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THE ROLE OF BRAND AMBASSADORS IN STRENGTHENING BRAND TRUST AN EXPLORATORY STUDY OF THE VIEWS OF A SAMPLE OF ASIACELL CUSTOMERS

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Abstract. This study examines the influence of brand ambassadors on customers' trust in the Asiacell telecommunications brand. It adopts a descriptive analytical approach, drawing on questionnaire data collected through the company's head office. The sample comprised 269 respondents who completed 19 items measuring the study variables on a five-point Likert scale. Responses were analysed using SPSS Version 24.

The survey outcomes confirmed that respondents generally have quite positive views about the role of brand ambassadors and brand trust. Of the characteristics of an ambassador that were analyzed in the survey, expertise scored the highest mean score, followed by attractiveness and trustworthiness respectively. Further statistical processing revealed a strong positive link between brand ambassadors and consumers trust toward brands and the correlation coefficient computed was *r* = 0.804. In addition, the regression calculations proved that the evaluation of the ambassadors accounted for 64.7% of the variations in brand trust. After providing detailed analysis of individual characteristics, it became evident that attractiveness was the most significant attribute with regard to its contribution to the mentioned process and the latter two traits followed. All of these findings confirm the relevance of including the three mentioned features into the process of selecting ambassadors and planning marketing strategies. However, it should be noted that the research has certain limitations namely small size of the sample and its cross-sectional nature that raises some issues regarding the validity of the results.

Keywords: Brand ambassadors, attractiveness, trustworthiness, expertise, brand trust.

1. INTRODUCTION AND PROBLEM STATEMENT

In recent years, the rapid growth of e-commerce has heightened competition across all global markets. The use of e-commerce has changed the nature of the relationships between brands and consumers, in particular in the service sector, including telecommunications and others, as many services are essentially the same and make creating competitive advantage harder. As a result, trust has become one of the key things that businesses want to have in the minds of customers. This is because trust is vital in the long-term relationships and loyalty of customers to brands. The development of trust is determined by many factors such as quality, credibility, communication, safety, clarity of warnings, satisfaction of customers, ability of companies to fulfill their promises and after-sale services.

One of the advertising strategies used by telecommunications firms like Asiacell is partnering with notable public figures in order to improve communication with the customer base. Such important people include some of the most famous individuals of Iraq and the Arab world, such as athletes and singers, who work as the representatives of the company and convey its messages to customers. Basically, the responsibility of ambassadors is to establish contacts based on love and understanding. In this context, there are three components of brand ambassadors that can be identified: charm, credibility, and professionalism – each of which is aimed at leading customers towards the brand.

Through a variety of promotional methods, Asiacell attracts customers and becomes aware of their purchasing behavior. Among them are advertising and cooperation with ambassadors, as the purpose of such a strategy is to create brand awareness based on the experience and knowledge of the ambassador and their ability to influence consumers.

This creates inquiries regarding the role of the dimensions of brand ambassadors in establishing trust which is central to the research problem. Given that Asiacell is an entity operating in the highly competitive telecommunications domain, it must further build customer trust. Hence, the research investigates the relationships between the dimensions of brand ambassadors, brand trust, as well as the influence of these dimensions of brand ambassadors on customer trust and various level of development of these relationships in regards to the brand trust concept. Therefore, the central research question has been formulated in the following way:

What is the nature of the relationship that exists among brand ambassadors regarding their features of attractiveness, trustworthiness, and expertise and brand trust among the customers of Asiacell?

The following subsidiary questions arise from this main question:

1. To what extent do Asiacell customers perceive the dimensions of brand ambassadors, namely attractiveness, trustworthiness, and expertise?
2. What is the level of brand trust among Asiacell customers?
3. Is there a statistically significant correlation between brand ambassadors, across their dimensions, and brand trust?
4. Do brand ambassadors, across their dimensions, have a statistically significant effect on brand trust?
5. Which dimension of brand ambassadors contributes most to explaining variation in customers' levels of brand trust?

Second Significance of the Study

This study is important since it analyzes the modern marketing technique—the function of brand ambassadors in building brand credibility. Companies are competing with each other to gain larger market shares by building customers' trust, thus, they look for new marketing strategies influencing customers' attitudes and beliefs. This study helps understand the interdependencies and impacts between the elements of brand ambassadors: attractiveness, trustworthiness, and competence, and how these relationships can be utilized in Asiacell's marketing policies.

The significance of the study can be considered from two main perspectives:

1 Theoretical Significance

1. The research outlines a theoretical framework used for understanding brand ambassadors

with regards to brand trust and evinces the relations and differences examined by marketing specialists.

2. The research articulates the basis for the qualifications of attractiveness, expertise, and trustworthiness as range of dimensions of brand ambassadors and examines their findings on brand trust.

3. The research describes the correlation between the dimensions and trust and determines the strongest relations.

4. The research presents a theoretical framework relating brand ambassadors with brand trust, thus serving as a basis for further research.

2 Practical Significance

1. Research outcomes are provided in this study suggesting how organizations can choose the right brand ambassadors.

2. The results of the study are helpful in forming the marketing strategies that focus on brand ambassadors' competence, trustworthiness, and attractiveness.

3. It points out the factors for developing brand trust and the opportunities for its enhancement.

4. These results help achieve more lasting relationships with the customers thus increasing their loyalty to the brand.

Third Research Objectives

This particular research has been aimed at looking at the function of brand ambassadors through the aspects of attractiveness, trustworthiness, and expertise in creating stronger brand trust of Asiacell customers by looking at the interconnecting relationships and influences of the variables of the research process. Some specific goals are derived from the goal mentioned above:

1. Assess customers' perceptions of the dimensions of Asiacell's brand ambassadors, namely attractiveness, trustworthiness, and expertise.

2. Assess customers' perceptions of brand trust in Asiacell.

3. Examine the correlations and effects between the dimensions of brand ambassadors and brand trust among the company's customers.

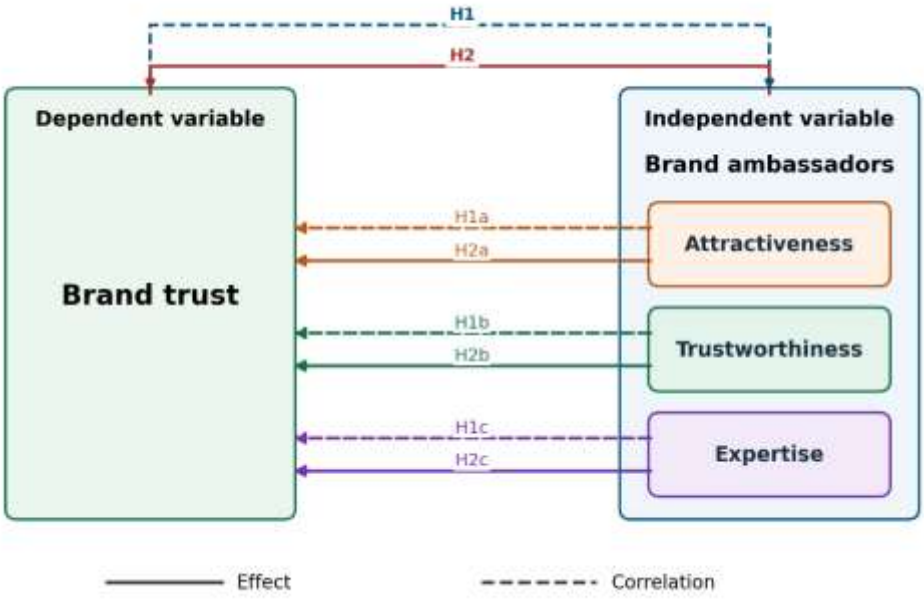
4. Identify the dimension that contributes most to explaining brand trust.

5. Develop proposals and recommendations based on the statistical findings to support companies in adopting contemporary marketing strategies.

Fourth Conceptual Research Model

The conceptual model is based on two main variables. Brand ambassadors constitute the explanatory variable, represented by three dimensions: attractiveness, expertise, and trustworthiness. Brand trust constitutes the response variable.

Conceptual Research Model



Source: Prepared by the researcher.

Fifth Research Hypotheses

1 Correlation Hypotheses

First main hypothesis: There is a statistically significant correlation between brand ambassadors and brand trust.

The following sub-hypotheses derive from this hypothesis:

1. There is a statistically significant correlation between attractiveness and brand trust.
2. There is a statistically significant correlation between trustworthiness and brand trust.
3. There is a statistically significant correlation between expertise and brand trust.

2 Effect Hypotheses

Second main hypothesis: Brand ambassadors have a statistically significant effect on brand trust.

The following sub-hypotheses derive from this hypothesis:

1. Brand ambassador attractiveness has a statistically significant effect on brand trust.
2. Brand ambassador expertise has a statistically significant effect on brand trust.
3. Brand ambassador trustworthiness has a statistically significant effect on brand trust.
4. Brand ambassador congruence has a statistically significant effect on brand trust.
5. There are statistically significant differences in customers' perceptions of brand ambassadors and their trust in the brand.

Sixth Research Methodology

In the study, the use of the descriptive analytical approach is justified because it's the most suitable for the problem of study and the objectives. The descriptive part is meant to assess the degree of the contribution made by brand ambassadors to the reinforcement of brand trust from the customers' viewpoint. The analytical part measures the correlations and the impact of the study variables.

Seventh Research Population and Sample

The research population is composed of Asiacell customers availing of the services of Asiacell in Iraq. In the absence of full population data, a sample of at least 380 people in this big population was taken to provide a 5% marginal error of sample choice and to account for defective questionnaires.

Eighth Scope of the Study

The scope of the study is defined as follows:

Subject scope: Brand ambassadors, represented by their three dimensions, and brand trust.

Participants: A sample of Asiacell customers.
Organisational scope: Asiacell, the company in which the study is conducted.
Time frame: From 15 October 2026 to 15 November 2026.

Section Two Conceptual Framework of the Research Variables and Dimensions

Theoretical Framework

The Concept of Brand Ambassadors

The idea of brand ambassador has undergone major changes over the past few years and has expanded its role beyond the limits of advertising by becoming an integral part of the marketing schemes implemented by large corporations, especially to cope with rapid transformation of consumers' behaviour and the media. The concept originates in sharing impressions with people to influence their perception of the given brand. The bigger companies started using famous people in advertising, the more established this concept becomes as a marketing practice. The ambassadors draw attention to the brand, increase recognition, and build trust among customers, which ultimately leads to their purchasing decisions (Dewi et al., 2020, p. 15).

Chapa and Sumler (2018, p. 16) suggest that the ambassador's role goes beyond being visually attractive or influencing the consumers directly but involves transferring the positive image of the brand and enhancing brand credibility in general. Since the emergence of the digital systems, the new type of ambassadors called influencers has appeared who can communicate with customers directly. The Table shows various researchers' opinions about the brand ambassadors.

Table 1. Definitions of Brand Ambassadors

#	Author and year	Definition
1	Clarissa & Bernarto (2022, p. 275)	A person who supports and promotes a company's activities by advertising its products or services to customers. Well-known figures, such as athletes, artists, scientists, or academics, are usually selected for this purpose because they can increase customers' trust in the offering.
2	Widyawati & Widarmanti (2023, p. 1205)	A public figure who attracts audience attention and uses their appearance and fame across communication channels and social media to serve the brand. The purpose extends beyond advertising to building customer relationships. Such figures are typically selected according to specific criteria, particularly their persuasive ability and capacity to influence customer preferences, making them effective in attracting attention and strengthening customer connections.
3	Nurhuwaida & Sholahuddin (2024, p. 46)	A person who is passionate about a brand and can influence customers or persuade them to purchase or use its products. Companies use brand ambassadors as communication tools to develop audience relationships and increase sales. Their presence and activities help improve customers' perceptions of the brand.
4	Nasikhah (2025, pp. 13–14)	A person whose fame enables them to influence and persuade others, becoming an important consideration in purchase decisions and playing a prominent role in maintaining the product's superiority.
5	Fauzana et al. (2026, p. 221)	Brand ambassadors are integral to marketing. Their presence creates an impression that makes customers more selective and enhances their perceived status through choosing products used by the ambassador. Ambassadors are often public figures regarded as role models or cultural icons with positive images. Through the connection they establish between customers and the brand, they lend an emotional dimension to customer decisions, helping shape product image and influence purchasing.
6	Fitriyani & Huda (2026, p. 72)	A marketing strategy adopted by major companies to attract customers through partnerships with widely accepted, attractive celebrities. These individuals can influence public opinions and attitudes through their fame, expertise, or personality, qualities that are transferred to the brand.

Source: Prepared by the researcher based on the sources listed in the table.

The Importance of Brand Ambassadors

Fitriyani and Huda (2027, p. 68) identify three aspects of the importance of brand ambassadors:

Strengthening Marketing Communication and Reaching Younger Audiences

Brand ambassadors improve the effectiveness of marketing communication, particularly in reaching younger audiences who actively use digital platforms and social media.

Building Emotional Bonds and Strengthening Brand Image

An ambassador's presence extends beyond promotion. The ambassador can become a symbol that creates an emotional bond between the brand and its audience of admirers, influencing customers' assessments of product quality and its suitability for their lifestyles.

Enhancing the Credibility of Marketing Messages and Consumer Trust

The more credible the brand ambassador, the more likely customers are to trust the information communicated and regard the product as credible, thereby reinforcing a positive brand image.

Timpal et al. (2022, p. 652) comment that brand ambassadors enhance the symbolic meaning of the brand by boosting consumer awareness and direct interaction with customers, broadening the audience of the product and diversifying its target groups, which makes this brand more attractive. The ambassador acts as a way of direct communications, introducing consumer into the experience through social and emotional messages. This approach enables effective and long-lasting relationship building while attributing human properties to the brand in the market.

Nurul and Fauziah (2023, p. 190) underline the role of brand ambassadors in engaging the customers through digital influencers on social media. Digital ambassadors have an impact on customers, especially on platforms where visual elements dominate, such as Instagram, Facebook, TikTok, where the level of engagement with the brand content increases. Besides, use of brand ambassadors in digital campaigns increases the advertising effect of the brand and the brand image, especially when involving young brand ambassadors.

Dimensions of Brand Ambassadors

First Dimension Attractiveness

The Concept of Attractiveness

Attractiveness is one of the main aspects that is investigated by scholars in research about brand ambassadors. Attractiveness involves such characteristics as charisma, persuasion, and social intelligence which is shown during personal interaction with customers (Wulandari et al., 2018, p. 12).

The authors Afriza Hartono and Fria Karya (2021, p. 7) have different view at the issue of attractiveness. The presence of a person who can communicate directly to the public brings a unique human characteristic to the brand. Such communication creates trust and a connection not only between the ambassador and the customers but also plays the key role in making the ambassador attractive to the public people. Thus, it can be stated that interpersonal competence is essential for marketing.

According to Fadila and Widiyanti (2021, p. 182) attractiveness is a crucial element of communication and credibility. Successful ambassadors can gain trust and credibility from the customers, get respect, and contribute to making the product more valuable in the eyes of customers which opens new doors for the brand in terms of promotion, entering new markets, and contacting new clients.

According to Saputri and Nabila (2023, p. 102), attractiveness is more than simply being eye-catchy; it also has relatedness to the skills that help ambassadors in developing relationships, encourage effective communication, and assist indirectly with making a decision about purchases. The aforementioned skills, in turn, help maintain privacy for customers. The ambassador's persuasive influence comes from their ability to evoke reassurance and optimism, which play a vital role in how successful the brand is in its endeavors. The ambassador's personal credibility and trust enhance his/her influence, which helps to create long, trustworthy relationships based on respect and appreciation.

It follows from this that attractiveness is not only skin-deep. It can evoke an inner response in the minds of the final consumers because of the trust and credibility the ambassador inspires in them. The impact of attractiveness can be everlasting; the ambassador will be the source of psychological and behavioral attractiveness for consumers.

Second Dimension Trustworthiness

The Concept of Trustworthiness

Being trustworthy is one of the major characteristics that defines both ambassador effectiveness and their capability to represent the brand respectfully and credibly. This trait is closely related to the concept of honesty, as well as to the type of relationship between the ambassador and the client. The feeling of trustworthiness creates a sense of comfort for customers during their interaction with the brand (Sadrabadi & MonshiZadeh, 2018, p. 54). Sitio and Nursaidah (2023, p. 34) argue that the combination of emotional connection and trust makes the customer-brand interaction more engaging than just a feeling of admiration. Trustworthy ambassadors have greater opportunities to raise customer loyalty and assist the buying process. If the ambassador is trustworthy, the assurance of success becomes a basis for the purchasing process.

According to Putri (2023, p. 5), trustworthiness is achieved through hard work, provision, interaction, honesty, and commitment to delivering an experience to customers that provides a sense of accountability to the ambassador. Companies employ these qualities in the hope of creating a target market that will be able to remain loyal even in the face of market changes. It is through trustworthiness that ambassadors help in the establishment of the brand. When the perception of the trustworthiness of the brand is high, the brand will get more stuck in the heads and minds of the customers.

Adiningsih and Yunani (2023, p. 1394) identified several important factors that can change the levels of brand trustworthiness, such as consistency, honesty, and professional ethics. These components affect the level of brand reliability and trust in customers, which in turn helps the company increase its customer loyalty and market performance. Trustworthiness is a key element in ensuring successful purchases since it heavily depends on the honesty of a brand ambassador.

Third Dimension Expertise

The Concept of Expertise

The proficiency is very important quality of the brand ambassador. It is acquired through long years of work and information gain about the presented product or service. This allows the brand ambassador to see all positive and negative features of the brand in order to do proper purchase choice and help to create positive image of the brand. Some of the customers pay much attention to brand ambassadors with vast experience in the niche and perceive them as experts and trustworthy people. Because of this customers choose products according to ambassadors' recommendations (Viviana & Nattassha, 2024, p. 46).

The expertise ensures the credibility of the brand ambassador. Detailed understanding of the promoted goods and advertising information gives the possibility to remove doubts of the target audience and provide them with correct purchase solutions (Genoveva & Fuad, 2024, p. 65).

According to Natasiah and Saifullah (2024, p. 120), expertise is much more than just repeating information regarding an item or a service. It consists of skills that have been developed, personal experience in the field, knowledge of its practical usage and a set of situations faced over time. All this equips ambassadors with the ability to deliver the details of the proper and efficient usage of the object or service determined by technical qualities. Moreover, expertise increases the expectations as far as the marketing messages of the ambassadors are concerned.

Brand Trust

Trust has been examined across many fields, particularly brand marketing. It influences customers psychologically when they choose a particular brand, providing a sense of security and reassurance because the brand meets their needs and preferences. Trust arises from customers' perceptions that the brand can exceed their expectations. This belief becomes established through experience, information shared by others, and the brand's prominence in the marketplace (Khattab, 2022, p. 49).

Al-Fiqi et al. (2024, p. 437) describe trust as customers' expectation and perception that the brand can impress and satisfy them through the performance and functionality of its products

or services, while balancing psychological and functional benefits. Al-Toubi and Hashoush (2024, p. 289) define it as a sense of security that customers develop towards a brand, arising from its reliability and credibility and from the belief that it acts responsibly in addressing their interests.

Abdul-Hussein and Ibrahim (2024, p. 136) view trust as a strategic asset of considerable importance to business organisations seeking outcomes relating to market reach through advertising, increased sales and profitability, and efficiency and quality. Trust also encourages customers to repeat their experiences and develop loyalty and affiliation with the brand, creating a sense of connection and positive emotion.

Nour El-Din et al. (2023, p. 345) identify trust as an important determinant of purchase intention and an essential foundation of customer relationships. Sustaining it over time can be difficult because external factors may weaken the customer–brand relationship. This highlights the role of the brand ambassador, who relies on trust to reach a wider audience and gain customers' confidence.

Factors Influencing Brand Trust

Transparency: Transparency is a fundamental factor in building and supporting trust between customers and brand ambassadors, improving brand image, and establishing lasting customer relationships. Major companies that embrace transparency demonstrate responsibility for their decisions and support their operations. Transparency can also provide a competitive advantage that strengthens their reputation and reliability.

Successful communication: Communication is an essential contributor to enhancing trust toward the brand through the improved understanding the customer has of its capacity to achieve the company's goals. Being in contact with customers allows the organization to disseminate information about the company's products and services, pricing, and quality of the service that enables customers to make their purchasing decisions (Al-Toubi & Hashoush, 2024, p. 290).

Confidentiality: The protection of customers' confidentiality is crucial in establishing a positive brand reputation and enhancing brand trust. This becomes particularly vital for big telecommunication companies that possess considerable amounts of information related to customers (Abdul-Hussein & Ibrahim, 2024, p. 137).

Quality: Brand quality is achieved when the brand assures customers that the results they deliver are in compliance with or exceed the expectations. Product quality refers to the ability of the product to perform its functions, including reliability, durability, precision, convenience, and its features such as function, its parts availability, etc., and it should be improved constantly (Wulandari et al., 2026, p. 970).

The Importance of Brand Trust

Tawaher (2018, p. 26) identifies several essential roles of brand trust:

1. Building sustainable customer relationships.
2. Encouraging preference for the brand over competing brands, thereby reinforcing loyalty.
3. Increasing brand value.
4. Helping customers make purchase decisions.

2. MATERIALS AND METHODS

Research Design and Methodology

Research Approach and Procedures

The research utilized a descriptive analytical approach appropriate to the context of the study. Data gathering was accomplished through a field study conducted by means of a prepared questionnaire. Data analysis was carried out through descriptive statistics and inferential statistics in SPSS Version 24. For practical purposes and testing of the hypotheses, the study employed frequencies, percentages, means, standard deviations, Pearson correlation coefficient, and regression models.

Research Population and Sample

The study was conducted in the telecommunications sector, with Asiacell selected as the research setting because of its relevance to the topic. Given that the population was open-

ended, the equation proposed by Green (1991) was used to determine the minimum random sample size, as follows:

$n > 50 + 8(P)$

Here, n denotes the minimum sample size, and P represents the number of independent variables.

$n > 50 + 8(4)$

$n > 50 + 32$

$n > 82$

On this basis, the minimum sample size was taken to be 82 respondents. To exceed this threshold, the researchers distributed 269 questionnaires. All 269 were returned and deemed suitable for analysis, forming the final study sample.

Measurement of the Study Variables

Brand ambassadors served as the explanatory variable and were measured using 15 items, divided equally among attractiveness, trustworthiness, and expertise. The outcome variable, brand trust, was assessed using four items. Scores for each dimension and for the two overall variables were calculated as the mean of their constituent items, as shown in Table 1.

Table 2. Questionnaire Item Coding

Variable role	Dimension	Code	Items	Item codes
Independent	Attractiveness	A	5	X1–X5
Independent	Trustworthiness	T	5	X6–X10
Independent	Expertise	E	5	X11–X15
Overall independent	Brand ambassadors	X	15	X1–X15
Dependent	Brand trust	Y	4	Y1–Y4

Source: Prepared by the researcher using SPSS.

The answers were processed using a five-point Likert scale: strongly disagree=1, disagree=2, neutral=3, agree=4, and strongly agree=5. One of the Arabic word variants for "strongly agree" was corrected. The question "The ambassador exaggerates the services of the company" was not reverse-coded since agreement means higher trust in the ambassador's reliability. There were no missing data found and the records were not identical across the fields. The 36 respondent that had the same answer for all the questions were retained because there was neither independent evidence nor clear exclusion criteria to classify the responses as invalid.

Personal Characteristics of the Respondents

Table 2 summarizes the characteristics of the 269 respondents by gender, age, educational attainment, and length of time as an Asiacell customer.

Table 3. Distribution of Respondents by Personal Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	171	63.6%
	Female	98	36.4%
	Total	269	100%
Age	Under 20 years	9	3.3%
	20–30 years	120	44.6%
	31–40 years	88	32.7%
	41–50 years	29	10.8%
	50 years and above	23	8.6%
	Total	269	100%
Educational attainment	Lower secondary or less	5	1.9%
	Upper secondary	30	11.2%
	Diploma	18	6.7%
	Bachelor's degree	120	44.6%
	Master's degree	66	24.5%
	Doctorate	30	11.2%
	Total	269	100%
Time as an Asiacell customer	Fewer than 3 years	34	12.6%
	3–5 years	29	10.8%
	6–10 years	45	16.7%
	10 years and above	161	59.9%
	Total	269	100%

Source: Prepared by the researcher using SPSS.

The respondent profile presented in Table 2 can be described as follows.

Men accounted for 171 respondents (63.6%), compared with 98 women (36.4%), a difference of 27.2 percentage points. Male respondents therefore had greater representation in the sample.

Out of the total respondents, 44.6% or 120 individuals belonged to the category of people between 20-30 years old, followed by people between the ages of 31-40 years old comprising 88 or 32.7%. This indicates the concentration of responses among people between age brackets of 20-40 years, totaling to 77.3%. Remaining age categories include 41-50 years representing 10.8%, above 50 years accounting for 8.6%, and below 20 years with 3.3%.

In relation to education, the largest education group, making the most of 44.6% of the respondents, consists of Bachelor's degree holders, followed closely by Master's degree holders, with the presence of 24.5% respondents or 66 individuals. Doctoral degree holders and respondents holding an upper secondary education group account for equal proportions of 11.2% or 30 respondents for each case. Diploma holders make up 6.7% and respondents with lower secondary education group account for only 1.9%. Thus, there are educated respondents among both university graduates and postgraduates students composing significant part of the sample.

The term "10 years and above" indicated that 161 respondents (or 59.9%) had been customers for the longest period of time. Next, there was "6-10 years" (16.7%) and "less than 3 years" (12.6%) with "3-5 years" having the smallest percentage of respondents (10.8%). It was therefore noted that the majority of people had been customers of the organization for longer

periods of time, but longer time does not automatically mean more trust and loyalty.

3. RESULTS AND DISCUSSION

Assessment of the Questionnaire

Table 4. Scale Reliability and Item Consistency

Dimensions and variables	Code	Cronbach's alpha	Corrected item–total correlation	Items
Attractiveness	A	0.872	0.585 – 0.794	5
Trustworthiness	T	0.886	0.664 – 0.794	5
Expertise	E	0.896	0.678 – 0.790	5
Overall brand ambassadors	X	0.943	0.573 – 0.780	15
Brand trust	Y	0.858	0.642 – 0.768	4

Source: Prepared by the researcher using SPSS.

The value of Cronbach's alpha was between 0.872 and 0.896 within every dimension. The overall score was 0.943 while for brand trust, the score was on the level of 0.858. These results confirm the internal consistency of measurement. The corrected item-total correlation determines the level of connection between the specific item and the total of the other items of the scale. Neither of the values (alpha and its square root) is capable of proving the construct and discriminant validity; these require the documented sources of the items plus the measurement model assessment.

Descriptive Analysis of Questionnaire Responses

Table 4 presents the mean, standard deviation, relative importance, and rank of each item within its respective scale. Relative importance was calculated by dividing the mean by 5 and multiplying by 100; it does not represent the percentage of respondents who agreed. Mean scores were interpreted using the following intervals: 1.00–1.80, very low; above 1.80–2.60, low; above 2.60–3.40, moderate; above 3.40–4.20, high; and above 4.20–5.00, very high.

Table 5. Descriptive Statistics for Questionnaire Items

Item	Statement	Mean	SD	Relative importance	Rank
	Attractiveness				
X1	The Asiacell brand ambassador has an attractive appearance.	3.967	0.735	79.3%	2
X2	The ambassador has a strong public presence.	4.004	0.760	80.1%	1
X3	The ambassador leaves a positive impression on those who see them.	3.937	0.796	78.7%	3
X4	I believe the ambassador has a refined style that distinguishes them from other celebrities.	3.896	0.840	77.9%	4
X5	The ambassador catches my attention when appearing in advertisements.	3.792	0.943	75.8%	5
	Trustworthiness				
X6	I believe the ambassador is honest in what they say about Asiacell's services.	3.818	0.847	76.4%	2
X7	I feel that the ambassador expresses their genuine convictions.	3.691	0.921	73.8%	4
X8	I can rely on the information the ambassador provides about the company.	3.848	0.857	77.0%	1
X9	I do not feel that the ambassador exaggerates when describing the company's services.	3.591	1.013	71.8%	5
X10	I regard the ambassador as a trustworthy person.	3.732	0.912	74.6%	3
	Expertise				
X11	The ambassador has a good knowledge of telecommunications services.	3.963	0.772	79.3%	3
X12	The ambassador is skilled at explaining the benefits of the company's services.	3.970	0.819	79.4%	2
X13	I believe the ambassador is qualified to discuss the company's services.	3.989	0.840	79.8%	1
X14	The ambassador has the experience needed to make their views on the company's services convincing to the public.	3.933	0.848	78.7%	5
X15	The ambassador provides accurate information about the company's services.	3.955	0.836	79.1%	4
	Brand trust				
Y1	I trust the services provided by Asiacell.	3.955	0.913	79.1%	2
Y2	I feel secure when dealing with Asiacell because it keeps my personal data confidential.	3.952	0.820	79.0%	3
Y3	I believe Asiacell is transparent and clear in its advertising.	3.840	0.906	76.8%	4
Y4	I rely on Asiacell to meet my telecommunications needs.	3.974	0.912	79.5%	1

Source: Prepared by the researcher using SPSS.

Regarding attractiveness, X2 had the highest mean score of 4.004, while X5 had the lowest mean score of 3.792. However, both still belong to the high category since they occupy the mentioned positions with respect to each other on the mentioned scale.

As for the trustworthiness scale, the highest mean score belongs to X8 at 3.848, while X9 has the lowest value on the scale at 3.591. Even though it occupies the lowest position within this scale, this does not mean that it was evaluated negatively, considering that the result falls to the high range.

Expertise has been rated the highest for X13 (3.989) and the lowest for X14 (3.933). With

this close difference in the mean scores, both items will still be considered as being rated in the high category.

For the evaluation of brand trust, Y4 received the highest mean (3.974), while Y3 had the lowest mean score (3.840). The lowest-rated item still confirms the high level of evaluation for the findings.

Descriptive Analysis of the Study Variables

Table 6. Descriptive Statistics for the Study Variables and Dimensions

Variable	Mean	SD	Minimum	Maximum	Relative importance	Rank	Skewness
A	3.919	0.665	1.000	5.000	78.4%	2	-0.692
T	3.736	0.756	1.000	5.000	74.7%	3	-0.541
E	3.962	0.692	1.400	5.000	79.2%	1	-0.588
X	3.872	0.636	1.133	5.000	77.4%	–	-0.491
Y	3.930	0.744	1.000	5.000	78.6%	–	-0.888

Source: Prepared by the researcher using SPSS.

The overall score of brand ambassador was equal to 3.872 with a standard deviation of 0.636 and a relative importance of 77.4% which is considered as a high level. On the first place among the six dimensions was the expertise (M = 3.962) then going the attractiveness (M = 3.919) and trustworthiness (M = 3.736). And the brand trust is high as well with a mean of 3.930, a standard deviation of 0.744 and a relative importance of 78.6%. To sum up, the average of the respondents' composite scores have been used to calculate the standard deviations as opposed to calculating by averaging the standard deviations.

Assessment of Normality

According to Table 5, the skewness coefficients show the nature of imbalance in the score distributions, but they do not indicate the normality of distribution independently. Residuals from the basic regression models were tested for normality using the Jarque-Bera statistic, indicating deviations from normality in some models. Signs of heteroskedasticity were also noticed. Thus, the significance of obtained estimates should be assessed taking into account the model assumptions. A missing statistic correction does not eliminate that violation. In addition, the sample size does not guarantee that the assumption is met or that there are no biases caused by voluntary participation in the research.

Testing the Correlation Hypotheses

H1. The first main hypothesis proposes a statistically significant correlation between brand ambassadors and brand trust, both overall and at the dimension level, among the sampled Asiacell customers.

Table 7. Correlations with Brand Trust at the Dimension and Overall Levels

Variable	Statistic	Y
A	Pearson	0.753**
A	Sig.	<0.001
T	Pearson	0.734**
T	Sig.	<0.001
E	Pearson	0.692**
E	Sig.	<0.001
X	Pearson	0.804**
X	Sig.	<0.001

Source: Prepared by the researcher using SPSS.

** Correlation is significant at the 0.01 level. All tests are two-tailed; N = 269.

Attractiveness had a positive relationship with brand trust ($r = 0.753$, $p < 0.001$), which supported the related hypothesis. People who thought that ambassador is attractive gave brands higher trust ratings.

The relationship between trustworthiness and brand trust was discovered to be positive and significant ($r = 0.734$, $p < 0.001$), which proves the corresponding hypothesis right. Thus, those who evaluated the ambassador's trustworthiness have shown higher level of brand trust. Similarly, expertise directly relates to brand trust ($r = 0.692$, $p < 0.001$), hence, confirming the correlation hypothesis as well. Higher ratings of expertise related to the ambassador corresponded with higher levels of brand trust.

General brand ambassador score was positively correlated with brand trust ($r = 0.804$, $p < 0.001$), which proves the main hypothesis. Overall, such results describe correlations in the sample but do not indicate any cause-and-effect relationships.

Testing the Effect Hypotheses

H2. The second main hypothesis proposes a statistically significant effect of brand ambassadors on brand trust, both overall and at the dimension level, among the sampled Asiacell customers. To follow the reporting framework, four simple linear regression models were estimated: one for each of the three dimensions and one for the overall brand ambassador score.

H2.1. Attractiveness has a statistically significant regression relationship with brand trust.

$Y = B_0 + B \times A + e$

In this equation, Y represents brand trust, A is the attractiveness score, B_0 is the intercept, B is the unstandardized regression coefficient, and e is the error term. Table 7 reports the conventional ordinary least squares results.

Table 8. Effect of Attractiveness on Brand Trust

Predictor	Outcome	B_0	B	t	p	F	p	R^2
A	Y	0.632	0.842	18.681	<0.001	348.975	<0.001	0.567

Source: Prepared by the researcher using SPSS.

The F-statistic for the model was found to be 348.975, which had degrees of freedom for the model of 1 and 267, suggesting that the result is significant at a p-value level below 0.001. Also, testing for the significance of the slope confirmed the hypothesis that the slope is statistically significant, as it got $t = 18.681$, which means that this slope is significant at the level $p = 0.001$. The unstandardized coefficient indicates that an increase of one unit in attractiveness level is expected to lead to the increase in the level of trust associated with the brand as much as 0.842 units of brand trust. The model demonstrates that 56.7% of the variance in the brand trust is explained by the model ($R2 = 0.567$). The rest of the variance represents unexplained factors, as well as measurement errors, and random differences. The interpretation of the results takes into consideration the features of the sample and all of the conditions of the linear regression applicability discussed above.

H2.2. Trustworthiness has a statistically significant regression relationship with brand trust.

$Y = B_0 + B \times T + e$

Here, T denotes trustworthiness; the remaining symbols retain the definitions given above. Table 8 presents the conventional ordinary least squares estimates.

Table 9. Effect of Trustworthiness on Brand Trust

Predictor	Outcome	B_0	B	t	p	F	p	R^2
T	Y	1.232	0.722	17.638	<0.001	311.084	<0.001	0.538

Source: Prepared by the researcher using SPSS.

The model was found to be significant with respect to trustworthiness, $F(1, 267) = 311.084$, $p < 0.001$. The t test of the regression coefficient was significant, $t = 17.638$ ($p < 0.001$), thus supporting the hypothesis tested using this traditional approach. The B value was 0.722 which indicates that for every one-point increase in trustworthiness, there was a predicted increase in brand trust of 0.722. The coefficient of determination was found to be 0.538 which explained 53.8% of the variance in the outcome. The remaining variation was accounted for by factors not measured, measurement errors and randomness.

H2.3. Expertise has a statistically significant regression relationship with brand trust.

$Y = B_0 + B \times E + e$

E represents the expertise score, with Y, B_0, B, and e defined as before. The conventional ordinary least squares results appear in Table 9.

Table 10. Effect of Expertise on Brand Trust

Predictor	Outcome	B_0	B	t	p	F	p	R^2
E	Y	0.983	0.744	15.658	<0.001	245.172	<0.001	0.479

The expertise model yielded $F(1, 267) = 245.172$ ($p < 0.001$), while the slope had a t value of 15.658 ($p < 0.001$). The conventional results therefore support the relevant hypothesis. The coefficient $B = 0.744$ means that each additional point on the expertise scale was associated with an expected increase of 0.744 points in brand trust. This model explained 47.9% of the variance ($R^2 = 0.479$); the unexplained portion includes omitted influences, measurement error, and random variation. The previously stated qualifications concerning the sample and regression assumptions continue to apply.

H2.4. The overall brand ambassador score has a statistically significant regression relationship with brand trust.

$Y = B_0 + B \times X + e$

X denotes the overall brand ambassador score. The other terms have the same meanings as in the preceding equations. Table 10 summarizes the conventional ordinary least squares results.

Table 11. Effect of the Overall Brand Ambassador Score on Brand Trust

Predictor	Outcome	B_0	B	t	p	F	p	R^2
X	Y	0.284	0.942	22.130	<0.001	489.723	<0.001	0.647

Source: Prepared by the researcher using SPSS.

The overall brand ambassador model has been shown to be statistically significant with $F(1, 267) = 489.723$, $p < 0.001$. Along with this, the coefficient of regression was significant confirmed by $t = 22.130$, $p < 0.001$ giving support to the hypothesis as per normal test. It was argued that the growth of score by one point will lead to rise in brand trust by 0.942 point, $B = 0.942$. The $R^2 = 0.647$ indicates that 64.7% of variations in brand trust could be explained with this model and all the rest can be attributed to unidentified factors or errors in measuring. The results do not differ significantly from the findings obtained through individual models because all relies on the sample and the same assumptions in terms of regression analysis.

The four straightforward regression models are in favor of the second hypothesis and the specified sub-hypotheses related to the regression relationships in cross-sectional data. It must be emphasized that nothing else could be determined from the comparison of these models alone, as independent contributions of each dimension cannot be achieved when controlling for other dimensions, and it is impossible to prove how brand ambassadors affect changes in brand trust. The congruence hypothesis was not studied due to a lack of items in the questionnaire that would measure this construct.

4. CONCLUSSION

First: Conclusions

1. The evaluations received from customers about the ambassadors Brand by Asiacell are very good since the average value is 3.872. Many people find them attractive, trustworthy, and knowledgeable.
2. The maximum score was for expertise (3.962). The second one was attractiveness (3.919), and the last – trustworthiness (3.736). One of the impressions gained by respondents was that ambassadors know much about Asiacell services and can explain them well.
3. The average value of brand trust from customers is 3.930. They stated that they trust this company more than others in the field. The lowest score among the factors was for transparency and clarity of advertising.
4. The data received from brand ambassadors being evaluated in a more positive way corresponded with the tendency of reporting higher trust in the company. The correlation

is high and significant being equal to 0.804.

5. All three dimensions showed positive, statistically significant relationships with brand trust. Ambassador attractiveness had the strongest correlation (0.753), followed by trustworthiness (0.734) and expertise (0.692). Although expertise received the highest mean rating, it was not the dimension most strongly associated with trust.

Second: Recommendations

1. Select brand ambassadors with excellent communication skills, extensive expertise, and a positive reputation who can credibly represent the company in their interactions with customers.
2. Provide ambassadors with accurate, up-to-date information about the company's services, prices, and promotional terms. Begin with an introductory briefing to ensure that they understand the benefits and can confidently answer customer enquiries.
3. Before publishing advertisements, ensure that the ambassador's promises accurately reflect the services customers will receive. Avoid overstating benefits and include the relevant terms and conditions.
4. Present prices, promotional periods, and any usage restrictions in clear, accessible language.
5. Use brand ambassadors' attractiveness to draw attention to clear, accurate explanations of the company's services and how they work.

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