

# **MAPPING THE EFFECT OF MESSAGE VALUE AND CREDIBILITY ON CUSTOMER PURCHASE INTENTION: THE MEDIATING ROLE OF CONSUMER TRUST IN BRANDED CONTENT**

**BY**

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A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



**SPRING, 2022**

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## MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

### Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	8 <sup>th</sup> July, 2022	Faculty lounge	Data collection and results interpretation	
2	15 <sup>th</sup> July, 2022	Faculty lounge	Discussion on hypotheses relationships	
3	22 <sup>nd</sup> July, 2022	Library	Conclusions and recommendations based on research and findings	

### APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at \_\_\_\_\_ that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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## **Dedication**

I would like to dedicate my thesis to my parents for giving me all that they had so I could pursue my education. I would also dedicate my thesis to all my teachers who ensured I get through this with good grades. And especially my supervisor for providing me constant guidance and support throughout my thesis. Lastly, I would like to dedicate this thesis to my friends who provided me support and motivation to complete it. Without their efforts, I wouldn't be able to complete this study and I thank all for their contribution to my study.

## **Acknowledgement**

**This thesis is a product of constant hard work of me, my supervisor, Miss Hadiqa Riaz, and my parents who all supported and motivated me to complete it. I owe my success to all these individuals and further thanking all my previous MBA teachers for their guidance. I would not have achieved these results without the supervision of my supervisor. Thank you everyone for your support.**

## ABSTRACT

**Purpose** - Purpose of this study is to determine the impact of message value and credibility on the consumer's purchase intention and the role of trust on branded posts is also studied as a mediation between these variables. The message value was considered to have informative value and entertainment value as their subsequent components.

**Methodology & Design** - Deductive reasoning approach is aligned with quantitative methods to present the analysis of the research employing positivism philosophy. A survey questionnaire was designed to collect the data from the population. A tester observation of 200 respondents was used. Subsequently, the data was analyzed using Smart PLS Structural Equation Modeling (SEM).

**Findings** - The findings of the study revealed that the message value had a significant impact on the consumer trust in branded post while an insignificant impact was observed with purchase intention. However, credibility was observed to positively impact both trust in branded posts and purchase intention of the consumer. Additionally, the mediation of trust in branded post with entertainment value was the only significant impact observed on purchase intention.

**Limitations** - The limited access of the literature and availability of the resources are the primary limitations of this research. The research time frame of semester is also the limitation of the research. However, small sample size due to lack of time, collection of data and difficulty in the analysis of the data is also the limitation of the study.

**Recommendations** - The current research provided significant recommendations for advertisers, brands and marketers which have interest in influencer marketing. For instance, brands should consider authentic and credible influencers to promote their brand and products. As the consumer trust in branded posts have a direct impact on purchase intentions.

**Keywords** – *Influencer Marketing, Credibility, Purchase Intention, Consumer Trust On Branded Content, Consumer Buying Behavior*

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