacy, and repeat purchases (Batra et al., 2012). Scholars argue that social media plays a crucial role in cultivating brand love by enabling direct and personalized engagement with consumers (Carroll & Ahuvia, 2006). Facebook, as a highly interactive platform, facilitates two-way communication, which fosters trust, emotional connection, and long-term brand loyalty (Kabadayi & Price, 2014). Facebook provides multiple channels, such as posts, comments, live interactions, and stories, that allow brands to create a personalized experience for consumers. Studies suggest that frequent and meaningful brand interactions on Facebook increase emotional engagement, leading to higher brand affection (Gamboa & Gonçalves, 2014). According to Hollebeek et al. (2014), consumer-brand interactions on Facebook significantly impact consumers' emotional and cognitive engagement, reinforcing their love for the brand. Brand adoption refers to the process where consumers develop interest, evaluate, and ultimately purchase or endorse a brand. Research indicates that Facebook plays a crucial role in brand adoption by influencing awareness, perceived value, and trust (Ebrahim, 2020). The interactive nature of Facebook allows users to share opinions, recommendations, and testimonials, which significantly impact other consumers' brand perceptions (Hudson et al., 2016). Additionally, brands leverage Facebook advertising, influencer collaborations, and user-generated content to enhance brand visibility and encourage adoption (Ashley & Tuten, 2015). Engagement on Facebook, such as likes, shares, and comments, acts as a key determinant of brand success. Scholars emphasize that high engagement levels correlate with strong brand attachment and increased likelihood of adoption (Brodie et al., 2013). According to Kim and Ko (2012), luxury brands benefit from Facebook engagement as it enhances perceived exclusivity and emotional bonding with consumers. Similarly, storytelling and interactive content strategies on Facebook have been found to elicit positive emotional responses, fostering brand love and driving adoption (Dessart, Veloutsou, & Morgan-Thomas, 2015). Despite its advantages, Facebook also presents challenges for brands. Negative word-of-mouth, privacy concerns, and algorithm changes can affect brand reach and credibility (Voorveld, 2019). Moreover, consumer saturation with branded content necessitates innovative and authentic engagement strategies to sustain consumer interest and loyalty (De Vries et al., 2012). The role of Facebook in brand loving and adoption is significant, as it enables emotional engagement, trust-building, and consumer influence through interactive communication. Research supports the notion that brands leveraging Facebook effectively can enhance brand love and adoption through engaging content, user participation, and social proof. However, brands must continuously adapt to changing consumer behaviors and platform algorithms to maintain their effectiveness.

H2a. The role of Facebook has significant positive, direct influences on brand love & adoption

H2b. The role of Facebook has significant positive influences of trust on brand love & adoption

## **2.3 The Role of You Tube**

YouTube has emerged as a powerful platform for digital marketing, influencing consumer behavior, brand perception, and brand adoption. With over 2.5 billion active users worldwide, YouTube enables brands to engage with their audience through creative video content, influencer collaborations, and interactive marketing strategies. The literature on YouTube's role in brand loving and adoption highlights its significance in shaping consumer attitudes and fostering long-term brand relationships. Researchers emphasize that YouTube offers an immersive and engaging platform where brands can communicate their identity effectively. According to Smith et al. (2020), YouTube videos facilitate brand storytelling, allowing consumers to develop emotional connections with brands. Unlike traditional advertising, YouTube enables two-way interaction, where consumers can like, share, and comment on videos, fostering a sense of community and brand loyalty (Kapoor & Kulshrestha, 2021). Influencer marketing has become a key component of YouTube branding. Studies suggest that influencers play a crucial role

in shaping brand perception and consumer preferences (Evans et al., 2018). Trust and authenticity are significant factors that contribute to brand loving, as audiences tend to trust influencers more than traditional advertisements (Hudders et al., 2019). YouTube influencers create organic and relatable content, which leads to higher engagement and brand attachment (De Veirman et al., 2017). User-generated content (UGC) is another critical aspect influencing brand adoption. YouTube provides a platform where consumers can share reviews, unboxing videos, and testimonials, contributing to brand credibility (Pérez & Luque, 2019). The electronic word-of-mouth (eWOM) generated through YouTube videos significantly impacts purchase decisions and brand adoption (Cheung et al., 2020). UGC fosters a sense of trust and authenticity, making consumers more likely to embrace a brand (Daugherty et al., 2008). Studies have explored how YouTube advertising affects emotional and cognitive responses that drive brand adoption. According to Hollebeek & Macky (2019), video content that evokes emotions—such as happiness, excitement, or nostalgia—enhances brand loving. Additionally, YouTube ads that provide informative and educational content contribute to cognitive engagement, leading to higher brand consideration and adoption (Pavlou & Stewart, 2018). Skippable and interactive ads have also been found to be more effective in retaining consumer attention and fostering brand recall (Campbell & Marks, 2021). YouTube facilitates the creation of brand communities where consumers actively participate in discussions and advocacy. Research suggests that brands that cultivate an interactive online presence experience higher levels of consumer loyalty and advocacy (Muntinga et al., 2011). By engaging with audiences through live streams, Q&A sessions, and behind-the-scenes content, brands can foster a deeper emotional connection, ultimately leading to increased brand adoption (Chen & Lin, 2020). The literature demonstrates that YouTube plays a vital role in brand loving and adoption by fostering engagement, trust, emotional connection, and community building. The platform's interactive nature, influencer collaborations, and user-generated content contribute significantly to brand perception and consumer decision-making. As YouTube continues to evolve, future research should explore its impact on emerging trends such as virtual reality marketing and artificial intelligence-driven recommendations.

H3a. The role of YouTube has significant positive, direct influences on brand love & adoption

H3b. The role of YouTube has significant positive influences of trust on brand love & adoption

## **2.4 Brand Trust**

A key component of creating enduring connections between customers and brands is brand trust. It stands for the trust that customers have in a brand's capacity to fulfill its commitments and act morally throughout time. (Chaudhuri et al., 2001). Researchers frequently stress that brand trust influences consumers' propensity to make repeat purchases and promote the brand, acting as a mediator among brand and brand satisfaction loyalty. According to Delgado-Ballester and Munuera-Alemán (2001), "The confidence and expectations of the brand's trustworthiness and intents in situations entailing risk" is what is meant by brand trust. There are two fundamental dimensions to the concept: Reliability: the conviction because the brand will perform as promised. The idea that a brand behaves in the best interests of its customers is known as intentionality. Morgan et al., (1994) also in relationship marketing, trust is defined as "existing when one party has confidence in an exchange partner's reliability and integrity," highlighting its significance in the dynamics between a brand and its customers. According to research, brand trust has a favorable impact on important customer behaviors like purchase intention, word-of-mouth, and brand loyalty. (Lau et al., 1999). Particularly in online settings when in-person assessment is scarce, a high degree of trust lowers perceived risk. Therefore, in digital environments, trust acts as an intuitive shortcut for buyers coping with information overload. (Gefen et al., 2003). Digital media such as YouTube, Facebook and branded websites are being used more and more in digital marketing to establish and preserve trust. Peer evaluations, influencer recommendations, and brand transparency are all very important to consumers. Building trust now requires regular, open, and participatory communication rather than just long-term brand exposure (Edelman, 2021). Facebook builds community trust through social evidence and two-way conversation, whereas YouTube, in particular, boosts trust in brands through generated by users content and visual testimonies (Ashley et al., 2015). Brand trust is an asset of strategy that impacts long-term consumer-brand connections, as the literature continuously affirms. Brands must actively cultivate trust by being dependable, genuine, and active across a variety of touch points in light of the growing complexity of digital ecosystems.

H4a. Trust has significant positive influences on brand love & adoption

H4b. Trust mediates the relationship of TV with brand love & adoption

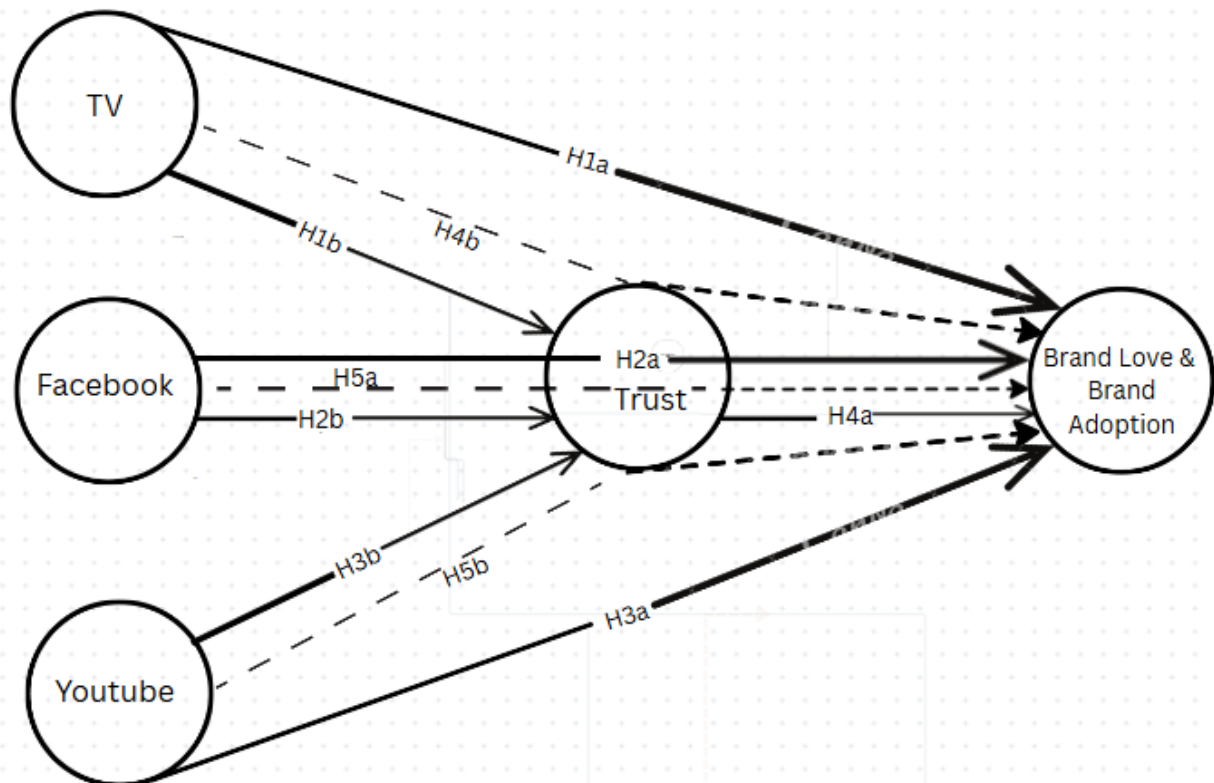
## **2.5 Brand Love and Adoption**

Over the past two decades, the idea of brand love has received a lot of attention in marketing literature. The term "brand love," this was coined by (Carroll et al. 2006), describes the intense emotional bond that a happy customer has with a brand. Positive impact, self-brand acceptance, and a sustained bond with the brand are its defining characteristics. Brand love transcends conventional metrics of client loyalty or satisfaction. As stated by (Batra et al., 2012), Brand-loving customers are more inclined to spread good word of mouth, fend off bad information, and stick with a company even when there are better options available. Emotional dedication, adoration, and a feeling of intimacy that reflects interpersonal interactions are all components of brand love. Brand recognition and trust have a significant impact on the growth of brand love. Customers are more probable to develop affective relationships with a brand when they believe it to be genuine, dependable, and congruent with their own beliefs

(Albert et.al., 2013). In this situation, trust is a fundamental component that promotes emotional attachment and repeat behavior. The process by which customers go from awareness of the brand to active engagement and ultimately preference is known as brand adoption. Perceived value for their money, trust, peer pressure, and emotional appeal all affect adoption (Rogers, 2003). The long-term acceptance and advocacy are driven by emotional and social considerations, although rational factors like pricing and performance play a part in the beginning. According to research, brand advocacy and emotional resonance are two ways that brand love greatly increases brand adoption (Sarkar, 2014). Customers' strong emotional attachments to beloved companies increase their likelihood of adoption and recommendation. Brand perceptions are significantly shaped by media platforms. In particular, social media makes it easier to interact in real time, which speeds up the growth of emotional attachment and trust (Wallace et al., 2014). Facebook's tailored engagement and YouTube's storytelling capabilities help humanize the business and build a relationship that encourages adoption and love.

H5a. Trust mediates the relationship of Facebook with brand love & adoption

H5b. Trust mediates the relationship of YouTube with brand love & adoption



Source(s): Authors' own illustration

Fig. 1 Framework of the study

### 3. Research Design

#### 3.1 Sampling

The conveniences sampling method were applied for this research work to estimate the consumer perception of brand love and brand adoption through trustiness by using TV, face book & you tube advertisements. Brand love, brand adoption and trustiness are anticipated by three factors i.e. TV, Facebook & YouTube.

#### 3.2 Data Collection Procedures

The Google form has been used to obtain the data through messenger, What Sapp and messenger and email. The questionnaires were circulated to the participants who are living around the country in Bangladesh. After issuing 330 questionnaires, we acknowledged only 261 (79.09%) useful answers from employed, independent, business owner, students, looking after family, retired unemployed and others. A total of 261 respondent participated in this research who the consumer adopt love and purchase various products with trust by seeing the TV, Facebook & YouTube advertisement. Initially, we gathered 261 responses; however, after filtering out 5 responses the final sample size was reduced to 256. Of the excluded responses were removed due to missing or incomplete answers in the pre-screening questionnaire. These respondents' age groups were 18–25, 26–33, 34- 41, 42- 57, and above 57 years. This was assessed via the pre-screening questionnaire. The data collection phase for this study lasted around four months, starting in January 2025 and ending in April 2025. The pre-screening questionnaire, conducted

online prior to the main survey, includes multiple-choice questions to gauge participants' brand-love, adoption and trustiness. It evaluated their brand-love and brand-adoption understanding, comprehension, and personal experience honestly.

Additionally, we conducted reliability analysis using Cronbach's Alpha to ensure the internal uniformity of multi-item scales. Thus, we posit that adherence to such steps helped to minimize bias, ensure data accuracy, and develop a dataset that reflected participants capable of providing meaningful and reliable insights. In addition, to mitigate potential biases and ensure sample diversity.

### 3.3 Measures

Study questionnaire was assumed to compute five investigation factors with 15 items. Questionnaire prepared from other previous researchers such as the first study factor is TV that relates to three items. They are (a) TV advertisements helps to create trust any new products. (b) TV Advertisements are informative and provide detailed descriptions of products and (c) TV advertisements demonstrate how the new brand or product is used. These items are adapted from Sama (2019). The another investigation factor is Facebook which consist of 3 items, i.e., (a) Recognize many brands through Facebook because it is interesting. (b) Recognize many brands through Facebook because it contains unique messages, functionality & content and (c) Recognize many brands through Facebook because can remember this brand name from among many other circulating. These items are reformed from Puriwat et al. (2021). The next study factor is YouTube that relates three items, exactly; (a) YouTube advertising has the perceived utility of informative ness on consumers. (b) YouTube advertising creates brand consciousness among consumers and (c) YouTube advertising affects the purchase intention of consumers. These 3 elements are adjusted from Dehghani et al. (2016). The Forth study factor is Trustiness that consist of 3 items i.e. (a) Rely on the brand which can know through TV, Facebook & YouTube. (b) The brand is trustworthy which can know through TV, Facebook & YouTube and (c) the brand is safe which can know through TV, Facebook & YouTube. These three elements are reformed from Becerra et al. (2013). The 5th and last investigation factor is Brand love, brand adoption which involves of 3 items i.e. (a) TV, Facebook & YouTube advertising is meaningful for brand love & brand adoption. (b) Psychologically feel comfortable through TV, Facebook & YouTube advertising for brand love & brand adoption. (c) TV, Facebook & YouTube advertising meets needs perfectly for brand love & brand adoption. These three items are adapted from Batra et al. (2012).

### 3.4 Data Analysis Procedures

Five point likert measurement scales have been used that started from "strongly agree" (1) and "strongly disagree" (5). Both English and Bengali version was used and later, the data continued analyzed through the much mediation investigation tasks in Smart PLS 4. The PLS-SEM tool was used to calculate the worldwide uniformity, reliability plus validity of the concepts. The motives for expending PLS-SEM over CB-SEM since it can forecast the main objective to the theories, Additionally it may use again where the number of sample is low and collected data are not generally disseminated (Rigdon et al., 2017). Data has been examined by the Smart PLS 4 software to judge the analytical method of the structural pattern prior studying the Measurement pattern as well as the SEM. This study has been completed the data transmission & examination to settle down the information is separated from potential calculated mistakes. Some respondents have been eliminated whose missing rate is more than 20%. The absent data of fewer than 20% were substituted by the mean of the factors' point. While information cleaning procedure we have used common method bias test, outlier to confirm the legitimacy of the information. The researcher did not send any prior notice and participants were not aware of the study's aims before gathering data. The researchers confirmed firmly confidential that this data will utilize only for academic purposes.

## 4. Results and Analysis

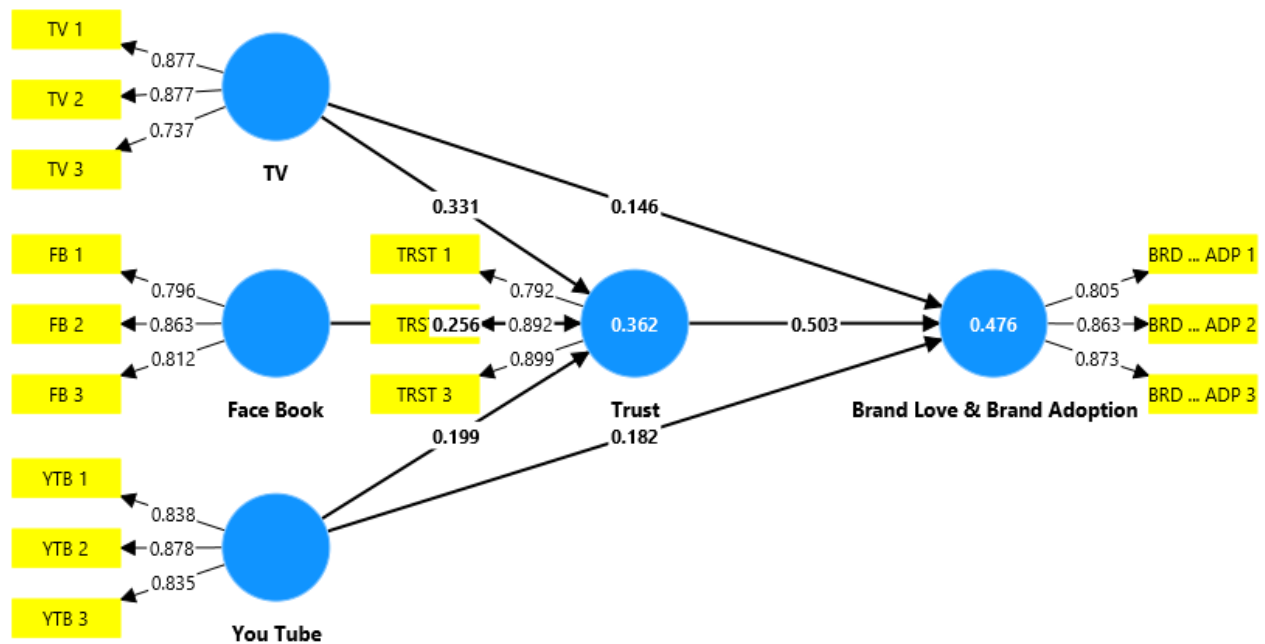
### 4.1 Measurement Model

Since the research model was developed using theoretical concepts, the measurement frameworks for each of the study's constructs were designated as reflective. For testing the SEM the measurement model is required to assess it.

Determining the internal consistency, reliability, and validity of the study components is the goal of evaluating the measuring model (Hair et al., 2020). Cronbach's alpha and composite dependability (CR) scores illustrate the constructions' internal consistency and dependability. If both the composite reliability and Cronbach's alpha values are at least 0.7, the construct becomes reliable and internally consistent. (Henseler, 2018). The measurement model's findings demonstrate that the composite reliability and Cronbach's alpha values for the five factors were both higher than 0.7 meeting the for inner uniformity and reliability of the constructs (Hair et al., 2020). However, the current study used outer loading and AVE data for establish the construct validity & convergent validity of the components. According to Hair et al. (2020), the construct is considered valid when the outside loadings of the factor items are 0.7 or higher. The AVE value must be larger than or equivalent to 0.5 in order to guarantee convergent validity. According to the measurement model's findings, the 5 factors' outer loadings remained more than 0.7 & their AVE values are greater than 0.5, meeting its minimal standards for construct as well as convergent validity. This present research work employed PLS-forecast in Smart PLS to assess the research hypotheses (Shmueli et al., 2019). The SEM was carried out after validation of the validity & reliability of the theories. The

main argument in favor of using PLS-SEM is that it can manage a range of endogenous & exogenous modules to establish both direct & indirect correlations (Shiau et al., 2019). Additionally, if the number of sample is low plus the data does not shadow a common spreading, it can be used to test hypotheses (Hair et al., 2020). In order to decide the significance close to path coefficients here, researcher utilized the PLS-SEM analysis in combination along with bootstrapping method. For each path coefficient, the Bootstrapping route produces a significant level. The PLS-SEM analysis results are shown in Figure 2 as well as in Tables 1.

In Figure 2 researcher have shown the factor loadings latent factor. The factor loadings demonstrate the power of several paradigm signs. T factor loading essentially is higher than 0.700 aimed at the claim to be measured. Every suggestion for a single construct has an optimistic factor loading.



Source(s): Authors' own illustration

Fig. 2 Measurement Model

#### 4.2 Validity and Dependability

As shown in Table 1, Cronbach's alpha, composite reliability, and AVE are recognized as indicators of the model's validity and reliability. Composite reliability, Cronbach's alpha values, and combined reliability for TV, Face Book, YouTube, Trust and Brand Loving & Adoption are all higher than 0.700. The paradigm is deemed consistent and internally constant if the Cronbach's alpha and composite reliability scores are equal to or greater than 0.7. (Henseler, 2018). These findings show that the level of model reliability is appropriate. (Hair et al., 2014). The AVE values for TV, Face Book, YouTube, Trust and Brand Loving & Adoption are 0.694, 0.679, 0.723, 0.744 and 0.719 correspondingly. The sum of the numbers exceeds 0.500, indicating sufficient convergent validity. (Hair et al., 2014).

Table 1: Construct Reliability and Validity

Latent Factor	Cronbach's alpha	Composite reliability	Composite reliability	AVE
TV	0.778	0.801	0.871	0.694
Face Book	0.763	0.763	0.864	0.679
You Tube	0.809	0.816	0.887	0.723
Trust	0.826	0.831	0.897	0.744
Brand Love & Brand Adoption	0.804	0.806	0.885	0.719

Source(s): Authors' own calculation

#### 4.3 Discriminant Validity

The researcher also used Heterotrait–Monotrait ratio (HTMT) as well as Fornell–Larcker criterion for regulates the measurement model's discriminant validity. The measurement model used to clarify all HTMT values was significant or not. The outcomes of the measurement model specify that every construct HTMT & Fornell Larcker criterion are tolerable. (See Table 2). The HTMT ratio is also revealed that enhanced technique for defining the discriminant's the discriminant's validity. All of the HTMT ratios are smaller than 0.9 (Table 2), showing the

validity of the noble discriminant, according to (Henseler et al., 2016) On the other hand Fornell-Larcker conditions has been used to clarify as well as validity discriminant weight. This is because of to show in what way unlike every latent factor is from further paradigms (Hair et al., 2014). The rectangular root of the AVE of the paradigm was displayed in bold on the diagonal of the Fornell-Larcker's correlation matrix in the correlation environment of the Fornell-Larcker's standard (Table 2). In compare, the additional values demonstrate relations along with other paradigms. The square root of the distinct AVE (bolded on the diagonal) must be bigger than the conforming total construct connections in order to increase discriminant validity. It is established that all diagonal values are greater than their non-diagonal counterparts. The discriminant validity of the outline is then finished.

Table 2: Discriminant Validity

HTMT	<b>Brand Love &amp; Brand Adoption</b>	<b>Face Book</b>	<b>TV</b>	<b>Trust</b>	<b>You Tube</b>
TV	0.577	0.446			
Face Book	0.551				
You Tube	0.553	0.523	0.449	0.514	
Trust	0.799	0.563	0.607		
<b>Brand Love &amp; Brand Adoption</b>					
Fornell-Larcker criterion					
TV	0.459	0.335	0.833		
Face Book	0.432	0.824			
You Tube	0.449	0.409	0.366	0.425	0.850
Trust	0.652	0.449	0.490	0.862	
<b>Brand Love &amp; Brand Adoption</b>	0.848				

Source(s): Authors' own calculation

#### 4.4 R square

Table 3 displays the latent factor values for R square and Adjusted R square. Significant (R=0.750), moderate (R=0.500), and weak (R=0.250) are all valid ranges for the R2 statistic (Hair et al., 2014). Trust and Brand Love & Brand Adoption has a moderate value 0.362 and 0.476 respectively.

Table 3: R-square

Latent Factor	<b>R-square</b>	<b>R-square adjusted</b>
Trust	0.362	0.354
Brand Love & Brand Adoption	0.476	0.470

Source(s): Authors' own calculation

#### 4.5 Common Method Bias

The common method bias was assessed through multicollinearity Variance Inflation Factor (VIF) values of the inner model. In the current study all the values are lower than 3.33, the model can be considered free from of common method bias (Hair et al. (2019).

Table 4. Collinearity Statistics

Latent Factor	<b>VIF</b>
TV -> Trust	1.212
TV -> Brand Love & Brand Adoption	1.371
Face Book -> Trust	1.261
You Tube -> Trust	1.292
You Tube -> Brand Love & Brand Adoption	1.271
Trust -> Brand Love & Brand Adoption	1.449

Source(s): Authors' own calculation

#### 4.6 Structural Model

Importance of research framework model can be measured through the Bootstrapping method and important route coefficients can be found through the T-statistic value. Figure 3 illustrate which is significance level of 0.05, the

mediation analysis effects obtained through the total indirect and specific indirect effects. Table 5 demonstrate the result & the significant direct connection between TV and Brand Love & Brand Adoption, Face Book and Brand Love & Brand Adoption, You Tube and Brand Love & Brand Adoption ( $p < 0.05$ ).

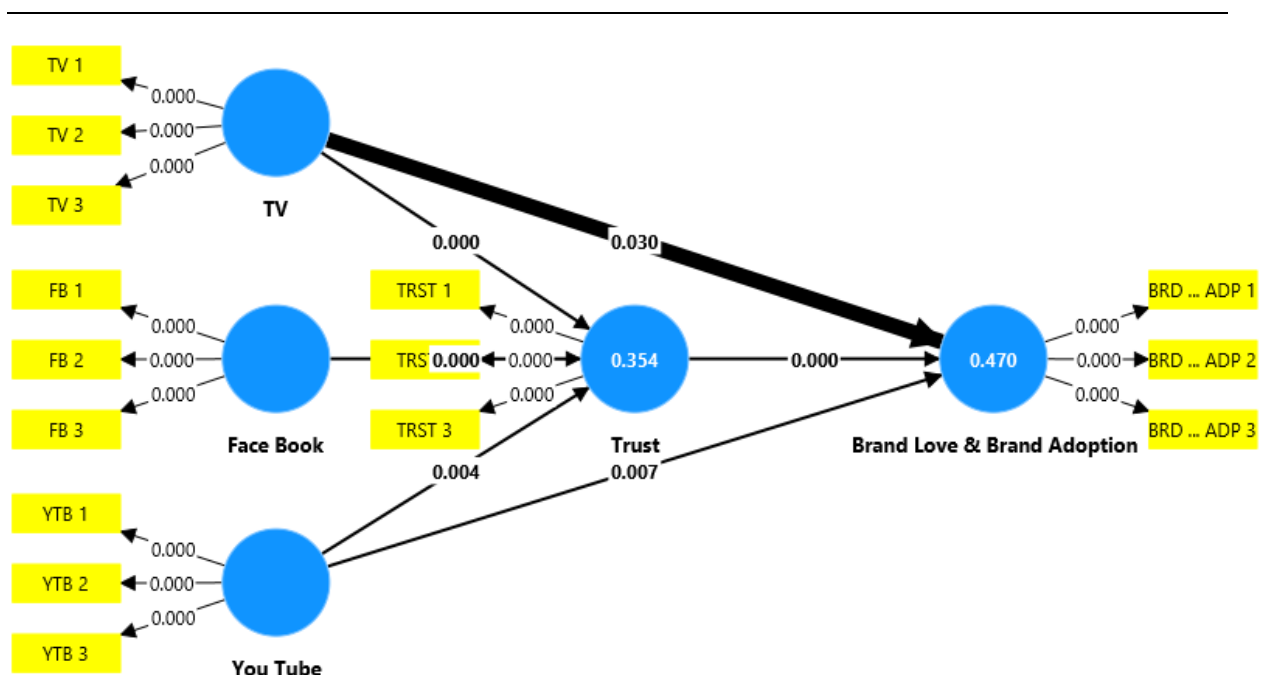
According to the PLS-SEM tests, there is a direct and substantial correlation between TV and trust ( $\beta 0.331$ , T statistics 6.087 and p-value 0.000) and TV and brand love & brand adoption ( $\beta 0.146$ , T statistics 2.165 and p-value 0.030). There is also significant correlation between face book and trust ( $\beta 0.256$ , T statistics 2.165 and p-value 0.000). Trust and brand love & brand adoption ( $\beta 0.503$ , T statistics 9.246 and p-value 0.000). The findings also show that you tube and trust ( $\beta 0.199$ , T statistics 2.894 and p-value 0.004) you tube and brand love & brand adoption ( $\beta 0.182$ , T statistics 2.688 and p-value 0.007).

The results also show that (Table 5) specific indirect effects (mediating) relationships among three factors TV, face book, you tube also has a strong indirect impact on brand love & brand adoption. The specific indirect effects of a TV, trust, brand love & brand adoption is significant and supported at original sample 0.167, T statistics = 4.906 and P values 0.000 ( $p < 0.05$ ). The specific indirect effects of a face book, trust, brand love & brand adoption is significant and supported at original sample 0.129, T statistics = 4.906 and P values 0.000 ( $p < 0.05$ ). The specific indirect effects of you tube, trust, brand love & brand adoption is significant and supported at original sample 0.100, T statistics = 4.906 and P values 0.000 ( $p < 0.05$ ). This means that all hypotheses are true. The Path coefficients results indicate that all hypotheses (H1a, H1b, H2a, H2b, H3a, H3b, H4a, H4b, H5a and H5b) are supported at a 5% ( $p < 0.05$ ) significant level (see Figure 3 and Table 5).

Table 5: Path Coefficients

Hypothesis	Relationships	Original sample	T statistics	P values	Result
	Direct Effect				
H1a	TV -> Brand Love & Brand Adoption	0.146	2.165	0.030	Supported
H1b	TV->Trust	0.331	6.087	0.000	Supported
H2a	Face Book -> Brand Love & Brand Adoption	0.129	3.596	0.000	Supported
H2b	Face Book -> Trust	0.256	4.141	0.000	Supported
H3a	You Tube -> Brand Love & Brand Adoption	0.182	2.688	0.007	Supported
H3b	You Tube -> Trust	0.199	2.894	0.004	Supported
H4a	Trust -> Brand Love & Brand Adoption	0.503	9.246	0.000	Supported
	Specific Indirect Effects				
H4b	TV->Trust -> Brand Love & Brand Adoption	0.167	4.906	0.000	Supported
H5a	Facebook->Trust->Brand Love & Brand Adoption	0.129	3.596	0.000	Supported
H5b	YouTube->Trust->Brand Love & Brand Adoption	0.100	2.891	0.004	Supported

Source(s): Authors' own calculation



Source(s): Authors' own illustration

Fig. 3 Structural Model

All three connections are worth paying attention. All indirect effects of a TV and brand love & brand adoption is significant and supported at original sample 0.167, T statistics = 4.906 and P values 0.000 ( $p < 0.05$ ). The total indirect effects of a face book and brand love & brand adoption is significant and supported at original sample 0.129, T statistics = 3.596 and P values 0.000 ( $p < 0.05$ ). And finally total indirect effects of you tube and brand love & brand adoption is significant and supported at original sample 0.100, T statistics = 2.891 and P values 0.000 ( $p < 0.05$ ). On the other hand there is more deep relation between TV and brand love & brand adoption which showing by highlight paths with relative values (0.030).

Table 6: Total indirect effects

Latent Factor	Original sample	T statistics	P values	Result
TV -> Brand Love & Brand Adoption	0.167	4.906	0.000	Supported
Face Book -> Brand Love & Brand Adoption	0.129	3.596	0.000	Supported
You Tube -> Brand Love & Brand Adoption	0.100	2.891	0.004	Supported

Source(s): Authors' own calculation

## 5. Discussion

This study investigates the influence and function of TV, Facebook and YouTube in promoting brand love and brand adoption through trustworthiness. According to the research finding TV, Facebook and YouTube have a direct and significant impact on brand love and brand adoption, additionally, recent studies show that YouTube, Facebook and TV significantly affect brand trust. Azad et al (2025) investigated the effectiveness of marketing can be maximized by a hybrid approach that combines all digital platform. Facebook for localized outreach and short-term sales and YouTube for long-term brand promotion, Goncalves S. M. (2019) demonstrated that YouTubers positively impact brand loyalty, affection, and trust. Hanaysha J. R. (2022) showed the relationship between just two digital marketing characteristics and customer purchase decision is mediated by brand trust, which is important in forecasting purchase decisions.

Furthermore, the current study looked at the specific indirect effects of TV, Facebook and YouTube in promoting brand adoption and loyalty through the mediating trustworthiness. Among all TV, Facebook and YouTube have a significant impact on customer brand love and love adoption, according to the mediating influence of trust. TV, Facebook and YouTube are strong indirect drivers of adoption and enduring consumer relationships because of their function in fostering trust, even though they may not directly compel brand love and adoption. Zerebecki et al. (2022) show that social media use promoted humanism along with the perceived value of friendships while also directly lowering life satisfaction and raising materialism. Khan et al. (2019) found that through brand equity, advance social media marketing strategies mitigate the indirect relationship between basic social media marketing strategies and consumer reaction.

However, the current study's finding indicate that TV is more significant than the other two independent variables among the three, so these days in order to foster customer love and brand adoption, brand managers ought to place greater emphasis on television as a promotional or advertising medium. Customer loyalty is influenced by the best strategy for brand promotion, the company's legitimacy and the brand's reputation (Shaban, 2023). Hanaysha (2022) examining the mediating role of brand trust among various social media marketing and brand adoption decisions with fresh empirical finding, the research theoretically enhances the present literature. Ebrahim (2020) shows media marketing characteristics have a direct impact on brand adoption and love as well as an indirect one through brand trust. The study highlights the importance of trust and offers recommendations for gauging social media marketing efficacy.

### 5.1 Theoretical Implications

The increasing convergence of traditional and digital media has significant theoretical implications for understanding consumer-brand relationships, particularly in the context of trust-building and brand adoption. Television (TV), Facebook, and YouTube serve distinct yet complementary roles in shaping perceptions, fostering emotional attachment, and enhancing consumer trust, which are foundational elements in brand loving and adoption. This experiment aims to add academic value to the literature on buyer brand perception by investigating both the direct as well as indirect impacts of TV, Facebook and YouTube on customers and contentment in Bangladesh's expanding brand creation. The current research work, which focuses on the buying habits of a developing country, significantly adds to the body of information. The socioeconomic and cultural distinctions in the consumer behavior of developed and developing nations make this crucial. TV remains a high-richness medium with strong audiovisual cues that enhance message credibility and emotional engagement (Daft & Lengel, 1986). Trust is further cultivated through repeated exposure, polished content, and regulated broadcasting environments. Facebook's interactivity also supports dialogic engagement; further deepening trust. Brand content shared by trusted friends or influencers enhances perceived trustworthiness and relevance, leading to higher brand affinity

and eventual adoption (Tajfel & Turner, 1979; Cialdini, 2001). YouTube interaction builds authenticity and relatability—two pillars of trust. The platform’s participatory nature (likes, comments, shares) reinforces brand loyalty and emotional bonding through community endorsement (Rubin & McHugh, 1987). Across all three platforms, trust acts as a mediating factor between exposure and brand adoption. Exposure to consistent, authentic, and emotionally resonant content across platforms increases cognitive and affective trust, which directly correlates with brand love (Carroll & Ahuvia, 2006). The synergy of TV, Facebook, and YouTube aligns with the principles of IMC, where coordinated messages across multiple touch points reinforce brand identity, enhance credibility, and improve consumer recall and emotional connection (Schultz & Schultz, 2004).

## **5.2 Practical Implications**

The cultivation of brand love and consumer adoption hinges significantly on building trust. Television (TV), Facebook, and YouTube serve as powerful platforms to develop and reinforce this trust, each playing unique yet complementary roles. Strategic investment in regional and national TV campaigns helps position brands as reliable and values-driven, fostering long-term emotional attachment. Facebook enhances brand love by creating direct, consistent engagement with consumers, especially younger demographics who value dialogue and authenticity. YouTube supports deeper brand understanding and emotional alignment, increasing the likelihood of adoption and advocacy through perceived transparency and credibility. The present study is among those that adoption of any brand and create the trustiness through the examine of role of TV, Facebook and YouTube in Bangladesh's product and service industry. Future research that integrates of role of TV, Facebook and YouTube into their research model and thoroughly examines the consumer experience may build upon the findings of this investigation. product and service manufacturer who want to establish the new brand name can use this knowledge to help them plan and implement their branding strategy to retain customer’s acceptance, as the study's findings show that TV, Facebook and YouTube advertisement has a significant impact on patron satisfaction and adoption the new brand. Product and service brand manufacturer must stay in constant communication with their patrons to find out how customer feel about the advertisement through the various media such as TV, Facebook and YouTube, since unfavorable advertisement eventually lead to fail the new brand image.

Additionally, brand love and brand adoption now a day mostly depend on the various media, Customer trustiness is more essential. Customers are, in fact, crucial to the long-term growth and development of the brand sustainability. Improved customer trustiness and satisfaction leads to more devoted customers brand adoption, by leveraging TV's reach, Facebook's engagement, and YouTube's storytelling power, brand creation in Bangladesh can cultivate trust—an essential foundation for brand love and consumer adoption. These platforms together reinforce brand authenticity and emotional connection, positioning as not just producers, but trusted and loved global brands.

## **6. Conclusion**

In summary, by examining how several media, including TV, Facebook, YouTube, and trust influence, may foster brand love and adoption, this study was able to accomplish its objectives. We discovered that three factors play about equal roles in brand loyalty and the dependability of brand adoption. TV, Facebook, and YouTube significantly improved emotional ties for brand adoption, even if they had an indirect impact on brand love and adoption through trustworthiness. Three independent factors along with one dependent factor are indirectly impacted by trust. Given that trust is the unseen thread that binds relationships, institutions, and entire civilizations together, its mediating function was particularly crucial and significant. In almost every facet of interpersonal relationships, corporate operations, and overall society stability, trust is fundamental. The result is that developing emotional ties, establishing trust, and continuously providing value are more important for fostering brand love and promoting brand adoption than simply having high-quality items or astute marketing.

### **6.1 Limitations and Areas of Further Research**

This study is known to have a number of drawbacks. Because this study employed a nonprobability sample technique, its findings may not apply to other service industries. The fact that the study was limited to a larger Bangladeshi community only may further limit the findings' applicability to different organizational, societal, cultural, and financial contexts. Due to variations in socioeconomic background, technological facilities, and cultural standards, consumer perceptions, media consumption patterns, and brand-related behaviors frequently fluctuate greatly between nations. Nevertheless, the study's findings are limited to advertising services in Bangladesh. Only Bangladesh's largest cities were included in the survey's sample. To obtain more universal results, researchers may look at increasing the sample size for further studies to include more Bangladeshi cities. Furthermore, demographic traits including age, gender, and educational achievement not included in this research work as moderating factors. In addition to developing the theoretical framework for their studies, forthcoming study may want to look into the moderating effect of these components & their connections. Lastly, new criteria like repurchase may be included in the scope of future research. Additionally, the present study was cross-sectional because it only included respondents who were choose and select product through various media such as TV, Facebook, and YouTube in developing nations and collected information at a specific point in period. As a consequence, this research work findings are solely applicable to the customer who purchases their necessary

product through the media only. Therefore, in order to produce thorough results that are applicable both to product and service businesses, future researchers may aim to gather data from separately of product and service-oriented sectors in both developed and emerging nations. While television and digital platforms like Facebook and YouTube offer extensive reach and visibility, their role in fostering deep brand love and consumer trust has certain limitations such as Short Attention Spans, Trust Issues with Paid Advertising Limited Emotional Resonance through One-Way Communication. On Facebook and YouTube, brands compete with thousands of other content creators, influencers, and advertisers. The sheer volume of content can dilute brand messages, making it harder to stand out or build lasting emotional connections. Visibility on Facebook and YouTube is subject to ever-changing algorithms which may find difficult to consistently reach their target audience and which may not always translate to trust. Both Facebook and YouTube have faced public scrutiny over data privacy issues. Association with platforms perceived as intrusive can reflect negatively on a brand's image and erode consumer confidence.

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