Effects of Advertisement Language, Communication Style, Information Seeking Behavior and Information Source Credibility on Customers' Intentions towards International Products via Brand Trust

Mohanad Mohammed Sufyan Ghaleb; Jamshid Pardaev

Mohanad Mohammed Sufyan Ghaleb ✉
https://orcid.org/0000-0002-3932-4235
Department of Management, College of Business
King Faisal University, Saudi Arabia
mghaleb@kfu.edu.sa

Jamshid Pardaev
https://orcid.org/0009-0004-8319-6906
Finance and Tourism Department
Termez University of Economics and
Service, Uzbekistan
jamshid_pardaev@tues.uz

Abstract

The study focused on the impact of the language of advertisement, communication styles, information seeking behavior, and information source credibility on customer intention of international product. The mediating role of brand trust was also tested. For this purpose, quantitative cross-sectional data were collected from 290 urban areas consumers of international products using a convenient sampling technique. SPSS regression results show that language of advertisement, communication style, information seeking behavior, and Information source credibility are positively and significantly affect the customers' intentions towards international products. Furthermore, brand trust also significantly mediated among all exogenous and endogenous variables. The study with the specific findings highlighted that companies should focus on effective advertising language, communication styles, and better information systems to increase customer intentions towards international products. Furthermore, brand trust also acts as a key mediator which is reinforcing its importance in shaping the consumer's intentions towards international products. On the other hand, the study with the findings also offers empirical insights into how marketing communication strategies shape consumer behavior internationally. These findings guide marketers and policymakers to build brand trust and use persuasive communication to enhance customer engagement and global market success.

Keywords

1. Introduction

As globalization and digital media introduce to the consumers diverse international products to raise their purchase intention towards multinational products for their internal motivations (**Vendrell-Herrero et al.**, 2018). Consequently, international brands face mounting pressure to boost their strategies as per the local consumers (**Holt et al.**, 2004). To overcome this consequence, a deeper understanding of customer intention better helps businesses to predict demand and create successful foreign marketing initiatives (**Son et al.**, 2013). Correspondingly, understanding customer intention toward international products is increasingly important for businesses aiming to expand their market share and strengthen their global brand in today's competitive global marketplace (**Kumar et al.**, 2013). Accordingly, a

consumer's purchase intention, which reflects their mental readiness to make a purchase, is a key indicator of potential buying behavior (**Arli *et al.***, 2018). It also helps to explain why customers favor international brands over local ones (**Son *et al.***, 2013). Therefore, to raise consumer consciousness and intensify brand competition, this research focuses on factors that enhance customers' intentions toward international products.

Among the key influencing factors, the language of advertisement (LA), communication style (CS), information seeking behavior (ISB), and information source credibility (ISC) emerge as significant determinants of consumer intention to purchase international products. From the key influencing factors, the LA plays a foundational role in creating cultural resonance, emotional connection, and a sense of familiarity with the audience (**Blair; Rachel**, 2024). This also create connection to boost how well people remember and respond to the message (**Blair; Rachel**, 2024). When marketers use culturally appropriate language then they are more effectively able to connect with the target audience (**Valbuena**, 2018). However, consumers may not be influenced by language alone; the CS employed in marketing content, whether emotional, logical, narrative, or symbolic also influences how they perceive and react to advertisements (**Padgett; Allen**, 1997). For instance, intellectual appeals are more effective in individualistic societies, whereas emotional communication may be more appealing to collectivist cultures (**Han; Shavitt**, 1994). Equally, other studies also enforced that CS is an important key determining factor to improve the purchase intention (**Tuukkanen-McVicar**, 2024).

Moreover, ISB provides a mechanism where the uncertainty of the consumers is reduced, especially when assessing unknown or foreign products (**Chaturvedi *et al.***, 2016), which increases the purchase intention. Similarly, consumers who actively seek out information are more empowered and confident, which enables them to make informed decisions that best fit their needs (**Füller *et al.***, 2009). An empirical study also enforced that ISB actively increased the purchase intentions of individuals by helping consumers gather relevant product details, which builds confidence in their decision-making (**Gao *et al.***, 2022). Furthermore, ISC sources also play an important role in determining how consumers perceive and trust the messages they encounter (**Flanagin; Metzger**, 2000). Credible sources enhance message believability and brand evaluation, which helps to increase the purchase intention (**Visentin *et al.***, 2019). This is the reason that the intention to purchase international brands is increasing when sources are more reliable (**Sparks *et al.***, 2013). Collectively, above-discussed four variables serve as both cognitive and affective triggers that international brands can leverage to improve consumer attitudes and strengthen their competitive positioning.

Brand trust (BT) plays a mediating role that strengthens the influence on customer intention to purchase international products. Similarly, BT is also a crucial component for purchase intention because it reduces perceived risk and encourages consumers to confidently choose the brand (**Flanagin; Metzger**, 2000). This is crucial for products from abroad, where consumers might not know much about the brand or have limited access to it (**Ha**, 2004). Consumers' trust in a brand is increased when advertisements use effective and relatable language (**Helme**, 2023). Likewise, a CS that meets customer expectations can strengthen BT by raising emotional ties (**Anderson**, 2025). In the same vein, consumers who actively seek information may find encouragement in transparent and consistent branding that increases the purchase intention of individuals (**Holloway**, 2024b). In the same vein, ICB also increased consumer knowledge and reduced uncertainty, which increases the consumers' BT (**Fan *et al.***, 2024). This increased BT that is developed through informed decision-making positively influences and strengthens purchase intention (**Fan *et al.***, 2024). In the same vein, ISB also played a vital role in reducing uncertainty and enhancing consumers' understanding of a brand, which increases the consumers' trust in the brand (**Gao *et al.***, 2022). This trust acts then strengthening the relationship between ISB and purchase intention by increasing consumer confidence in the brand (**Gao *et al.***, 2022). In line with previous research, BT acts as a psychological bridge, converting favorable perceptions created by advertising and communication efforts into strong purchase intentions (**Dam**, 2020b; **Hanaysha**, 2022). Hence, this study used the BT as a key mediating variable.

Previously, several empirical studies explored the relationship among LA, CS, ISB, ISC, and customer purchase intention. These studies still have various gaps. Firstly, prior studies have been conducted on the direct or with other variables on customer purchase intentions (**Deng *et al.***, 2015; **Huang *et al.***, 2024; **Liu *et al.***, 2024; **Ngo *et al.***, 2024; **Roy *et al.***, 2023; **Yuliati; Simanjuntak**, 2024; **Zhou; Li**, 2024), while they have limited attention on indirect effects. Secondly, prior studies have also been conducted on the impact of LA, and CS on the customer purchase intention with a limited attention on ISB and ISC in one model (**Huang *et al.***, 2024; **Mahmud**, 2024; **Mo**, 2024; **Xu *et al.***, 2024; **Yusuf; Abas**, 2024). Therefore, this study contributed to adding the above two indicators, namely ISB and ISC, in one combined model to fill the previous gaps. Furthermore, prior studies have been conducted on BT as a mediating variable with other variables (**Dam**, 2020b; **Hanaysha**, 2022) with limited attention on the relation of LA, CS, and ISB, ISC, and customer intention. Consequently, this study contributed BT as a mediating variable. Lastly, prior studies on customer purchase intention have been conducted on other products with limited attention on international products (**Rahman *et al.***, 2014; **Yusuf; Abas**, 2024). So, this study contributed literature in the context of international products. After filling the previous gaps, the study focused on the impact of LA, CS, ISB, and ISC on the customer purchase intention of international products. The mediating role of brand trust was also tested. Data was collected from consumers of international products and used in regression analysis for the study hypothesis.

2. Literature Review

2.1. Theoretical Foundation

Below in Figure 1 conceptual framework has been incorporated from four key independent variables namely language of advertisement, communication styles, information seeking behavior, and information source credibility to examine the effect on consumer intention towards the international products with brand trust as a mediating variable. All these elements contribute significantly to how consumers form brand trust, which in turn shapes their intention to purchase (**Dam**, 2020a; **Gupta; Saini**, 2020) international brands. This research framework has been grounded in several theoretical underpinnings. The Elaboration Likelihood Model (ELM) explains that how consumers get attracted towards purchases from credible messages (**Petty; Cacioppo**, 1986). Under the umbrella of ELM, when the language of advertisements and communication styles are being conveyed to get the target preferences and cultural norms, they are processed through the central route, raising deeper cognitive engagement and enhancing brand trust (**Jamal; Khan**, 2024). In parallel, the Source Credibility Theory explained that high levels of information sources and information source behavior increases message acceptance and trust in the brand (**Hovland; Weiss**, 1951) which increase the customer intention towards goods.

Finally, aligned with the Theory of Planned Behavior by **Ajzen** (1991) and Commitment-Trust Theory **Morgan and Hunt** (1994), brand trust emerges as a key mediator that transforms positive communication and credible information into strong patronage intentions toward international products. With a significance of brand trust for the purchase intention. Prior studies have been conducted on brand trust as a mediating variable with other variables (**Dam**, 2020b; **Hanaysha**, 2022) with a limited attention on the relation of language of advertisement, communication styles, information seeking behavior, information source credibility and customer intentions. Consequently, this study contributed brand trust as a mediating variable. In this regards, this conceptual framework in below Figure 1 is being established a strong theoretical pathway which is linking the better communication and information-related antecedents to increase customer intentions towards international products through brand trust.
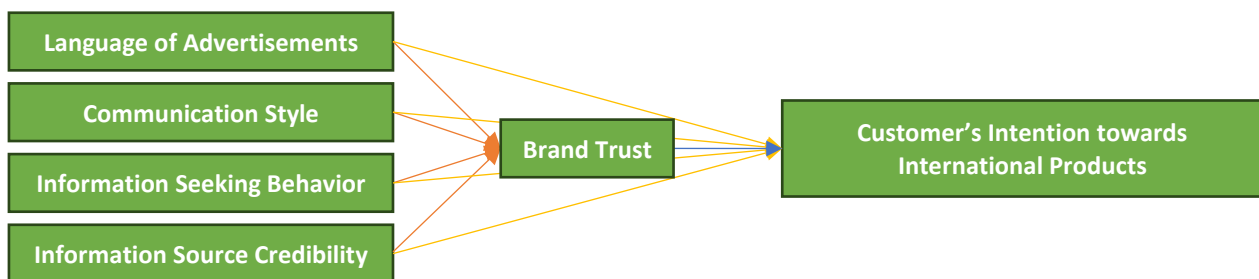

Figure 1: Conceptual Framework.

2.2. Empirical Review

2.2.1. Language of Advertisement and Customer Intention

The language of advertisements played an important role in shaping the key where they followed that how consumers are being perceived and respond to their marketing messages particularly in the international products (**De Mooij**, 2021). Similarly, advertising language does more than just convey a message but it also increases the purchase intentions (**Bhatia**, 2019). Moreover, when the advertising language is being aligned with the linguistics understanding of individuals then it could increase the individuals purchase intentions (**Sattorov**, 2024). **Roux and Potgieter** (2024) empirically found that bilingual consumers responded more favorably to advertisements presented in their native language, which enhanced their comprehension and positive attitudes toward the brand. In the same vein, **Liu and Zhao** (2024) also established that purchased intention is being increased when the companies have proper advertising in symbolic native language particularly for the customers who are being exposed to multicultural symbolic native language. In a similar context, these empirical findings affirm that language in advertisements is not just a functional medium, but a strategic tool for influencing consumer behavior and intentions. Thus, based on previous it study has hypothesis.

H1: Language of advertisement influences significantly to customer intention.

2.3. Communication Style and Customer Intention

Communication style whether the emotional or rational is being an important factor to improve the consumers intentions towards the products (**van Pinxteren et al.**, 2023). It helps to increase the brand messaging which influence how the relatable, persuasive message helps to increase the purchase intentions (**Gupta; Saini**, 2020). Furthermore, matching the communication style with consumer expectations and cultural preferences enhances the perceived relevance and credibility of marketing messages which is leading to stronger intention to purchase or support the brand, especially for international products (**Jamal; Khan**, 2024). **Tuukkanen-McVicar** (2024) empirical study found that emotionally engaging and storytelling-based communication styles significantly increased consumers' emotional involvement and purchase

intentions. De **Ofori and Opara** (2025) also demonstrated that emotional appeals were more effective than rational ones in triggering consumer responses, particularly for lifestyle and fast-moving consumer goods. **Hegner *et al.*** (2021) study results also showed that when communication styles align with a brand's personality such as using a casual tone for youth brands then consumers developed more favorable attitudes and were more likely to purchase. These prior studies were limited on national products while ignored international products. Therefore, study focused on the influence of communication style on customer intention with the following research hypothesis below.

H2: Communication style influences significantly to customer intention.

2.4. Information Seeking Behavior and Customer Intention

Information seeking behavior also helps to increase the consumer's intention towards the products after removing the uncertainty and risk during the decision-making especially for the international products (**Yang *et al.***, 2022). It is further highlighted that consumers who are engaged with a high level of information seeking behavior then they have more options to evaluate the multiple options to compare the brands, which increases the intention towards the specific products (**Gao *et al.***, 2022). This behavior also enhances their perceived knowledge and confidence, reduces doubts which leads to more deliberate and positive purchase intentions (**Aslan**, 2023). Moreover, in international marketing, where consumers may lack familiarity with foreign products or brands, information seeking becomes even more crucial in forming trust and purchase intention (**Kinawy**, 2025). **Chen *et al.*** (2022) empirical study also found that online consumers who actively sought out product and brand information were significantly increase the purchase intention. In the same vein, **Papadopoulos and Cleveland** (2023) study also found that active information seekers were more likely to adopt unfamiliar foreign brands to boost purchase intentions. They also enforced that further research could be explored with the mediating effect and on other consumers and study has following hypothesis below.

H3: Information seeking behavior influences significantly to customer intention.

2.5. Information Source Credibility and Customer Intention

The information source credibility which is being referred to the degree that is essential for the message sender is being perceived as trustworthy to increase the intention of customers towards products (**Dominic *et al.***, 2023). In marketing, source credibility increases the trust of individuals to increase purchase intentions (**Vrontis *et al.***, 2021). Credible sources reduce skepticism and build trust, which in turn enhances consumer confidence and intention to purchase (**Londaridze**, 2024). **Shin and Choi** (2021) research also highlighted that information source credibility change the attitude of individuals to purchase international products. **Ekström and Eriksson** (2024) study also revealed that consumers normally purchase products which is conducted through social media. **Imran *et al.*** (2025) study also found that influencer expertise and honesty significantly predicted consumer trust and intention to buy. These studies confirmed that credible sources are instrumental in shaping customer intention, particularly in today's digital and globalized marketplace, and therefore following hypothesis is formulated below.

H4: Information source credibility influences significantly to customer intention.

2.5. Brand Trust Mediating Role

The brand trust being recognized a fundamental element that helps to increase the customer positive behavior to buy a specific product. **Ayub and Mantilake** (2024) also endorsed that it helps to increase the consumer confidence in the brand liability, integrity and also ability to customer expectations (**Pasaribu *et al.***, 2024). Furthermore, **Wongsansukcharoen** (2022) study also highlighted that trust played an important key role in increasing the positive relationship with the customers through the company's marketing efforts, especially when consumers are uncertain or have limited experience with a brand. When the trust of consumer's increased on a brand then they focused more on its products or services, accept its marketing messages, and form favorable attitudes that translate into higher intentions to purchase (**Muda; Hamzah**, 2021)**.** Similarly, **Han *et al.*** (2023) confirmed that increasing trust on goods increases the customer commitment on purchase intention both domestic and international product categories. **Liu *et al.*** (2021) recent study also emphasized that trust is a crucial mediator between consumer satisfaction and behavioral outcomes, showing that without trust, even a high-quality product may fail to convert interest into actual purchases. These previous studies highlight that brand trust playing an integral role to increase the customer intention to buy the products and since study has hypothesis below,

H5: Brand trust influence significantly influences to customer intention.

Previously discussed that brand trust played an integral role to increase customer intentions towards international products. While, these studies were mainly limited focused on the mediated role. Prior literature highlighted that advertising language that resonates with the consumer's linguistic and cultural background plays a critical role in building trust, which in turn fosters stronger purchase intentions (**Blair; Rachel**, 2024). Other study also enforced that language advertisement also increases the people intentions towards the productions because it played an important role to increase positive behaviors towards the brands (**Gupta; Saini**, 2020). On the other hand, when brands communicate in a familiar or native language, it enhances

clarity, emotional relevance, and a sense of cultural affinity (**Khursandova; Madiyeva**, 2024). Furthermore, **Sattorov** (2024) study found that advertisements using narrative and emotional tones increased not only message acceptance but also consumer trust in the brand that increase the customer intentions. Likewise, **Anderson** (2025) study also demonstrated that congruence between brand tone and consumer expectations builds a sense of brand integrity and consistency, both of which strengthen trust to increase the purchase intentions. **Temitope *et al.*** (2024) further also emphasized that symbolic use of language strengthens emotional engagement, which makes consumers feel understood and respected, reinforcing their trust. This trust then forms the psychological foundation upon which consumers are engaged in purchase behavior, particularly when considering international or unfamiliar products.

Equally, communication style also plays an integral role to increase the trust on brand to enhance purchase intention (**Heleta Švrakić; Arslanagić-Kalajdžić**, 2023). Further, communication styles also help to increase emotional expressive, relatable and natural appropriate perception which is more authentic and consumer-friendly (**Heleta Švrakić; Arslanagić-Kalajdžić**, 2023). In the same vein, communication styles that meets customer expectations can strengthen brand trust by raising emotional ties (**Anderson**, 2025) that could leads to improve the customer purchase intentions. Other empirical study also emphasized the better communication styles through any social media platform increase the trust level of any consumers towards any product which increases their trust on any product (**Holloway**, 2024b). When the trust on any product is increases then the purchases intention of any product is also increased (**Pasaribu *et al.***, 2024). On the other hand, information seeking behavior also increases the brand trust towards the goods which increase the customers intentions towards the international brands (**Fan *et al.***, 2024). **He and Rucker** (2023) highlighted that consumers who actively search for product information develop higher levels of trust due to increased confidence and reduced uncertainty. As consumers become more informed and perceive transparency, their trust in the brand grows which is leading to stronger buying intentions. **Ahmad and Guzmán** (2021) and **Garg and Bakshi** (2024) both confirmed that customer believed on trust on the marketing messages when they come from sources deemed trustworthy and competent. This trust, once established through credible and reliable information becomes a driver for consumer intention, particularly in competitive or global markets where product choices are vast and often ambiguous (**Wu *et al.***, 2021). In the same vein

Information source credibility also increased consumer knowledge and reduced uncertainty, which increases the consumers' brand trust (**Fan *et al.***, 2024). This increased brand that is developed through informed decision-making positively influences and strengthens purchase intention (**Fan *et al.***, 2024). In the same vein, information source credibility also played a vital role in reducing uncertainty and enhancing consumers' understanding of a brand, which increases the consumers' trust in the brand (**Gao *et al.***, 2022). This trust acts then strengthening the relationship between ISB and purchase intention by increasing consumer confidence in the brand (**Gao *et al.***, 2022). In line with previous research, BT acts as a psychological bridge, converting favorable perceptions created by advertising and communication efforts into strong purchase intentions (**Dam**, 2020b; **Hanaysha**, 2022). Prior studies have been conducted brand trust as a mediating variable with other variables (**Dam**, 2020b; **Hanaysha**, 2022) with a limited attention on the relation of language of advertisement, communication styles, and information seeking behavior, information source credibility, and customer intention. Consequently, this study contributed brand trust as a mediating variable and has following hypothesis below,

H6: Language of advertisement has significant influence on customer intention with mediating effect of brand trust.
H7: Communication style has significant influence on customer intention with mediating effect of brand trust.
H8: Information seeking behavior has significant influence on customer intention with mediating effect of brand trust.
H9: Information source credibility has a significant influence on customer intention with a mediating effect of brand trust.

3. Research Methods and Objects

Quantitative research approach used to attain research objective. Quantitative research provides objective, measurable, and generalizable insights through statistical analysis of numerical data (**Ghanad**, 2023). Furthermore, used cross sectional research design to test the study objective. Cross-sectional research design is important for capturing a snapshot of relationships among variables at one point in time, allowing for efficient comparison and analysis across groups (**Maier *et al.***, 2023).

3.1. Survey Instrument and Respondents Recruitment

Survey instrument adopted from prior literature, where it has already been tested. Information source credibility comprises from 5 items (**Rahman *et al.***, 2014). The language of advertisement was measured through four items (**Rahman *et al.***, 2014). Customer purchase intention was measured by four items (**Rahman *et al.***, 2014). Communication styles was measured from five items of **Ansah** (2020). Information seeking behavior comprised from 6 items of **Asghar** (2015). Brand trust was measured by four items of **Dam** (2020a). Each item consisted of a five point scale. The research population comprises the entire group of individuals which have common values as per the study objective (**Casteel; Bridier**, 2021). The population of the study consisted of urban consumers of international products, particularly those offered by multinational brands. From the defined population, a sample was selected using a convenient sampling technique. This sampling technique seems to be more efficient than random sampling when the population of the study is not defined (**Tongco**, 2007). Sampling is an integral factor of the population, allowing researchers to divide their larger group into manageable subgroups (**Cash *et al.***, 2022). Two

sampling methods are namely non-probability and probability (**Creswell et al.**, 2011). From those, convenient is a non-probability sampling technique. The convenient sampling enables scholars to point out eligible respondents who have deep knowledge of the research problem and are willing to provide information based on their experience or knowledge (**Bernard**, 2017; **Creswell et al.**, 2011; **Nyimbili; Nyimbili**, 2024). Questionnaires were distributed among 350 consumers of multinational brands through online and in-person channels using convenient sampling. Out of these, 299 questionnaires were completed and returned, and of those 290 were valid for analysis. This response is quite enough for the mediated analysis. Furthermore, scholars believe that response rates above 60% seem to be desirable for finding credibility and reliability (**AlFarraj et al.**, 2021; **Fincham**, 2008; **Louangrath; Sutanapong**, 2018). By considering this, this response rate is appropriate for this study.

3.2. Data analysis and Results interpretation

3.2.1. Demographic Table

The demographic analysis of the 290 brand-conscious respondents has balanced gender with 50.3% male and 49.7% female participants. From the age perspectives shown majority of the respondents between 26 and 46 years, indicating that middle-aged adults form a significant portion of brand-conscious consumers. In terms of education, 40.3% hold undergraduate degrees, followed by 30.3% with graduate and 29.3% with postgraduate qualifications, suggesting a highly educated sample. Monthly income levels, converted to USD, show that approximately 55% of the respondents earn less than $214, while 44.9% earn above this amount, reflecting a mix of low to moderate-income brand-aware consumers. Overall, the data highlights that brand consciousness spans diverse age, gender, and income groups, with a notable concentration among educated, working-age individuals. Above results in predicted in Table 1 below.

Table 1: Demographic Characteristics.

Variable	Group	Numbers	Percentage (%)
Gender	Male	146	50.3%
	Female	144	49.7%
Group of age	18–25	66	22.8%
	26–35	69	23.8%
	36–45	68	23.4%
	46+	87	30.0%
Education	Undergraduate	117	40.3%
	Graduate	88	30.3%
	Postgraduate	85	29.3%
Monthly Income	Less than $107	80	27.6%
	$107–$214	80	27.6%
	$215–$321	66	22.8%
	Above $321	64	22.1%

3.3. Reliability Analysis

Table 2: Reliability Analysis.

Construct	Item	Loading	Alpha
LA (Language of Advertisement)	LA1	0.782	0.854
	LA2	0.803	
	LA3	0.765	
	LA4	0.815	
CS (Communication Style)	CS1	0.761	0.836
	CS2	0.787	
	CS3	0.751	
	CS4	0.798	
	CS5	0.779	
ISB (Information Seeking Behavior)	ISB1	0.801	0.861
	ISB2	0.825	
	ISB3	0.768	
	ISB4	0.807	
	ISB5	0.814	
ISC (Information Source Credibility)	ISC1	0.779	0.848
	ISC2	0.804	
	ISC3	0.773	
	ISC4	0.812	
	ISC5	0.787	
BT (Brand Trust)	BT1	0.812	0.872
	BT2	0.841	
	BT3	0.826	
	BT4	0.853	
CI (Customer Intention)	CI1	0.791	0.867
	CI2	0.826	
	CI3	0.801	
	CI4	0.837	

The above Table 2 depicted the reliability assessment of the study constructs namely LA, CS, ISB, ISC, BT, and CI based on their Cronbach's Alpha values and factor loadings. The Cronbach's Alpha used for construct internal consistency

which has an above 0.70 threshold value (**Hair *et al.***, 2019). In other words, factor loadings show the association among the observed indicators and with latent variables. A factor loading of 0.70 or higher is typically considered strong, indicating that the item shares substantial variance with the construct (**Hair *et al.***, 2019). Both of the Alpha and factor loadings values fulfill the criteria of the constructs reliability.

3.4. Correlation Matrix

Below Table 3 shown the results of correlation matrix which is demonstrating the correlation of independent variables with the dependent variables. The results shown that all independent variables show strong and statistically significant positive correlations with CI, ranging from 0.714 to 0.769, with BT exhibiting the strongest correlation (0.769, $p < 0.001$), indicating its critical role in shaping customer intentions. ISB (0.751) and LA (0.732) also demonstrate strong correlations with CI which suggests that the way information is sought and communicated significantly influences customer decisions. In contrast, the correlations among the independent variables themselves are moderate to low (ranging from 0.289 to 0.366), which is beneficial as it indicates discriminant validity hat is, each construct is capturing a distinct dimension of the customer intention model. These above findings demonstrating the theoretical relevance of the selected predictors which is confirmed that study indicators are important in predicting CI, and those are not redundant or overlapping.

Table 3: Correlation Matrix.

Constructs	CI	LA	CS	ISB	ISC	BT
CI	1.000					
LA	0.732***	1.000				
CS	0.714***	0.311*	1.000			
ISB	0.751***	0.334*	0.318*	1.000		
ISC	0.728***	0.289*	0.294*	0.337*	1.000	
BT	0.769***	0.352**	0.341*	0.366**	0.348**	1.000

4. Regression Results

4.1. Direct Effects

The direct effects regression results indicated that LA effecting positively and significantly to purchase intention toward international products ($\beta = 0.312$, $p = 0.001$), suggesting that well-crafted advertising language effectively influences consumer purchasing decisions. Similarly, CS also demonstrated significant positive effect on customer intention ($\beta = 0.271$, $p = 0.003$), highlighting the importance of clear and engaging brand communication. Furthermore, ISB shows a strong positive and significant influence on customer intention ($\beta = 0.342$, $p = 0.000$), indicating that customers who actively search for product-related information are more inclined to consider international products. Additionally, ISC also shown positive impact on customer intention ($\beta = 0.293$, $p = 0.002$). In the last direct effect, positive influence BT highlighted on purchase intention ($\beta = 0.361$, $p = 0.000$). The above results are shown in Table 4 and in Figure 2.

Table 4: Direct Effects.

Predictor	β (Standardized)	Standard Error (SE)	Sig. (p-value)
LA->CI	0.312	0.053	0.001 ***
CS->CI	0.271	0.064	0.003 ***
ISB->CI	0.342	0.053	0.000 ***
ISC->CI	0.293	0.052	0.002 ***
BT->CI	0.361	0.043	0.000 ***
Note: LA-Language of Advertisement, CS-Communication Style, ISB-Information Seeking Behavior, ISC-Information Source Credibility, BT-brand trust, CI-customer intention			

4.2. Process Mediation

This section shows the mediation results through process mediation. The mediation analysis results reveal that BT partially mediates the relationships among all four independent variables and customer intention toward international products. Specifically, LA has a significant indirect effect on customer intention through BT (indirect effect = 0.15, Boot SE = 0.04), with significant paths from LA to BT ($\beta = 0.42$, SE = 0.05) and from BT to CI ($\beta = 0.36$, SE = 0.04), while the direct effect remains significant ($\beta = 0.16$, SE = 0.06), indicating partial mediation. Similarly, CS significantly influences customer intention through BT (indirect effect = 0.14, Boot SE = 0.04), with significant effects on both the mediator ($\beta = 0.38$, SE = 0.06) and the dependent variable ($\beta = 0.36$, SE = 0.04), and direct effect is significant ($\beta = 0.13$, SE = 0.06), again confirming partial mediation. For ISB, the indirect effect through brand trust is also significant (0.16, Boot SE = 0.04), with strong effects from ISB to BT ($\beta = 0.44$, SE = 0.05, $p < 0.001$) and BT to CI ($\beta = 0.36$, SE = 0.04), and a direct effect ($\beta = 0.18$, SE = 0.06), supporting partial mediation. Finally, ISC shows a significant mediating effect via BT (indirect effect = 0.15, Boot SE = 0.04), with significant path coefficients from ISC to BT ($\beta = 0.40$, SE = 0.05) and from BT to CI ($\beta = 0.36$, SE = 0.04), alongside direct significant effect ($\beta = 0.14$, SE = 0.05), again indicating partial mediation. These results confirm BT is a crucial mechanism through which communication and information-related variables enhance customer intention toward international products, and the above result is predicted in Table 5 and in Figure 2.

Table 5: Mediation Results.

IV	Path a (IV→BT)	SE(a)	Path b (BT→CI)	SE(b)	Direct Effect (c')	SE(c')	Indirect Effect (a*b)	Boot SE	Mediation
LA->BT-CI	0.42***	0.05	0.36***	0.04	0.16*	0.06	0.152	0.04	Partial Mediation
CS->BT-CI	0.38***	0.06	0.36***	0.04	0.13*	0.06	0.141	0.04	Partial Mediation
ISB->BT-CI	0.44***	0.05	0.36***	0.04	0.18**	0.06	0.160	0.04	Partial Mediation
ISC->BT-CI	0.40***	0.05	0.36***	0.04	0.14*	0.05	0.174	0.04	Partial Mediation

Note: *$p < .001$, $p < .01$, *$p < .05$, Path a = Effect of IV on Brand Trust, Path b = Effect of Brand Trust on Customer Intention, c' = Direct effect controlling for mediator, a*b = Indirect (mediation) effect Boot SE = Bootstrap standard error for indirect effect
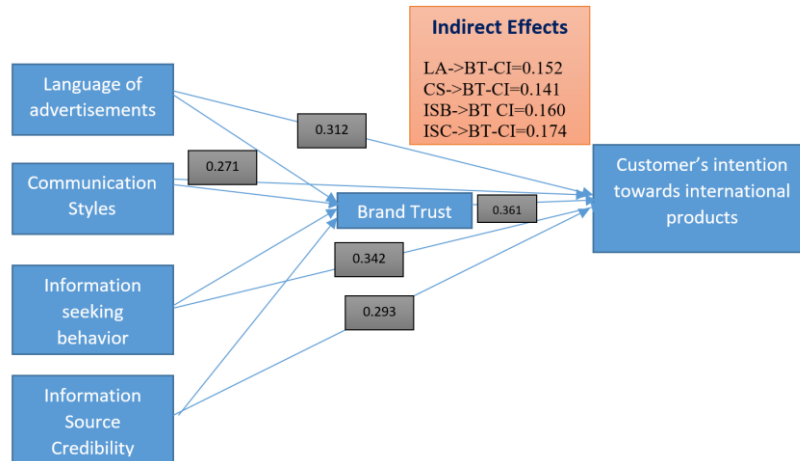

Figure 2: Coefficient Values.

5. Discussion

The study focused on the impact of language of advertisement (LA), communication styles (CS), information seeking behavior (ISB), and information source credibility (ISC) on customer intention of international production (CI). The mediating role of brand trust (BT) was also tested. For this purpose, quantitative cross sectional data collected from 290 consumers of international products using a convenient sampling technique. The collected data was analyzed and study findings highlighting that LA has positive and significant impact on the customer intention towards the international products. This finding is aligned with the argument that language is not just a medium of communication but also a tool for persuasion and cultural relevance in marketing. **Blair and Rachel** (2024) study findings also highlighted that advertising that reflects the cultural and linguistic context of the target market enhances message clarity and emotional appeal. The results is also supported with the findings of **Roux and Potgieter** (2024) where they also noted that bilingual consumers respond more favorably to advertisements in their native language because it increases deeper cognitive and emotional processing. **You and Hon** (2021) study results also highlighted that language analogy increases message credibility and product evaluations. In the context of international products, using local language in advertising bridges psychological distance and makes the product feel more accessible. According to study results, it is highlighted that international marketers should design advertisements in ways that linguistically align with the local context to enhance message reception and increase customer intention, and this could lead to increase company's competitive advantage.

The second major finding indicated that CS significantly influences customer intention. The result is aligned with the study of **Holloway** (2024a) where they found that communication strategies improves the cultural values which can substantially affect persuasion and brand perception. De **Mahmud** (2024) four the same results where they highlighted the same results that advertising effectiveness increases when CS reflects local cultural norms and consumer expectations. **Wijayanto and Purwoko** (2025) also confirmed that emotionally engaging and visually coherent communication can enhance consumer recall which raises brand attachment. These findings highlighted that international businesses must carefully deliver their communication approaches to align with both the emotional tone and informational needs of their target audiences, which in turn strengthens customer intention and market competitiveness. Furthermore, the third finding highlights that information-seeking behavior is an important factor for purchase intentions. This indicates that consumers who actively search for product-related information are more inclined to consider and purchase international brands. The results is supported with the study of **Jamil et al.** (2022) where they established that consumers with high involvement in information seeking are more confident and show stronger behavioral intentions. In the same, **Wang et al.** (2023) study also emphasized that detailed and accessible product information enhances trust and reduces perceived risk, particularly in online and cross-border purchases. This study highlights that to increase customer purchase intentions, companies should focus on the importance of offering rich, transparent, and easily navigable information on product specifications to support consumer research and increase the likelihood of purchase that increase product market acceptability in international market.

Further findings showed that ISC also positively increases the customer purchases intention to the international products. These results show that consumers' intention on international products is increasing due to authentic information that is provided by the companies. The study results are supported with several studies they have same results (**Dehghanizadeh et al.**, 2024). On the other hand, BT also significantly enhances customer intention. This result indicates that trust is fundamental in reducing the perceived uncertainty associated with foreign brands and significantly drives customer behavior. **Quaye et al.** (2022) posited that BT not only influences initial purchase decisions but also contributes to customer loyalty. **Dehghanizadeh et al.** (2024) study also found that BT leads to affective commitment, which translates into repeated purchases and positive word-of-mouth. Moreover, **Badrinarayanan and Ramachandran** (2024) also aligned with commitment-trust theory where highlighted that trust is central to successful long-term buyer-seller relationships. In the context of international marketing, trust mitigates concerns related to product authenticity, delivery reliability, and post-purchase support. Therefore, to increase customer intention, international brands should prioritize building BT through consistent quality, transparent communication, third-party endorsements, customer reviews, and strong after-sales service that could increase the customer intentions towards products.

The results of the mediation analysis demonstrated that BT plays a significant and partial mediating role between all four key predictors, namely LT, CS, ISB, and ISC and customer intention toward international products. Each of the predictor had a significant indirect effect on customer intention through BT, while their direct effects also remained significant, indicating partial mediation. Findings highlighted that when LA, CS, and information sources are perceived positively, then they contribute to building trust to increase purchase intentions. This suggests that while consumers are directly influenced by effective communication and credible information, their intention to purchase international products is significantly enhanced when these factors also contribute to building trust in the brand. These findings are supported by **Marmat** (2023), who noted that BT acts as a bridge between marketing strategies and consumer action, converting positive brand perceptions into behavioral outcomes. Similarly, **Otopah et al.** (2024) found that trust serves as an emotional connector that reinforces the effects of message quality, ultimately strengthening consumer engagement and intention. Moreover, the mediating role of BT emphasized its strategic importance in international marketing, where consumers often face uncertainty regarding unfamiliar products or foreign brands. Findings aligned with **Morgan and Hunt** (1994) Commitment-Trust Theory, which emphasizes trust as a foundational element in consumer-brand relationships. Thus, endorsing the study findings to increase customer intention toward international products, firms must not only focus on clear messaging and reliable information but also design these elements to intentionally foster BT, which acts as the psychological anchor connecting consumers' positive perceptions to their purchase decisions.

5.1. Implications

5.1.1. Theoretical Contributions

This study has several key theoretical contributions by grounding its conceptual framework in well-established theories and validating them in the context of international product. First, the study has contributed to the Elaboration Likelihood Model (ELM) by demonstrating that when LA and CS align with cultural and linguistic expectations, they encourage central-route processing which is leading to deeper cognitive engagement and increased BT. Second, the research has contributed to Source Credibility Theory by empirically showing that consumers are able to build trust and positive behavioral intentions when marketing messages come from credible sources, such as authentic influencers or expert reviewers. the study has extended the Theory of Planned Behavior by confirming BT as a psychological mechanism that transforms favorable attitudes and perceived information into actual purchase intentions for international products. Lastly, by integrating and empirically validating, study has contributed to trust literature by showing that trust is not only a direct predictor of intention but also a powerful mediator that could explore the new research areas for further researchers.

5.2. Practical Contributions

From a practical standpoint, the findings have contributed actionable insights for international marketers, advertisers, and brand managers aiming to increase consumer patronage. First, the study contributes to advertising practice by emphasizing that using culturally resonant and linguistically appropriate advertisement language significantly enhances consumer engagement and intention, encouraging firms to localize campaigns rather than adopt standardized messaging. Second, it contributes to communication strategy development by showing that tone, format, and delivery style should align with audience preferences, improving message reception and emotional connection. Third, the study contributes to digital marketing and content strategy by stressing the importance of supporting consumers' information-seeking behavior through transparent, accessible, and informative content across platforms, such as websites, social media, and product reviews. Fourth, the findings contribute to reputation and trust-building strategies, urging brands to focus on building credibility through third-party endorsements, responsive service, and consistent messaging, as these factors heavily influence trust. Lastly, the study contributes to global branding efforts by showing that trust building in an integral factor which not important for short-term

customer intention but also for long-term loyalty in international markets. Together, these practical implications guide how organizations can translate theoretical insights into strategic marketing practices that effectively foster international consumer engagement.

5.3. Limitations and Future Directions

Various limitations are highlighted in current section. Firstly, it focused only on urban consumers of international products, excluding rural populations, which limits generalizability. Therefore, future research could include a more diverse demographic. Secondly, the study used a cross-sectional design, ignoring changes over time. Hence, a longitudinal approach could be explored in future research. Lastly, while BT was examined as a mediator, the study did not include any moderating variables. Therefore, future studies could apply a mediated-moderated model to enhance the conceptual framework and broaden the study's scope.

6. Conclusion

The study focused on the impact of LA, CS, ISB, and ISC on customer intention of international production. The mediating role of BT was also tested. Quantitative cross-sectional data were collected from 290 consumers of international products using a convenient sampling technique. Regression results show that LA, CS, ISB, and ISC are positively and significantly impacted the customers' intentions towards international products. Further, BT also significantly mediated among advertisement language, CS, and ISB and ISC, and customers' intentions towards international products. These findings highlighted the critical role of LA, CS, ISB, and ISC in shaping the customers' intentions towards International Products. Additionally, BT acts as a key mediator, reinforcing its importance in shaping the consumer's intentions towards international products. The study offers empirical insights into how marketing communication strategies shape consumer behavior internationally. These findings guide marketers and policymakers to build BT and use persuasive communication to enhance customer engagement and global market success. Lastly, the study also contributed to global branding efforts by showing that trust building in an integral factor which not important for short-term customer intention but also long-term loyalty in international markets. Together, these practical implications guide how organizations can translate theoretical insights into strategic marketing practices that effectively raises international consumer engagement.

6. Funding

References

Ahmad, Fayez; Guzmán, Francisco. (2021). "Brand equity, online reviews, and message trust: the moderating role of persuasion knowledge". *Journal of Product & Brand Management,* v. 30, n. 4, pp. 549-564. *https://doi.org/10.1108/JPBM-09-2019-2564*

Ajzen, Icek. (1991). "The theory of planned behavior". *Organizational Behavior and Human Decision Processes,* v. 50, n. 2, pp. 179-211. *https://doi.org/10.1016/0749-5978(91)90020-T*

AlFarraj, Omayma; Alalwan, Ali Abdallah; Obeidat, Zaid Mohammad; Baabdullah, Abdullah; Aldmour, Rand; Al-Haddad, Shafig. (2021). "Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry". *Review of International Business and Strategy,* v. 31, n. 3, pp. 355-374. *https://doi.org/10.1108/RIBS-07-2020-0089*

Anderson, Matthew. (2025). "Building Trust Through Reliability: A Qualitative Approach to Understanding Customer Loyalty". *Preprints. https://doi.org/10.20944/preprints202501.0637.v1*

Ansah, Josephine. (2020). "Communication Styles and Performance of Employees at Takoradi Technical University, Takoradi." Doctoral dissertation, University of Cape Coast. *https://hdl.handle.net/123456789/4223*

Arli, Denni; Tan, Lay P.; Tjiptono, Fandy; Yang, Lin. (2018). "Exploring consumers' purchase intention towards green products in an emerging market: The role of consumers' perceived readiness". *International Journal of Consumer Studies,* v. 42, n. 4, pp. 389-401. *https://doi.org/10.1111/ijcs.12432*

Asghar, Hanan M. (2015). "Measuring Information Seeking through Facebook: Scale development and initial evidence of Information Seeking in Facebook Scale (ISFS)". *Computers in Human Behavior,* v. 52, pp. 259-270. *https://doi.org/10.1016/j.chb.2015.06.005*

Aslan, Hakiye. (2023). "The influence of halal awareness, halal certificate, subjective norms, perceived behavioral control, attitude and trust on purchase intention of culinary products among Muslim costumers in Turkey". *International Journal of Gastronomy and Food Science,* v. 32, pp. 100726. *https://doi.org/10.1016/j.ijgfs.2023.100726*

Ayub, Fahad; Mantilake, Buddika. (2024). "The Impact of Trust, Loyalty and Price Value on Purchase Intentions for Consumer Durables in Sri Lanka and Pakistan." Master's Thesis, University of Gävle. *https://www.diva-portal.org/smash/get/diva2:1834165/FULLTEXT01.pdf*

Badrinarayanan, Vishag; Ramachandran, Indu. (2024). "Relational exchanges in the sales domain: A review and research agenda through the lens of commitment-trust theory of relationship marketing". *Journal of Business Research,* v. 177, pp. 114644. *https://doi.org/10.1016/j.jbusres.2024.114644*

Bernard, H Russell. (2017). *Research Methods in Anthropology: Qualitative and Quantitative Approaches*. Rowman & Littlefield.

Bhatia, Tej K. (2019). "Emotions and Language in Advertising". *World Englishes,* v. 38, n. 3, pp. 435-449. *https://doi.org/10.1111/weng.12420*

Blair, D. Rigby; Rachel, Lee. (2024). "Creating Emotional Resonance in Advertising Language Strategies and Consumer Identity". *Journal of Linguistics and Communication Studies,* v. 3, n. 3, pp. 1-13. *https://www.pioneerpublisher.com/JLCS/article/view/906*

Cash, Philip; Isaksson, Ola; Maier, Anja; Summers, Joshua. (2022). "Sampling in design research: Eight key considerations". *Design Studies,* v. 78, pp. 101077. *https://doi.org/10.1016/j.destud.2021.101077*

Casteel, Alex; Bridier, Nancy L. (2021). "Describing Populations and Samples in Doctoral Student Research". *International Journal of Doctoral Studies,* v. 16, n. 1, pp. 339-362. *https://doi.org/10.28945/4766*

Chaturvedi, Sumit; Gupta, Sachin; Hada, Devendra Singh. (2016). "Perceived Risk, Trust and Information Seeking Behavior as Antecedents of Online Apparel Buying Behavior in India: An Exploratory Study in Context of Rajasthan". *International Review of Management and Marketing,* v. 6, n. 4, pp. 935-943. *https://www.econjournals.com/index.php/irmm/article/view/3039*

Chen, Tao; Samaranayake, Premaratne; Cen, XiongYing; Qi, Meng; Lan, Yi-Chen. (2022). "The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study". *Frontiers in Psychology,* v. 13, pp. 865702. *https://doi.org/10.3389/fpsyg.2022.865702*

Creswell, John W; Klassen, Ann Carroll; Plano Clark, Vicki L; Smith, Katherine Clegg. (2011). *Best Practices for Mixed Methods Research in the Health Sciences*. Bethesda (Maryland): National Institutes of Health. *https://obssr.od.nih.gov/sites/obssr/files/Best_Practices_for_Mixed_Methods_Research.pdf*

Dam, Tri Cuong. (2020a). "Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention". *The Journal of Asian Finance, Economics and Business,* v. 7, n. 10, pp. 939-947. *https://doi.org/10.13106/jafeb.2020.vol7.no10.939*

Dam, Tri Cuong. (2020b). "The Role of Brand Trust as a Mediator in the Relationship Between Brand Satisfaction and Purchase Intention". *International Journal of Psychosocial Rehabilitation,* v. 24, n. 6, pp. 14726-14735. *https://doi.org/10.37200/IJPR/V24I6/PR261416*

De Mooij, Marieke. (2021). *Global Marketing and Advertising : Understanding Cultural Paradoxes*. 6th ed. Sage Publications. *https://study.sagepub.com/gma6e*

Dehghanizadeh, Marziyeh; Akbari, Peyman; Najafi Duraki, Elahe. (2024). "The Role of Employees Brand Love and Affective Commitment in the Relationships between Organizational Trust, Positive Word-of-mouth and Job Turnover Intention". *Quarterly Journal of Brand Management,* v. 10, n. 4, pp. 193-240. *https://www.magiran.com/p2699501*

Deng, Zhaohua; Liu, Shan; Hinz, Oliver. (2015). "The health information seeking and usage behavior intention of Chinese consumers through mobile phones". *Information Technology & People,* v. 28, n. 2, pp. 405-423. *https://doi.org/10.1108/ITP-03-2014-0053*

Dominic, Egede Dominion; Mahamed, Mastura; Uwadiegwu, Inyama Victor. (2023). "Demystifying Source Credibility (SC) in Social Sciences: An Inescapable Construct towards Effective Communications". *International Journal of Academic Research in Business & Social Sciences,* v. 13, n. 12, pp. 3415-3431. *https://doi.org/10.6007/IJARBSS/v13-i12/19356*

Ekström, Emelie; Eriksson, Felicia. (2024). "Building Trust in the Digital Age: Key Concepts Influencing Consumer Trust in User-Generated Content." Master's Thesis, Uppsala University. *http://www.diva-portal.org/smash/get/diva2:1894772/FULLTEXT01.pdf*

Fan, Fei; Chan, Kara; Tsang, Lennon. (2024). "Health Information-seeking Behavior and Perceived Information Source Credibility Among Middle-Aged and Older Adults". *Health & New Media Research,* v. 8, n. 1, pp. 82-88. *https://doi.org/10.22720/hnmr.2024.00073*

Fincham, Jack E. (2008). "Response Rates and Responsiveness for Surveys, Standards, and the Journal". *American Journal of Pharmaceutical Education,* v. 72, n. 2, pp. 43. *https://doi.org/10.5688/aj720243*

Flanagin, Andrew J.; Metzger, Miriam J. (2000). "Perceptions of Internet Information Credibility". *Journalism & Mass Communication Quarterly,* v. 77, n. 3, pp. 515-540. *https://doi.org/10.1177/107769900007700304*

Füller, Johann; Mühlbacher, Hans; Matzler, Kurt; Jawecki, Gregor. (2009). "Consumer Empowerment Through Internet-Based Co-creation". *Journal of Management Information Systems,* v. 26, n. 3, pp. 71-102. *https://doi. org/10.2753/MIS0742-1222260303*

Gao, Xiaoyi Sylvia; Currim, Imran S.; Dewan, Sanjeev. (2022). "Validation of the information processing theory of consumer choice: evidence from travel search engine clickstream data". *European Journal of Marketing,* v. 56, n. 8, pp. 2250-2280. *https://doi.org/10.1108/EJM-09-2021-0678*

Garg, Mukta; Bakshi, Apurva. (2024). "Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing". *Humanities and Social Sciences Communications,* v. 11, n. 1, pp. 235. *https://doi.org/10.1057/s41599-024-02760-9*

Ghanad, Anahita. (2023). "An Overview of Quantitative Research Methods". *International Journal of Multidisciplinary Research and Analysis,* v. 6, n. 08, pp. 3794-3803. *https://doi.org/10.47191/ijmra/v6-i8-52*

Gupta, Shiksha; Saini, Gordhan K. (2020). "Information Source Credibility and Job Seekers' Intention to Apply: The Mediating Role of Brands". *Global Business Review,* v. 21, n. 3, pp. 743-762. *https://doi.org/10.1177/0972150918778910*

Ha, Hong-Youl. (2004). "Factors influencing consumer perceptions of brand trust online". *Journal of Product & Brand Management,* v. 13, n. 5, pp. 329-342. *https://doi.org/10.1108/10610420410554412*

Hair, Joseph F.; Risher, Jeffrey J.; Sarstedt, Marko; Ringle, Christian M. (2019). "When to use and how to report the results of PLS-SEM". *European Business Review,* v. 31, n. 1, pp. 2-24. *https://doi.org/10.1108/EBR-11-2018-0203*

Han, C. Min; Nam, Hyojin; Swanepoel, Danielle. (2023). "Perceived brand localness of foreign brands and its impacts on brand trust and purchase intentions in developing countries in Asia: a social identity theory perspective". *International Marketing Review,* v. 40, n. 6, pp. 1297-1324. *https://doi.org/10.1108/IMR-05-2022-0130*

Han, Sang-pil; Shavitt, Sharon. (1994). "Persuasion and Culture: Advertising Appeals in Individualistic and Collectivistic Societies". *Journal of Experimental Social Psychology,* v. 30, n. 4, pp. 326-350. *https://doi.org/10.1006/jesp.1994.1016*

Hanaysha, Jalal Rajeh. (2022). "Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator". *International Journal of Information Management Data Insights,* v. 2, n. 2, pp. 100102. *https://doi.org/10.1016/j.jjimei.2022.100102*

He, Sharlene; Rucker, Derek D. (2023). "How uncertainty affects information search among consumers: a curvilinear perspective". *Marketing Letters,* v. 34, n. 3, pp. 415-428. *https://doi.org/10.1007/s11002-022-09657-0*

Hegner, Sabrina M; Lotze, Carlotta; Beldad, Ardion Daroca. (2021). "Emoticons are not for everyone: The role of congruence between hotel brand positioning strategies and communication style in enhancing customers' brand attitude and booking intention". *Tourism and Hospitality Research,* v. 21, n. 3, pp. 317-329. *https://doi.org/10.1177/1467358421993901*

Heleta Švrakić, Emilija; Arslanagić-Kalajdžić, Maja. (2023). "How Do Brand Communication and Brand Personality Shape Consumer Loyalty?". *Economic and Business Review,* v. 25, n. 2, pp. 118-127. *https://doi.org/10.15458/2335-4216.1321*

Helme, Elmeri. (2023). "The Role of Authentic Communication on Perceived Information Credibility in Influencer Marketing." Master's thesis, Lappeenranta–Lahti University of Technology LUT. *https://lutpub.lut.fi/handle/10024/166831*

Holloway, Samuel. (2024a). "Cultural Influences on Supply Chain Practices and Their Marketing Implications". *Preprints*. *https://doi.org/10.20944/preprints202406.1290.v1*

Holloway, Samuel. (2024b). "Unveiling Customer Perceptions: A Qualitative Study on the Role of Supply Chain Transparency in Brand Trust". *Preprints*. *https://doi.org/10.20944/preprints202406.1738.v1*

Holt, Douglas B; Quelch, John A; Taylor, Earl L. (2004). "How Global Brands Compete". *Harvard Business Review,* v. 82, n. 9, pp. 68-75. *https://hbr.org/2004/09/how-global-brands-compete*

Hovland, C. I.; Weiss, W. (1951). "The Influence of Source Credibility on Communication Effectiveness". *Public Opinion Quarterly,* v. 15, pp. 635-650. *https://doi.org/10.1086/266350*

Huang, Wenjun; Leong, Yee Choy; Ismail, Noor Azlin. (2024). "The influence of communication language on purchase intention in consumer contexts: the mediating effects of presence and arousal". *Current Psychology,* v. 43, n. 1, pp. 658-668. *https://doi.org/10.1007/s12144-023-04314-9*

Imran, Zara; Maleeha, Maleeha Shahid; Khalid, Afia; Ali, Rizwan. (2025). "The Effect of Influencer Credibility on Consumer Online Purchase Intentions: Empirical Insights from Pakistan's Online Private-Label Market". *Journal of Regional Studies Review,* v. 4, n. 1, pp. 367-386. *https://doi.org/10.62843/jrsr/2025.4a082*

Jamal, Zahid; Khan, Iqbal. (2024). "The Role of Advertising in Global Integrated Marketing Communications". *Journal of Policy Options,* v. 7, n. 3, pp. 47-53. *https://resdojournals.com/index.php/jpo/article/view/382*

Jamil, Khalid; Hussain, Zahid; Gul, Rana Faizan; Shahzad, Muhammad Asim; Zubair, Ahsan. (2022). "The effect of consumer self-confidence on information search and share intention". *Information Discovery and Delivery,* v. 50, n. 3, pp. 260-274. *https://doi.org/10.1108/IDD-12-2020-0155*

Khursandova, Zarnigor; Madiyeva, Madina. (2024). "The Importance of English and Uzbek Brand Logos in Advertising Texs". *Modern Science and Research,* v. 3, n. 6, pp. 164-168. *https://doi.org/10.5281/zenodo.11642456*

Kinawy, Ream Nabil. (2025). "Unraveling consumer behavior: Exploring the influence of consumer ethnocentrism, domestic country bias, brand trust, and purchasing intentions". *Strategic Change,* v. 34, n. 2, pp. 137-150. *https://doi.org/10.1002/jsc.2607*

Kumar, V.; Sharma, Amalesh; Shah, Riddhi; Rajan, Bharath. (2013). "Establishing Profitable Customer Loyalty for Multinational Companies in the Emerging Economies: A Conceptual Framework". *Journal of International Marketing,* v. 21, n. 1, pp. 57-80. *https://doi.org/10.1509/jim.12.0107*

Liu, Lili; Zhao, Hongxia. (2024). "Research on consumers' purchase intention of cultural and creative products—Metaphor design based on traditional cultural symbols". *PloS One,* v. 19, n. 5, pp. e0301678. *https://doi.org/10.1371/journal.pone.0301678*

Liu, Sha; Li, Genqiang; Liu, Nan; Hongwei, Wu. (2021). "The Impact of Patient Satisfaction on Patient Loyalty with the Mediating Effect of Patient Trust". *INQUIRY: The Journal of Health Care Organization, Provision, and Financing,* v. 58, pp. 00469580211007221. *https://doi.org/10.1177/00469580211007221*

Liu, Xiao-Xin; Yin, Cheng-Yue; Li, Meng-Ran. (2024). "The power of voice! The impact of robot receptionists' voice pitch and communication style on customer value cocreation intention". *International Journal of Hospitality Management,* v. 122, pp. 103819. *https://doi.org/10.1016/j.ijhm.2024.103819*

Londaridze, Davit. (2024). "The Impact of Consumer Skepticism and Dispositional Trust on Attitudes Toward Display Advertising and Purchase Intentions." Doctoral dissertation, Vilniaus Universitetas. *https://epublications.vu.lt/object/elaba:191574215/index.html*

Louangrath, P I; Sutanapong, Chanoknath. (2018). "Validity and Reliability of Survey Scales". *International Journal of Research & Methodology in Social Science,* v. 4, n. 3, pp. 99-114. *https://doi.org/10.5281/zenodo.2545006*

Mahmud, Tareque. (2024). "Reflections of high-and low-context marketing communication styles in Youtube video ads: A comparative study of FMCG companies in Finland and India." Master´s Thesis, University of Vaasa. *https://urn.fi/URN:NBN:fi-fe2024083067570*

Maier, Christian; Thatcher, Jason Bennett; Grover, Varun; Dwivedi, Yogesh K. (2023). "Cross-sectional research: A critical perspective, use cases, and recommendations for IS research". *International Journal of Information Management,* v. 70, pp. 102625. *https://doi.org/10.1016/j.ijinfomgt.2023.102625*

Marmat, Geeta. (2023). "A framework for transitioning brand trust to brand love". *Management Decision,* v. 61, n. 6, pp. 1554-1584. *https://doi.org/10.1108/MD-04-2022-0420*

Mo, Huiqi. (2024). "Analysis of Content Marketing Communication Strategy of the Internet Insurance Industry on the Xiaohongshu Platform". *SHS Web of Conferences,* v. 207, pp. 02020. *https://doi.org/10.1051/shsconf/202420702020*

Morgan, Robert M.; Hunt, Shelby D. (1994). "The Commitment-Trust Theory of Relationship Marketing". *Journal of Marketing,* v. 58, n. 3, pp. 20-38. *https://doi.org/10.1177/002224299405800302*

Muda, Mazzini; Hamzah, Muhammad Iskandar. (2021). "Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention". *Journal of Research in Interactive Marketing,* v. 15, n. 3, pp. 441-459. *https://doi.org/10.1108/JRIM-04-2020-0072*

Ngo, Thi Thuy An; Bui, Chi Thanh; Chau, Huynh Khanh Long; Tran, Nguyen Phuc Nguyen. (2024). "Electronic word-of-mouth (eWOM) on social networking sites (SNS): Roles of information credibility in shaping online purchase intention". *Heliyon,* v. 10, n. 11, pp. e32168. *https://doi.org/10.1016/j.heliyon.2024.e32168*

Nyimbili, Friday; Nyimbili, Leah. (2024). "Types of Purposive Sampling Techniques with Their Examples and Application in Qualitative Research Studies". *British Journal of Multidisciplinary and Advanced Studies,* v. 5, n. 1, pp. 90-99. *https://doi.org/10.37745/bjmas.2022.0196*

Ofori, N. Queeneth; Opara, C. Bright. (2025). "Global Content Models and Brand Allegiance in Fast Moving Consumer Goods Companies in Rivers State". *Innovative Journal of Marketing, Management and Accounting Research,* v. 12, n. 1, pp. 15-38. *https://mail.bwjournal.org/index.php/bsjournal/article/view/2908*

Otopah, Alex Akuffo; Dogbe, Courage Simon Kofi; Amofah, Ofosu; Ahlijah, Bright. (2024). "Digital marketing and purchase intention of bank services: the role of trust and engagement". *International Journal of Bank Marketing,* v. 42, n. 7, pp. 1920-1945. *https://doi.org/10.1108/IJBM-02-2023-0097*

Padgett, Dan; Allen, Douglas. (1997). "Communicating Experiences: A Narrative Approach to Creating Service Brand Image". *Journal of Advertising,* v. 26, n. 4, pp. 49-62. *https://doi.org/10.1080/00913367.1997.10673535*

Papadopoulos, Nicolas; Cleveland, Mark. (2023). "An international and cross-cultural perspective on 'the wired consumer': The digital divide and device difference dilemmas". *Journal of Business Research,* v. 156, pp. 113473. *https://doi.org/10.1016/j.jbusres.2022.113473*

Pasaribu, Johni Paul Karolus; Nadapdap, Jones Parlindungan; Trisilo, Rismanto Gatot; Rahman, Andi Halim; Ismayanti, Pupung. (2024). "Behaviour Change: The Impact of Consumer Trust on Product Purchase Decision Making". *Sebelas Maret Business Review,* v. 9, n. 1, pp. 31-38. *https://doi.org/10.20961/smbr.v9i1.81361*

Petty, Richard E.; Cacioppo, John T. (1986). "The Elaboration Likelihood Model of Persuasion." In: *Communication and Persuasion: Central and Peripheral Routes to Attitude Change.* Petty, Richard E.; Cacioppo, John T. (Eds.), pp. 1-24. New York, NY:Springer New York. *https://doi.org/10.1007/978-1-4612-4964-1_1*

Quaye, Emmanuel Silva; Taoana, Cleopatra; Abratt, Russell; Anabila, Peter. (2022). "Customer advocacy and brand loyalty: the mediating roles of brand relationship quality and trust". *Journal of Brand Management,* v. 29, n. 4, pp. 363-382. *https://doi.org/10.1057/s41262-022-00276-8*

Rahman, Muhammad Sabbir; AbdelFattah, Fadi AbdelMuniem; Daud, Nuraihan Mat; Mohamad, Osman. (2014). "The Influence of Language of Advertising on Customer Patronage Intention: Testing Moderation Effects of Race". *Middle-East Journal of Scientific Research,* v. 20, pp. 67-74. *https://doi.org/10.5829/idosi.mejsr.2014.20.lcl.210*

Roux, Thérèse; Potgieter, Adéle. (2024). "Do Anglophone Consumers Truly Trust or Simply Tolerate English Advertising? The Mediating Effect of Ethnic Self-Identification on Attitudes toward English Advertising and Advertising Trust". *Journal of Promotion Management,* v. 30, n. 8, pp. 1221-1253. *https://doi.org/10.1080/10496491.2024.2386246*

Roy, Gobinda; Datta, Biplab; Mukherjee, Srabanti; Eckert, Alex; Dixit, Saurabh Kumar. (2023). "How Online Travel Reviews Sources Affect Travelers' Behavioral Intentions? Analysis with Source Credibility Theory". *Tourism Planning & Development,* v. 21, n. 3, pp. 299-329. *https://doi.org/10.1080/21568316.2023.2229296*

Sattorov, Abboskhuja. (2024). "Emotional Appeal as a Determinant of Effectiveness in English Advertising Texts: A Linguistic and Cognitive Analysis". *International Journal of Industrial Engineering, Technology & Operations Management,* v. 2, n. 2, pp. 71-77. *https://doi.org/10.62157/ijietom.v2i2.64*

Shin, Hye-Ryeong; Choi, Jeong-Gil. (2021). "The Moderating Effect of 'Generation' on the Relations between Source Credibility of Social Media Contents, Hotel Brand Image, and Purchase Intention". *Sustainability,* v. 13, n. 16, pp. 9471. *https://doi.org/10.3390/su13169471*

Son, Junghwa; Jin, Byoungho; George, Bobby. (2013). "Consumers' purchase intention toward foreign brand goods". *Management Decision,* v. 51, n. 2, pp. 434-450. *https://doi.org/10.1108/00251741311301902*

Sparks, Beverley A.; Perkins, Helen E.; Buckley, Ralf. (2013). "Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behavior". *Tourism Management,* v. 39, pp. 1-9. *https://doi.org/10.1016/j.tourman.2013.03.007*

Temitope, Abass; Oluwaseyi, J; Shkar, R. (2024). "Symbolic Consumption and Brand Loyalty: Examining the Effects of Identity and Brand Symbol". *ResearchGate GmbH. https://www.researchgate.net/publication/385812663*

Tongco, Maria Dolores C. (2007). "Purposive Sampling as a Tool for Informant Selection". *Ethnobotany Research and Applications,* v. 5, pp. 147-158. *https://hdl.handle.net/10125/227*

Tuukkanen-McVicar, Laura. (2024). "The Impact of Eudaimonic Brand Storytelling on a Destination Image." Master's Thesis, University of Eastern Finland. *https://erepo.uef.fi/handle/123456789/32351*

Valbuena, Ingrid. (2018). "The Importance of Cultural Context in Engaging Multicultural Consumers." Doctoral dissertation, The University of Mississippi. *https://egrove.olemiss.edu/hon_thesis/396*

van Pinxteren, Michelle M. E.; Pluymaekers, Mark; Lemmink, Jos; Krispin, Anna. (2023). "Effects of communication style on relational outcomes in interactions between customers and embodied conversational agents". *Psychology & Marketing,* v. 40, n. 5, pp. 938-953. *https://doi.org/10.1002/mar.21792*

Vendrell-Herrero, Ferran; Gomes, Emanuel; Collinson, Simon; Parry, Glenn; Bustinza, Oscar F. (2018). "Selling digital services abroad: How do extrinsic attributes influence foreign consumers' purchase intentions?". *International Business Review,* v. 27, n. 1, pp. 173-185. *https://doi.org/10.1016/j.ibusrev.2017.06.003*

Visentin, Marco; Pizzi, Gabriele; Pichierri, Marco. (2019). "Fake News, Real Problems for Brands: The Impact of Content Truthfulness and Source Credibility on consumers' Behavioral Intentions toward the Advertised Brands". *Journal of Interactive Marketing,* v. 45, n. 1, pp. 99-112. *https://doi.org/10.1016/j.intmar.2018.09.001*

Vrontis, Demetris; Makrides, Anna; Christofi, Michael; Thrassou, Alkis. (2021). "Social media influencer marketing: A systematic review, integrative framework and future research agenda". *International Journal of Consumer Studies,* v. 45, n. 4, pp. 617-644. *https://doi.org/10.1111/ijcs.12647*

Wang, Chenggang; Liu, Tiansen; Zhu, Yue; Wang, He; Wang, Xinyu; Zhao, Shunyao. (2023). "The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms". *Heliyon,* v. 9, n. 11, pp. e21617. *https://doi.org/10.1016/j.heliyon.2023.e21617*

Wijayanto, Gatot; Purwoko, Bambang. (2025). "The Effects of Retro-Themed Content, Emotional Resonance, and Brand Consistency on Customer Re-Engagement". *International Journal of Business, Law, and Education,* v. 6, n. 1, pp. 865-875. *https://doi.org/10.56442/ijble.v6i1.1109*

Wongsansukcharoen, Jedsada. (2022). "Effect of community relationship management, relationship marketing orientation, customer engagement, and brand trust on brand loyalty: The case of a commercial bank in Thailand". *Journal of Retailing and Consumer Services,* v. 64, pp. 102826. *https://doi.org/10.1016/j.jretconser.2021.102826*

Wu, Wen; Zhang, Airong; van Klinken, Rieks Dekker; Schrobback, Peggy; Muller, Jane Marie. (2021). "Consumer Trust in Food and the Food System: A Critical Review". *Foods,* v. 10, n. 10, pp. 2490. *https://doi.org/10.3390/foods10102490*

Xu, Ziyuan; Cao, Yuanyuan; Matsuoka, Hirotaka. (2024). "The effects of different billboard advertisement language on TV sports audiences' recognition, recall and search intention of the sponsor signage". *Asia Pacific Journal of Marketing and Logistics,* v. 36, n. 8, pp. 1801-1820. *https://doi.org/10.1108/APJML-09-2023-0842*

Yang, Rongbin; Ramsaran, Roshnee; Wibowo, Santoso. (2022). "The Effects of Risk Aversion and Uncertainty Avoidance on Information Search and Brand Preference: Evidence from the Chinese Dairy Market". *Journal of Food Products Marketing,* v. 28, n. 6, pp. 257-275. *https://doi.org/10.1080/10454446.2022.2106606*

You, Leping; Hon, Linda C. (2021). "Testing the effects of reputation, value congruence and brand identity on word-of-mouth intentions". *Journal of Communication Management,* v. 25, n. 2, pp. 160-181. *https://doi.org/10.1108/JCOM-10-2020-0119*

Yuliati, Lilik Noor; Simanjuntak, Megawati. (2024). "Indonesian Consumer Complaint Behavior: The Role of Information Seeking, Knowledge, Purchase Behavior, and Tendency to Talk". *Global Business & Finance Review (GBFR),* v. 29, n. 1, pp. 57-71. *https://doi.org/10.17549/gbfr.2024.29.1.57*

Yusuf, Ahmad Harith Syah Md; Abas, Norazira Mohd. (2024). "Exploring the Impact of Language in Advertising on Consumers' Purchase Intentions: A Thematic Literature Analysis". *International Journal of Research and Innovation in Social Science,* v. 8, n. 9, pp. 3560-3572. *https://doi.org/10.47772/IJRISS.2024.8090297*

Zhou, Tao; Li, Songtao. (2024). "Understanding user switch of information seeking: From search engines to generative AI". *Journal of Librarianship and Information Science,* pp. 09610006241244800. *https://doi.org/10.1177/09610006 241244800*