



## Impact of Social Media Influencer Marketing on Brand Loyalty: The Mediating Role of Consumer Trust in the Bangladesh Telecommunication Industry

Md Amran Hossain<sup>1\*</sup>, Md Mahady Hasan<sup>2</sup>

<sup>1</sup> University of Kelaniya, Sri Lanka

<sup>2</sup> Asian College of Journalism, Chennai, India

**Corresponding Author:** Md Amran Hossain [amranhossain36@gmail.com](mailto:amranhossain36@gmail.com)

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### ABSTRACT

Therefore, the Bangladeshi telecommunication service providers published contents in social media to get attention online and offline consumers and building brand trust, consumer loyalty. So, this research explores to find the Impact of Social Media Influencer Marketing on Brand Loyalty: The Mediating Role of Consumer Trust in the Bangladesh Telecommunication Industry. The research is designed as quantitative strategy and constructive structural questionnaire used to obtain primary data. The sample data is selected around 395 responses from different parts of Bangladesh by adopting a convenience sample technique. This sampling method consider as a non-probability sampling. The find of the study demonstrate that the social media influencer content marketing has a significant positive impact on brand loyalty while increasing consumer trust by mediating social media platforms. The literature gap has been trying to prevail switching of brand behavior in this research studies. This research is tries to find out how Social Media Influencer Content Marketing impacts to brand loyalty in the Bangladesh telecommunication industry.

## INTRODUCTION

Social media content marketing plays a huge role in digital marketing platforms in order to promote brands and enrich customer engagement (Hossain A 2025). It has become a powerful tool to build brand trust in a new business era. Social media content marketing helps boost brand loyalty and significantly fosters emotional connections between consumers and products and services. When consumers are buying the same products and services instead of having alternative options, it refers to brand loyalty (Akpviroro, Amos, Adewale & Oladipo, 2020). Actually the consumer loyalty is often changing, and keeping a good relationship is quite complex for companies (Chigwende & Govender (2021). Digital marketing plays a vital role and becomes very popular all around the world due to cost optimization for the organizations. Basically the most powerful AI tools are used for marketing campaigns by using the social media influencers. The influencer has been pushing significantly to promote the brand online within the community (Hossain, M. A., Hasan, M. M., & Wasantha, N.2025). However, the clustered business environment on social media such as Facebook, X, Instagram, TikTok, WhatsApp, and Snapchat isn't an easy method to grab potential audience attention regarding products and services. However, social media has played a bigger role in certain ways in converting potential loyal customers by using digital marketing tools (Hoang, 2021).

Social media content marketing assessing the consumers purchasing behavior. Based on the behavior activities, the digital platform tools are being applied to get the consumer attention regarding the products and services (Hossain Md, Amran 2023). Moreover, consumer's online engagement has directed to end user to connect emotionally and intellectually (Ayele, 2021). Basically, Social media content plays vital role to build Customer brand relationship with consumer (Hossain, M. A., Hossen, M. S., Ahad, A., & Wasantha, H. N. (2024). The role of the social media marketing is created targeted and non-targeted consumer engagement so that companies have access to retain consumers and helping to increase brand loyalty (D.M.R. Dissanayake, 2024)

Some of researcher has investigated that social media content marketing bring positive and negative impact for the companies if not hire the right influencer (Hossain Md Amran 2017). According to Hoang & Tuan (2021) Social media content marketing has been transforming worldwide and new technology helps to attract consumers to retain in outstanding manner. Basically, Social media content has been emphasizing to creating and distributing in various channel to target audience in order to boost online engagement (D.M.R. Dissanayake, 2024 & Hossain Md Amran 2025). Addition to that online engagement increases audience to their emotionally and intellectually (Ayele, 2021).

According the research gap, there is huge complex challenges among the service provider of companies and retains the audiences (Gunawardane, 2015). The competitive of new business era, keeping brand trust, brand loyalty, customer satisfaction and online and offline engagement provides quite

challenges to the service provider (Dahanayake, Karunaratne & Samarakoon, 2021). Due to high competition, customer has multiple opportunities to choose the brand and expecting high level of brand loyalty (Akpoviroro, Amos, Adewale & Oladipo, 2020).

Therefore, the previous researcher has not able to provide clear cut solution about the current issue of how does social media influencer marketing impact to build brand trust and loyalty. Therefore, the literature remains to attempt further prevailing of the previous studies in order to investigate this research. Especially this paper addressed about the importance of social media influencer marketing to build brand loyalty and trust among with consumers.

### ***Context Justification on Telecommunication Industry***

Bangladesh's population is about 180 million living in one smallest island. The country is vibrant historical culture living side by side. The telecom sector is rapidly transforming and modernizing for next- gen technologies. Bangladesh telecommunication regulatory commission set up vision for a digital economy in nationwide. The people republic of Bangladesh government has begun the new vision "Smart Bangladesh Vision 2041". The Bangladesh telecommunication industry plays a crucial role in the every sector of economy. The citizen of the country is getting benefits from private sector to government sector. Moreover, the telecommunication has been contribute to local GDP as well as helping both directly or indirectly for investment, innovation, employment and communication ( Hossain md Amran 2023 & Ratnajeewa & Hewage, 2015).There are four main operators playing significant role for transforming digital Bangladesh, namely, Grameenphone, Robi, Banglalink, Tele-Talk.

As result of the modernization of the telecom sector in Bangladesh, people was adopted the work from home concept during the COVID-19 and doing business from home. The new strategy of the adaption has been increasing substantial usage of internet. The government of Bangladesh launches mobile financial services (MFS) services for easier banking in nationwide. Now days the people are using internet for education, online shopping, government works, private sectors works, business and Banking etc. Bangladesh telecommunication regulatory commission (BTRC) has initiated to move from 4G to 5G network due to high usages of internet and part of modernization of ICT. According the BTRC report 2025, there are total mobile subscriber 195 million and actively broadband user 140 million and Fixed fiber Broadband Subscribers around 10 million all over in Bangladesh. Basically the Grameenphone(Telenor) has capture 48% market share respectively Robi Axiata (Airtel merger) holding 28% market share , Banglalink (Veon) holding 20% market share and the state owned Tele-Talk has been holding 4% of the market share.

## LITERATURE REVIEW

### *Social media Content Marketing*

Marketing strategy has been changing dramatically in the new business digital era. Basically the traditional media has been bypassing to social media to attract customer (Hossain 2024). The creation and dissemination of content is being used in the social media platform to increase more engagement (Ivanova 2021). On the other hand, the social media platform is key pillar to communicate with consumer in a very short time (D.M.R. Dissanayake, 2023). Social media marketing has several key factors tools to increase the targeted audience, advertising, branding awareness, building brand trust with consumer (Balio & Casais, 2021). Customer relationship has been managing for the long term by using the social media and enhancing loyalty for the customer as well (Ayele, 2021 and Bandara 2024).

Social media influencer content marketing has been following the three dimensions namely efficient response of the client query, sharing the quality of the products and interaction based on the content (Ayele, 2021). According to Hossain Md Amran, (2023), the social media marketing has convenient to maintaining relationship with consumer to increase purchasing decision and enhance customer interaction between the consumers and companies (Neel, 2024 & Hossain Md Amran 2023)

### *Brand Loyalty*

According to Oladipo (2020), When the customer keeps purchasing the same brand despite having alternative brands in the market. Brand loyalty has provided special privilege to get self-satisfaction. The brand loyalty extends to convert into regular ongoing customer and willing have same taste of the products and service (Chigwende & Govender (2021). Sensory branding is very importance for the companies and heavily invested for the customer satisfaction to achieve the loyalty (D.M.R. Dissanayake, 2020). Brand loyalty is having some major factors to be followed namely Instead customer support, quality maintaining, on time delivery, compelling products and services presentation in good manner in domain, competitive pricing strategy, appropriate influencer endorse and building trustworthiness content in the social media (Lee, 2019).

Brand Loyalty involves in bigger role to developing the business and keeps maintaining the brand loyalty. (Ayele, 2021). It suggests to consumers to purchase continuously from the same company. Although similar product and services are available in the market still buying from the same companies. It's indicating the brand loyalty along with brand emotional attachment between consumer and brand (Sari et al. 2023). Brand loyalty is having two major components namely attitudinal loyalty and behavioral loyalty. These two important components connect with each other to build strong brand loyalty (Sari et al.2023).

In the new business era, maintaining brand loyalty and building brand trust has become so challenging in every aspects of business. Basically, consumers have multiple alternative accesses to obtain information and have extensive access to comparison the products and services (Julaeha (2024). To shape the brand loyalty companies should interact with consumer by publicity

online contents. Content marketing has ability to boost the strength and more engagement for the brand loyalty (Julaeha 2024). However, brand trust reinforces long term relationship between consumers and companies by providing high quality of products Cai (2024), Therefore, the service provider must focus on appropriate strategies to create friendly environment to experience the better products and services.

### *Hypotheses Development*

The social media influencer content marketing has three components namely perceived quality, perceived enjoyment, and perceived interactivity. Basically the quality of the contents brings maximum value for company and building more trustworthiness (Behrend, n.d.2023). According to the dimensions, the content marketing has capabilities to build good online brand loyalty (Ayele, 2021; Wirtz, 2013).

The best quality of the content has always positive impacts to grab customer's attention in a short period of time. The content quality is very important for online and offline customers to build trustworthiness and optimize the online engagement for brand loyalty (Hüsgen, n.d. 2023). The perceived enjoyment influences has impact to cognitive brain emotionally towards the brand (Wilson 2010). A good brand always connecting with customer satisfaction and encourage to participative in every aspects of activity of the brand (Mollen, 2024). The study of the literature review has motivated following of the alternative hypothesis.

H1: Facebook Content Marketing has a significant impact on brand loyalty.

H1a: Perceived information quality has a significant impact on brand loyalty.

H1b: Perceived enjoyment has a significant impact on brand loyalty.

H1c: Perceived interactivity has a significant impact on brand loyalty.

The key role of the social media content marketing to optimize the customer satisfaction improvement and increase an engagement on the platform to build brand loyalty ( Ayele 2021). Customer satisfaction brings positive output for brand loyalty (Bandara 2023). The relevant content is creating perfect environment to engage with audience related to brand ((Kilgour, 2015)

H2: Social media content marketing has a significant impact on Brand loyalty.

Social media content marketing has directly impact to brand loyalty for maintain long run activities based on the product segmentation ( Hossain, A 2023. The digital media has fostering into loyal advocates by doing emotional way for the long run landscape (Ayele, 2021 & Hossain Md Amran 2023).

H3: The online consumer trust has a significant impact on brand loyalty

The online consumer trust mediating to build trust between social media influencer content marketing and brand loyalty. The loyalty relationship remain positive impact if the content marketing is relevant to products and services (Hossain Md Amran, 2023 & D.M.R. Dissanayake, 2022 & Ayele, 2021). The good quality of content has measuring to develop a sophisticate environment for brand engagement with consumer.

H4: The online consumer trust mediates the impact of social media content marketing on brand loyalty.

## **METHODOLOGY**

The explanatory research design is used to find out the causal relationships between variables (Saunders, 2011). Basically there were used two approaches namely deductive and inductive in this research to develop a new theory to investigating the findings. The deductive research approach has been refereeing to the statistical analysis by existing theory. On the other hand, the inductive research approach develops a complete new theory based on the finding of the research. The quantitative research strategy has been applied to obtain the numerical data to investigate the impact of social media Influencer Marketing on Brand Loyalty: The Mediating Role of Consumer Trust in the Bangladesh Telecommunication Industry.

The aims of the study to investigate the data to identifying the relationship between the dependent variable (DV) and Independent variable (IV) by applying the mathematical statistical formula(Ayele, 2021). Questionnaire survey is used via online and offline to collect primary data in this research.

### ***Measures of the Study***

The explanatory research is designed to examine the impact of independent Variable (Social media influencers marketing have relationship following of Perceived information quality, enjoyment, and interactivity) on the dependent variable (brand loyalty). Based on the empirical study, the vast population has been using social media in Bangladesh. Most of the younger people who use social media access it via mobile internet, with usage reaching around 127 million subscribers from mobile internet as per the BTRC July 2024. Basically 95% population has been using mobile internet. Moreover, Bangladesh had around 6 million broadband internet subscribers as of July 2024, according to BTRC data. As of 2025, Bangladesh continues to experience rapid growth in social media usage, driven by increasing internet penetration, affordable smartphones, and expanding 4G/5G networks. According to the statistical report 2024, there were 55–60 million populations using social media and expected to increase growth 10% in every year.

The study is designed to use the sample method “Non- Probability Sampling” and not considering for equal probability to each element of the selected population can’t be justified to this sample technique. On the other hand, convenience sampling can be user alternatively for the probability sampling method. The vast populations are not included as an authentic source for the research. While, normality test conducted to verify the data before applying parametric test in this research (Bougie & Sekaran, 2019&). The vas populations can’t be covered due to confine of the limitation of the research. Therefore the convenience sampling can be used in this research for data analyzing. On the other hand, multistage mix sampling has been using for the urban populations in Bangladesh. Therefore, the urban area covered by

applying the non- probability sampling technic method and probability sampling can be randomly pick in order to get the audience.

**Data Analysis Methods**

Frequencies and Percentages have been summarizing to get the finding of the research. Secondly, Descriptive Statistics is identifying the characteristic and nature of the responses and examining the relationship of the variables. It also helps to measure the deviations of the research and can be used for the Correlation Analysis to get the exact measurement of the variables correlation. The Regression Analysis is helping to depict the relationship between IV and DV. SPSS software version 26 has been using for the data analyze.

**RESEARCH RESULTS AND DISCUSSION**

According to the questionnaire there were 395 responses participated in the survey and 207 (52.4%) represents male and 188 (47.6%) Female respondents. It considering the fact that male participation is higher compare to the fame participation. Similarly, age was distributed into nine categories where 38.7% respondents under the age of 18-25 categories, age group 26-30 was represented 29.1% respondents, 31-35 age group respondents 13.4% , age group 36-40 respondents 9.4% , age group 41-45 respondents only 3.5%, age group 46-50 and 51-55 were respondents only 1.8% and age group 56-60 respondents 1.5%.

The sample were collected from different parts of the Bangladesh such as 53.7% data collected from capital of Dhaka, 31.1% respondents from Cumilla district and 15.2% respondents from Patuakhali district, Bangladesh.

**Results of Normality, Reliability and Validity**

**Reliability**

The reliability of the database was tested in SPSS by calculating Cronbach’s Alpha. It is recommended that if the Cronbach’s Alpha value is 0.70 or higher, and within a significant value of P< .005 (Pallant,2013).

Table 2. Reliability Analysis

Variables	No. of Items	Cronbach’s Alpha
Perceived Information	5	0.910
Quality Perceived	4	0.873
Enjoyment Perceived	2	0.750
Interactivity	2	0.907
Brand loyalty	3	0.889

Source: SPSS version 26 output

Table 3. ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig
Between People	950.304	394	2.412		
Within Between People Items	179.777	4	44.944	231.419	.000
Residual	306.077	1576	.194		
Total	485.854	1580	.308		
Total	1436.157	1974	.728		

Grand Mean = 3.78

Source: SPSS version 26 output

Reliability analysis assesses the consistency and stability of a measurement instrument of the test. The scale has good internal consistency ( $\alpha = 0.7$ ). The Cronbach's Alpha value has been indicating the variable is more than 0.7 where it reflects the standard of Cronbach's Alpha value of the variables is reliable. Basically the variable is reliable towards hypothesis on this study.

According to the ANOVA table, the significant value should be less than 0.005 ( $P < 0.005$ ). But based on the study, the total variables related the significant value is "0.000" so it indicated to be less value than 0.005. Basically, the result of value is absolutely satisfied and internal consistency also excellent as well.

### *Validity*

The Kaiser-Meyer-Olkin (KMO) measure is assessing the sampling adequacy for the factor analysis. Actually this data allows to run the factor analysis in this study. The value of KMO must be between 0 to 1. If the value is closed to 1 considers to being accepted (Kim and Mueller, 1978). However, if the KMO value is 0.5 or greater than 0.5 still considered to be accepted (Kaiser 1974). But the Sig value of the Bartlett's Test of Sphericity should be less than 0.005.

Table 4. Validity Analysis

Variables	Items	KMO	Significance	Bartlett's Test of Sphericity
Perceived Information	5	.887	.000	1381.293
Quality	4	.817	.000	824.652
Perceived Enjoyment	2	.600	.000	177.290
Perceived Interactivity	2	.670	.000	472.044
Brand loyalty	3	.686	.000	836.373
Consumer Trust				

Source: SPSS version 26 output

### Normality

The skewness index is considered the less than where kurtosis index also less than 10 values (Kline, 2011). So the data is quite sufficient to univariate distributed in this research. Whereas the skewness and kurtosis represents the ratio between -3 to +3 and -10 to +10 so, data is normally distributed accordingly.

Table 5. Normality Test

	N	Std. Deviation	Skewness	Kurtosis
Perceived Information Quality	395.655	.429	-1.300 .123	3.656 245
Perceived Enjoyment	395.714	.510	-.643 .123	.450 245
Perceived Interactivity	395.872	.761	-.843 .123	.164 245
Brand loyalty	395.781	.611	-1.374 .123	3.397 245
Consumer Trust	395.937	.879	-.489 .123	-.746 245
Valid N (listwise)	395			

Source: SPSS version 26 output

### Reporting Findings: Testing Hypotheses

The multiple regression analysis assists to find out the values towards the relationship between dependent variables (DV) and independent variables (IV). The mathematical regression analysis tools has been using to analysis data between both variables to find out the predict value. The

summarized statistical value has been mentioning below of the tables.

Table 6. Reporting Direct Hypothesis

Coefficients		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.439	.153		6.773	.000
	Perceived Information Quality	.572	.055	.479	10.465	.000
	Perceived Enjoyment	.103	.053	.202	4.965	.001
	Perceived Interactivity	.273	.043	.304	6.348	.000

a. Dependent Variable: Brand Loyalty.

Source: SPSS version 26 output

Above of the table has been showing the values for each one of the independents variables (IV) and sub-independents variables. Basically the perceived information quality value shows 0.479, perceived enjoyment 0.202 and the perceived interactivity 0.304. As per the results, If perceived information quality increase by 1 units then Brand loyalty have chances to increase by 0.479 (47.9%). The study prevails if perceived enjoyment increases by one unit then Brand loyalty increases 0.202(20.2%). On the other hand, if perceived enjoyment increases by one unit, the brand loyalty increases by 0.304 (30.4%). Secondly, the P-Values carry by sub-independent variables less than 0.005. Actually it indicates that there is significant positive relationship between perceived information quality, enjoyment, and interactivity with the brand loyalty. According to figures the following model can be generated.

Table 7. Reporting Direct Hypothesis

Coefficients		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.484	.180		7.208	.000

Social Media Influencer Content Marketing	0.653	.064	.604	12.563	.000
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a. Dependent Variable: Consumer Trust

Source: SPSS version 26 output

Based on the mentioned above table, the social media influencer content marketing (IV) has been indicating the value of 0.604. On the other side, the consumer trust (DV) has impacts to IV as per the value represented on the table. Therefore, it has shown the positive relationship between content marketing and consumer trust.

Table 8. Reporting Direct Hypothesis

Coefficients		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
Model 1	(Constant)	2.234	.109		20.574	.000
	Consumer Trust	.567	.031	.680	18.410	.000

a. Dependent Variable: E- Brand Loyalty

Source: SPSS version 26 output

As per the above table, the consumer trust (IV) has represented the value of 0.680. If consumer trusts (IV) intendeds to increase by 1 unit in between other variables are remaining constant. Basically the brand loyalty increases by of 0.680(68%). On the other hand, P- value of the consumer trust indicates 0.000 where 0.005 is the level of significance value. So it clearly indicates that there is a significant positive relationship between Consumer trust and Brand Loyalty.

### Reporting Result of Mediation

According to this study, the researcher has applied Consumer trust as the mediating variable between the Social media influencer Content Marketing (independent variable) and the Brand loyalty (dependent variable). The results are obtained through running the Process v4.2 by Andrew F. Hayes.

Model: 4

Y: E- Brand Loyalty  
 X: Social Media influencer  
 Content Marketing M:  
 Consumer Trust

Table 9. Direct Effect of X and Y

Effect	Se	t	p	LLCI	ULCI
.7856	.0590	13.3141	0.0000	.6696	.9016

Source: SPSS version 26 output

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.7856	.0590	13.3141	.0000	.6696	.9016

Table 10. Indirect Effect of X and Y

	Effect	BootSE	BootLLCI	BootULCI
Consumer	.1684	.0502	.0671	.2666
Trust				

Source: SPSS version 26 output

According to the above table, the hypothesis has been tested by the mediating effect of Social media influencer content marketing and brand loyalty in this research. It was indicated significant result based on the value. Basically the lower confidence has interval and upper confidence that might have positive or negative value to be considered in this output. Based on the generated output, the lower confident interval and upper confidence interval are positive. However, the consumer trust has been mediating effect on the relationship between the social media influncer content marketing and brand loyalty.

## CONCLUSIONS AND RECOMMENDATIONS

The telecommunication sector is very challenging and competitive anywhere in the world including in Bangladesh. The telecom industry has to innovated new business strategy in order to compete with other operator. Basically the customer has opportunities to migrate one operator to another operator by getting special benefits and conveniences.

The telecommunication industry has been facing many issues in Bangladesh due to political instability and economic challenge. Therefore, this study is highly important for Bangladesh to overcome the current situation. Based on the study, it has been indicating that the customer loyalty is low in Bangladesh telecom markets. On the other side, this research proposes to the service provider to increase loyalty and online audience based on the product

and service. Social media content must be index according to products and services by endorsing good character influencer. The influencer should have positive reputation among the consumer who have good faith and trust on him. This research also suggested that good quality of the contents have ability to bring more customers along with solution for the end users. Moreover, the telecom companies should be more careful about the content production, keywords selection, Scheduling, SEO of online post and informative contents can increase the brand trust and bring more customers into companies.

According to the study, the research has found that the perceived enjoyment and interactivity of the contents are having positives relationship. It's a highly determined to increase brand loyalty into companies portfolio. Beside, brand trust has been increasing due to interactive contents done by the reputed influencer in Bangladesh. Interaction is always connecting with customer with good manner and updated news of the companies. Therefore, Engagement with customer can increase audience related to brand loyalty.

The social media platform is highly efficiency to use for marketing in order to publicity of the company's products and services. The targeted audiences are connected with social media platform such as instgram, Facebook, YouTube, TikTok, Messenger, X and LinkedIn. Informative contents can bring attention from customer and building brand trust and brand loyalty. By posting the social media contents can increase the audience interest related to products and services and audience loyalty as well.

Based on the study findings, the telecommunication industry should be more innovative about their social media content before posting in platform. Beside of the service provider should actively engaged with consumer by reply comments, like and share. The study has found that there is a significant relationship between the consumer trust and brand loyalty. Communication with consumer has been increasing the brand value and impacts to increase customer loyalty for their services.

As conclude the research, there were 395 responses participated in the investigate research. There were 65.8% responses agreed with service provider's contents on the information quality. Besides, 49.6% responses agreed with the social media contents related to perceived enjoyment. At last 61.51% responses were agreed with the content related interactivity. According to the research findings, the telecommunication industry must be more careful about the contents based on the fact of information quality, enjoyment and interactivity of the contents. This research finding also significantly indicates that there were 284 people have a positive attitude towards the products and services of the services provider in Bangladesh. Consumer has directed to repurchases same products and services from the same service providers.

As per the mediating analysis of the research, the mediating analysis found that there is direct effect on Bootstrap Lower Confidence Limit (BOOTLLCI) values and result was positive on the research. Secondly it has enhanced the consumer trust within the service provider communities as well. However, the mediating effect has a positive relationship between the social media influencer marketing and brand trust and consumer loyalty.

## ADVANCED RESEARCH

Future research can explore the moderating effects of demographic factors such as age, income, or education on the relationship between influencer marketing and brand loyalty. Comparative studies across different industries or countries may also provide broader insights into how cultural and market dynamics influence consumer trust and loyalty in social media marketing contexts.

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