

Antecedent Factors That Affect Brand Trust and Customer Value

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Abstract:

This study explores the antecedents of brand trust and customer value, with a particular focus on the influence of influencers in digital marketing. With the rise of social media, the role of influencers has become increasingly significant. Their expertise, credibility, similarity, and influencer-product fit are considered crucial factors affecting brand trust and customer value. Therefore, this study examines how these influencer characteristics impact brand trust and subsequently enhance customer value.

This research adopts the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach and utilizes WarpPLS 8.0 for data analysis. A total of 247 valid questionnaires were collected from consumers who have viewed influencer marketing content. The results confirm the significant influence of influencer characteristics on brand trust and further validate the role of brand trust in enhancing customer value. When selecting influencer endorsements, businesses should prioritize influencer-product fit and credibility to maximize brand trust and customer value, thereby increasing consumers' purchase intentions.

Keywords:

Influencer Marketing, Brand Trust, Customer Value, Expertise, credibility, Similarity, influencer-Product Fit, PLS-SEM.