



Exploring the Impact of Media Richness on Brand Engagement and Brand Trust: The Mediating Role of Emotional Attachment

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ABSTRACT

In the digital age, the contemporary social media enables enhanced media richness. From there, customers are attached to the brand, and strengthen brand trust. The objective of this research tests the influence of media richness on brand engagement and brand trust, with the mediating role of emotional attachment. Using the survey method, the research collected 252 valid samples for analysis. Partial least squares structural equation modeling was employed to examine the proposed model. Research results show that media richness has the positive influences on emotional attachment, brand engagement, and brand trust. Besides, emotional attachment plays a mediating role in the influence of media richness on brand engagement and brand trust of consumers. From there, the research offers managerial implications to enhance brand engagement and brand trust.

Keywords: Media Richness, Emotional Attachment, Brand Engagement, Brand Trust

JEL Classifications: M300, M370

1. INTRODUCTION

In the present millennium, novel information and communication technologies have surfaced, exerting an unparalleled influence on enterprises and events globally. Indeed, technological advancements have significantly progressed and persist in shaping the manner in which individuals engage with their environment (Okolo et al., 2024; Alalwan et al., 2016). The prevalence of smartphones, tablets, and laptops for accessing social media is ubiquitous. Currently, consumers interact across an array of digital communication platforms, comprising WhatsApp, Twitter, YouTube, Facebook and LinkedIn (Enehasse and Sağlam, 2020; Wang and Kim, 2017). The swift proliferation of digital media, defined as the transfer of information via electronic or digital channels between businesses and consumers, is particularly noteworthy. In contrast to traditional communication modalities, digital communication facilitates superior interactions or dialogues between the sender and the receiver (Shankar and Malthouse, 2007). Media Richness Theory elucidates the capability of

a medium to convey specific information predicated on its immediate feedback potential (Okolo et al., 2024; Brunelle, 2010). Traditional media is deficient in feedback mechanisms and is therefore less efficacious than social media in message transmission. Consequently, communication has transitioned from traditional media to modern social media platforms (Okolo et al., 2024). Hence, within the context of the digital era, contemporary social media fosters enhanced media richness.

The deep emotional affiliation that a consumer holds towards a brand serves as a significant measure of a brand's strength and should therefore be considered a primary objective in the realms of brand management and customer relationship marketing. As a result, while the establishment of a strong brand characterized by stable and profound customer connections is recognized as the central aim of brand management, emotional engagement constitutes the essential goal of the customer-brand relationship (Ahmadi and Ataei, 2024). According to the findings presented by Park et al. (2010), emotional brand attachment elucidates the intensity of the connection between a consumer and a brand,

which is evidenced through the perceived availability and acknowledgment within the consumer's cognitive framework. These researchers posited that emotional attachment acts as a crucial determinant of brand equity, brand perception, and the effectiveness of brand extension (Schmalz and Orth, 2012). Previous investigations have demonstrated that emotional attachment to brands enhances the relationships between consumers and brands, subsequently promoting beneficial consumer behaviors (Brocato et al., 2015; Japutra et al., 2014). Although attachment is recognized as a significant construct within the domain of consumer-brand relationship, the exploration of its antecedents and ramifications within such relationship is still limited (Ahmadi and Ataei, 2024). In order to foster emotional attachment, a consumer must possess a positive brand perception and engage in affirmative interactions, along with experiencing a sense of psychological proximity to the brand (Ahmadi and Ataei, 2024). Digital media enables enhanced interactions or dialogues between the sender and the receiver (Shankar and Malhotra, 2007). Media richness denotes the capability to convey specific information contingent upon its potential for immediate feedback (Okolo et al., 2024). Therefore, Media richness is a crucial driver of emotional attachment.

When consumers encounter an immersive mode of communication, they elevate their degree of involvement with the brand. Exposure to immersive communication via various advanced technologies allows consumers to recognize the depth of media and communication, which are pivotal for fostering robust customer engagement (Chakraborty and Biswal, 2024). Media richness theory (MRT) elucidates the capacity of communication mediums to convey information effectively. MRT is employed to assess and classify the abundance of particular communication channels. When consumers participate in immersive modalities of communication, they significantly increase their engagement with the brand (Chakraborty and Biswal, 2024; Hossain et al., 2023).

Brand trust constitutes a critical aspect of commercial operations. In the branding literature, Ardyan et al. (2016) and Zehir et al. (2011) confirm that the construct of trust is predicated on the relationship dynamics between consumers and brand. Consumers serve as evaluators in the assessment of products or brands presented by companies. This evaluation ultimately influences the extent to which consumers place their trust in a particular product or brand. Some other research explains the importance of brand trust, particularly regarding its influence on brand loyalty. Deficiencies in cultivating brand trust may engender skepticism among consumers. That will cause the business loss in the future (Ardyan et al., 2016).

Prior research has substantiated that media richness affects emotional attachment (Zheng and Gu, 2022) and media richness affects consumer trust (Shaputra et al., 2023). Prior research has also demonstrated that emotional attachment affects engagement behaviors (Li and Han, 2021) and emotional attachment affects brand trust (Harjanto et al., 2021). Nevertheless, there remains an insufficiency of research combining media richness, emotional attachment, brand trust and brand engagement. In addition, emotional attachment acts as a mediating variable and

is the fundamental objective of the brand-customer relationships (Ahmadi and Ataei, 2024), but there remains an insufficiency of research explaining how media richness affects brand engagement and brand trust. To address this gap, the study tests impact of media richness on brand engagement and brand trust, with the mediating role of emotional attachment. This research aspires to improve and enlarge the existing corpus of literature pertaining to the association among media richness, emotional attachment, brand trust and brand engagement. Besides, this research also helps managers better understand the significance of media richness and emotional attachment in creating brand engagement and brand trust of consumers.

2. LITERATURE REVIEW

2.1. The Media Richness Theory

The various modes of communication differ in their efficacy to transmit information and facilitate user interactions, either through diverse message formats or distinct methods of delivery (Daft and Lengel, 1984). In essence, media is considered "rich" when it can offer multiple informational cues, prompt immediate feedback, and employ a wide array of linguistic expressions (Daft and Lengel, 1984). Then, Daft and Lengel (1986) proposed the media richness theory (RMT), which is characterized as "the ability of the medium to foster a mutual and shared understanding between the sender and the recipient of the message". Daft et al. (1987) subsequently formulated a theoretical model to assess various communication mediums in relation to their capacity to transmit comprehensive information. The delivery of high-quality and diverse informational content by sophisticated communication media can facilitate reciprocal dialogue and the transfer of information between the producer and the recipient of such data.

Media richness is characterized as the objective attributes that influence a medium's capacity to convey comprehensive information, including elements such as feedback mechanisms, communication competencies, linguistic diversity, and individual engagement (Daft and Lengel, 1986). This theoretical framework emerged from the necessity to address the vagueness and ambiguity inherent in information, which must be mitigated to enhance the user's experience in the transmission and comprehension of messages (Maity et al., 2018; Shaputra et al., 2023). In addition, Chen et al. (2004) and Wang (2022) posit that media richness affords: (a) Feedback to customer inquiries regarding product information, (b) various modalities to convey product details, (c) the capability to elucidate unclear aspects of the product, (d) the degree to which comparative analysis of products is facilitated, and (e) the individual's comprehensive perception concerning the richness of the information provided.

Okolo et al. (2024) illustrate that a significant transformation has occurred as a majority of individuals and enterprises are increasingly utilizing social media platforms such as Facebook, Twitter, and Instagram to engage with their diverse audiences. The media richness theory focuses on evaluating the potential of various media forms to garner audience support aimed at altering their attitudes and intentions regarding a concept, product, or service. This theory emphasizes the media's ability to convey

information effectively that can motivate the targeted audience to behave in a specific manner under certain conditions. The credibility of the media in delivering rich and impactful messages is paramount (Okolo et al., 2024).

The media richness theory posits that more substantive information elicits heightened emotions, engagement, and trust, as virtual consumers are unable to physically interact with tangible products, prompting online retailers to strive for more comprehensive, lucid, and transparent product descriptions (Amorim et al., 2022). The media richness theory is used in this research to consider media richness as a factor to inspire emotions attachment, brand engagement and brand trust.

2.2. Media Richness and Emotional Attachment

The media richness theory suggests that richer communication mediums (such as video calls or face to face interactions) provide more cues and information than leaner forms of communication (like emails or text messages), thereby fostering stronger emotional connections between individuals (Daft and Lengel, 1986). Similarly, Zheng and Gu (2022) along with Pollach (2008) posit that media richness, which simulates authentic interpersonal engagement, transmits a variety of signals and facilitates immediate reciprocal feedback. Therefore, increased media richness positively influences emotional attachment in interpersonal communications. Moreover, Zheng and Gu (2022) have proven that media richness affects emotional attachment. Based on the discussions above, the research, therefore, hypothesizes that:

Hypothesis H₁: Media richness positively influences emotional attachment.

2.3. Media Richness and Brand Engagement

Keller (2001) posits that brand engagement serves as a fundamental element in the cultivation of relationships between brands and consumers. This phenomenon yields a diverse array of advantages for both parties, as it enables actively engaged consumers to willingly participate with a brand, disseminate their insights and perspectives regarding the brand, advocate for it, and promote its offerings to an even wider audience (Keller, 2001). MRT suggests that the efficacy of communication is influenced by the medium's ability to convey information effectively. Richer media channels—such as video and interactive content—enhance emotional responses and facilitate better understanding (Daft and Lengel, 1986). This leads to a more profound connection between consumers and brands, fostering brand engagement. Similarly, Amorim et al. (2022) further contend that brand engagement may be facilitated through the richness of media. Therefore, it can be hypothesized that higher levels of media richness will positively correlate with increased brand engagement among consumers. Hypothesis H₂: Media richness positively influences brand engagement.

2.4. Media Richness and Brand Trust

Enehasse and Sağlam (2020), alongside Chinomona (2016), assert that trust can be characterized as the extent to which consumers acknowledge that a specific brand fulfills their expectations. The presence of brand trust plays a pivotal role in enhancing rapport between enterprises and consumers. Furthermore, media richness

augments the capacity to assess the credibility and proficiency of others (Kahai and Cooper, 2003). The concept of media richness is instrumental in fostering enhanced trust (Gefen and Straub, 2004). While a relationship between media richness and trust is anticipated, scholars advocate for further investigation into this subject matter. Several researchers suggest that individuals depend on various cues during interactions to ascertain the trustworthiness of others (Aljukhadar and Senecal, 2017; Rockmann and Northcraft, 2008). This indicates that richer media environments enhance interpersonal communication and foster a sense of connection between consumers and brands. Shaputra et al. (2023) have proven that media richness affects consumer trust. Therefore, it can be suggested that higher levels of media richness lead to increased consumer trust in brands. Hypothesis H₃: Media richness positively influences brand trust.

2.5. Emotional Attachment, Brand Engagement and Brand Trust

The construct of emotional attachment is delineated as the consumers' perception of connection and affinity toward a specific brand, which originates from their positive experiences associated with the brand. Emotional attachment embodies the culmination of the organization's cohesive marketing strategies aimed at fostering a sustained relationship with its clientele (Ragab et al., 2024). Numerous researchers have observed that consumers who cultivate an emotional bond with a brand are not merely passive beneficiaries of the brand's offerings but are also proactive in allocating their resources to sustain this bond (Park et al., 2010). As the intensity of their emotional attachment to an entity escalates, consumers forge a reciprocal relationship by contributing their resources to the entity (Li and Han, 2021; Park et al., 2010). Consequently, consumers exhibiting elevated levels of emotional attachment are inclined to participate with the brand in order to preserve the relationship. Thus, emotional attachment is posited to be a fundamental prerequisite for customer engagement behaviors (Li and Han, 2021). Based on the discussions above, the research, therefore, hypothesizes that:

Hypothesis H₄: Emotional attachment positively influences brand engagement.

Customers tend to experience a sense of security when engaging with brands to which they have developed an emotional attachment. In this context, the consumer will assess the brand's alignment with their personal interests (Harjanto et al., 2021). when consumers harbor a profound emotional connection, it engenders positive feelings associated with safety and trust (Tsai, 2014). Furthermore, emotional attachments have the potential to reinforce brand trustworthiness. Indeed, akin to interpersonal relationships, affection and emotional bonds lead to a high desire to depend and believe that the partner will honor commitments. As a result of their attachment to a brand, consumers may possess confidence that the brand does not harbor intentions to deceive, breach agreements, or exploit consumer vulnerabilities (Harjanto et al., 2021). In line with this point of view, Ardyan et al. (2016) and Harjanto et al. (2021) have demonstrated that emotional attachment affects brand trust. Based on the discussions above, the research, therefore, hypothesizes that:

Hypothesis H₅: Emotional attachment positively influences brand trust.

Table 1: The results of measuring the reliability and convergent validity of the scales

Research variable	Observed variables	Outer loadings				Cronbach's alpha	CR	AVE
		MR	EA	BE	BT			
Media richness (DC)	MR1	0.714				0.856	0.876	0.706
	MR2	0.774						
	MR3	0.942						
	MR4	0.909						
Emotional attachment (EA)	EA1		0.821			0.881	0.890	0.740
	EA2		0.939					
	EA3		0.902					
	EA4		0.770					
Brand engagement (BE)	BE1			0.859		0.840	0.840	0.758
	BE2			0.880				
	BE3			0.873				
Brand trust (BT)	BT1				0.855	0.801	0.826	0.713
	BT2				0.884			
	BT3				0.793			

Source: Analysis results from SmartPLS 4.0 software

Table 2: Discriminant validity - HTMT

Construct	BE	BT	EA	MR
BE				
BT	0.603			
EA	0.438	0.550		
MR	0.407	0.555	0.683	

Source: Author's research results

The establishment of brand trust is a likely outcome of customer brand engagement, as individuals exhibiting engagement typically partake in trusting, high-caliber relationships with an organization (Tarabieh et al., 2024). The presence of a mutually beneficial reciprocal relationship between company and customer foster mutual trust. Consequently, customers who engage in frequent interactions with the company generally exhibit higher levels of trust than those who have limited interactions or involvement (Tuti and Sulistia, 2022). Previous scholarly investigations have demonstrated that participatory endeavors within a digital discussion platform involving a brand and its clientele markedly affect the trust accorded to the brand (Mosavi and Kenarehfar, 2013). Consumer engagement serves as a robust predictor of brand trust and exerts a notable influence on the brand's trustworthiness (Tuti and Sulistia, 2022). Tarabieh et al. (2024) have proven that brand engagement affects brand trust. Based on the discussions above, the research, therefore, hypothesizes that:

Hypothesis H₆: Brand engagement positively influences brand trust.

2.6. Emotional Attachment as Mediating Variable

In accordance with the stimulus-organism-response (S-O-R) framework, external stimuli have the capacity to elicit internal states within individuals, which subsequently influence their resultant behaviors. Emotional attachment serves as a significant intermediary construct that links media richness to brand engagement and brand trust. Media richness is pivotal in facilitating the enhancement of emotional attachment. More affluent communication mediums offer a greater array of cues and information compared to their leaner counterparts, thus cultivating more profound emotional connections between individuals. Zheng and Gu (2022) have empirically demonstrated that media richness exerts an influence on emotional attachment.

Consumers who exhibit elevated degrees of emotional attachment with a brand are predisposed to interact with the brand in order to sustain the relational dynamics. Consequently, emotional attachment is anticipated to serve as a prerequisite for customer engagement behaviors (Li and Han, 2021). Furthermore, emotional attachments enhance brand trust. Ardyan et al. (2016) and Harjanto et al. (2021) have demonstrated that emotional attachment affects brand trust. Based on the discussions above, the research, therefore, hypothesizes that:

H₇: Emotional attachment mediates the relationship between media richness and brand engagement.

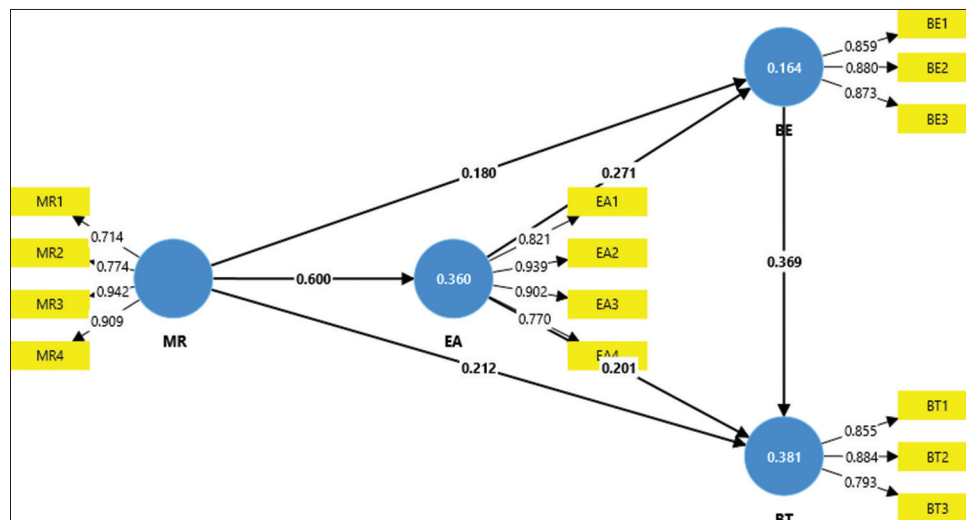
H₈: Emotional attachment mediates the relationship between media richness and brand trust.

3. METHODS

To perform testing of the model and hypotheses, the study uses quantitative research methods. The study inherited the scale of previous studies to build a questionnaire, thereby collecting data. In particular, the media richness scale is inherited from the research of Zheng and Gu (2022) with 4 observed variables. The emotional attachment scale is inherited from the study of Zheng and Gu (2022) with 4 observed variables. The brand engagement scale is inherited from the study of Chakraborty and Biswal (2024) with 3 observed variables and the brand trust scale is inherited from the study of Shukla et al. (2022) with 3 observed variables.

To collect data, the study conducted a survey using the convenience sampling method. The surveyed subjects are consumers in Vietnam who have attachment and trust with a specific brand. After eliminating inappropriate observations, the sample size used for analysis was n = 252. The study used partial least squares structural modeling (PLS-SEM) through SmartPLS 4 software to test the research hypotheses. Partial least squares structural modeling (PLS-SEM) is very suitable for studies with small sample sizes. With the PLS-SEM technique, the number of observations in this study is larger than the standards of Hair et al. (2014).

Of the 252 valid observations included in the analysis, 96 survey participants are male, with a rate of 40.08% and 151 survey

Figure 1: Analysis results for the measurement and structural model

participants are female, with a rate of 59.92%. Regarding age, there are 23 survey respondents under 20 years old, with a rate of 9.13%; 97 survey respondents are from 20 to 30 years old, with a rate of 38.49%; 94 survey respondents are from 31 to 40 years old, with a rate of 37.3%; and there are 38 survey respondents over 40 years old, with a rate of 15.08%. Regarding income, 91 respondents have income under 10 million VND, with a rate of 36.11%; 68 respondents have income from 10 to 20 million VND, with a rate of 26.98%; 51 respondents have income from 20 to 30 million VND, with a rate of 20.24%; 34 respondents have income from 30 to 40 million VND, with a rate of 13.49%; and with income over 40 million VND, there are 8 respondents, with a rate equivalent to 3.18%.

The study uses the Harman's single-factor test in order to detect the phenomenon of common method bias (CMB). Podsakoff et al. (2012) explain that CMB will occur if one of the following two situations is present: When factor analysis extracts only a single factor or when a common factor accounts for the majority of the covariance between measures. If the extracted factor accounts for more than 50% of the variance of the observed variables, it is concluded that CMB exists. If the extracted variance is <50%, it is concluded that CMB does not exist (Cooper et al., 2020). The analysis results show that a single factor explains 43.8% of the variance of the observed variables, lower than the threshold of 50%, so it is concluded that CMB does not appear in the data.

4. RESEARCH RESULTS

To determine the reliability of the variables, the study uses measurement indicators through cronbach's alpha and CR. The analysis results in table 1 show that all cronbach's alpha and CR values exceed the threshold of 0.7. Therefore, the scale of the variables in the model is considered reliable according to the standards of Hair et al. (2017). To measure the convergent validity of the scale, the study relies on the outer loading values of observed variables and average variance extracted (AVE). The results in table 1 show that all values of the outer loadings are greater than 0.7 and all AVE values are greater than 0.5. This shows that the

convergent validity of the scales are guaranteed according to the standards of Hair et al. (2017).

In addition, to evaluate the discriminant value of the scale, the study used the HTMT value. If the HTMT value is <0.85, the scale ensures discriminant validity (Hair et al., 2017). Table 2 shows that the HTMT values of all scales are below the threshold of 0.85. Therefore, all scales were considered to meet the criteria for discriminant validity.

The results of evaluating the measurement model show that all scales meet the requirements for reliability, ensure convergence and discriminant validity, so the structural model can be tested.

Checking multicollinearity between independent variables is necessary before testing research hypotheses. In cases of collinearity or multicollinearity, regression coefficients and p-values for significant effects may be biased. According to Hair et al. (2019), VIF value <3 shows that there is no multicollinearity problem in the research model. According to the results in Table 3, all VIF values are below 3, of which the highest VIF value is only 1.651. Therefore, it can be inferred that the problem of multicollinearity is unlikely to occur.

To consider the impact of variables in the structural model (Figure 1), it is necessary to rely on the statistical significance of the path coefficient. This study assesses statistical significance by using p values for each path coefficient in the structural model. A (generally accepted) significance level of 5% is used as a benchmark for comparison. The results in Table 3 show that all P values are below this threshold, thereby indicating that all relationships are statistically significant. Therefore, all hypotheses H_1 , H_2 , H_3 , H_4 , H_5 , H_6 , H_7 , and H_8 are accepted.

The evaluation of the structural model represents a crucial benchmark within the framework of PLS-SEM methodology, and it is recommended to utilize the coefficient of determination (R^2) for these assessments. The importance of R^2 escalates with its magnitude, typically ranging from 0 to 1. The results in Table 4 and Figure 1 show that R^2 of the brand trust variable is 0.381.

Table 3: The results of testing the significance level of the path coefficients

Hypothesis	Relationship	VIF	Original sample	t-value	P-value	f ²	Result
H ₁	MR -> EA	1.000	0.600	13.296	0.000	0.563	Accept
H ₂	MR -> BE	1.563	0.180	2.540	0.011	0.025	Accept
H ₃	MR -> BT	1.602	0.212	2.858	0.004	0.045	Accept
H ₄	EA -> BE	1.563	0.271	3.581	0.000	0.056	Accept
H ₅	EA -> BT	1.651	0.201	2.800	0.005	0.039	Accept
H ₆	BE -> BT	1.196	0.369	6.715	0.000	0.184	Accept
H ₇	MR-> EA -> BE		0.163	3.479	0.001		Accept
H ₈	MR -> EA -> BT		0.120	2.717	0.007		Accept

Source: Results derived from the analysis using SmartPLS 4.0 software

Table 4: The results of evaluating the coefficient of determination R-square, R-square adjusted coefficient

Construct	R-square	R-square adjusted
BT	0.381	0.374
EA	0.360	0.358
BE	0.164	0.157

Source: Results derived from the analysis using SmartPLS 4.0 software

Therefore, the variables in the research model explain 38.1% of the variation in the dependent variable of brand trust. Therefore, the relationships in the research model exhibit an explanation level suitable for the impact of media richness, emotional attachment, and brand engagement on brand trust.

5. DISCUSSION

The research results have confirmed that the research model is consistent with market data and all hypotheses in the research model are accepted. Hypothesis H₁ ($\beta = 0.600$; $P = 0.000$) is accepted, showing that media richness has an impact on emotional attachment, and this result is also similar to the research results of Zheng and Gu (2022). Hypothesis H₂ ($\beta = 0.180$; $P = 0.011$) is accepted, showing that media richness has an influence on brand engagement. This result is similar to the view of Amorim et al. (2022) that brand engagement can be induced by the media richness. Hypothesis H₃ ($\beta = 0.212$; $P = 0.004$) is accepted, contributing to proving that media richness affects brand trust, and this result is also similar to the research results of Shaputra et al. (2023). These research results show that businesses need to invest in media richness effectively to create emotional attachment, brand engagement, and brand trust of consumers.

Hypothesis H₄ ($\beta = 0.271$; $P = 0.000$) and H₅ ($\beta = 0.201$; $P = 0.005$) are accepted, showing that emotional attachment has the impacts on brand engagement and brand trust of consumers, and this result is also consistent with the research results of some other authors such as: Harjanto et al. (2021), Li and Han (2021), Ardyan et al. (2016). Hypothesis H₆ ($\beta = 0.369$; $P = 0.000$) is accepted, showing that brand engagement positively affects consumers' brand trust, and this result is also similar to the research results of Tarabieh et al. (2024). These research results show that when consumers have emotional attachment and brand engagement, it will promote consumers' brand trust.

Hypothesis H₇ ($\beta = 0.163$; $P = 0.001$) and H₈ ($\beta = 0.120$; $P = 0.007$) are accepted, showing that emotional attachment plays a mediating

role in the influence of media richness on brand engagement and brand trust of consumers. By demonstrating the mediating role of emotional attachment, the study contributes to the understanding of the mechanisms that help explain how media richness leads to brand engagement and brand trust of consumers. Besides, this research aspires to improve and enlarge the existing corpus of literature pertaining to the association among media richness, emotional attachment, brand trust and brand engagement.

6. CONCLUSION

The findings of the study hold both practical importance and theoretical relevance within the domain of consumer behavior analysis. Regarding theory, all proposed hypotheses have been formulated and empirically validated. This not only substantiates their accuracy but also demonstrates that these theoretical frameworks can be effectively utilized in contemporary settings, particularly in the realm of digital communication. The study has provided additional insights into the relationships between media richness, emotional attachment, brand engagement and brand trust. Media richness plays an extremely important role in communication and information transmission in the digital age. Media richness not only affects the ability to communicate messages effectively, but also affects the way the recipient receives and understands the information. A variety of images, video, audio, and text allows for richer context, thereby minimizing misunderstandings and enhancing emotional connection. Furthermore, in the digital age, information is exchanged quickly and continuously. Therefore, understanding the importance of media richness helps individuals and businesses optimize their communication strategies, thereby improving efficiency in interacting and engaging with customers.

To promote media richness, businesses can apply a number of implications such as: First, businesses should increase the combination of multimedia such as video, images, information graphics and sound in transmitted content. This not only makes the message more vivid and attractive, but also improves the ability to receive information from viewers. Second, businesses should invest in modern technology and communication platforms, such as interactive applications or social networks. This will facilitate users to actively participate and share their opinions. Third, businesses should organize seminars, webinars or online events with the participation of experts, thereby providing in-depth and diverse information. Finally, businesses need to focus on analyzing user data to better understand their preferences and behavior, thereby personalizing media content and enhancing user

experience. These implications not only enrich the content but also strengthen the emotional attachment between the brand and customers. From there, emotional attachment not only promotes brand engagement but also builds solid brand trust from customers, thereby contributing to the sustainable development of the brand in the minds of consumers.

In conclusion, this research has proven the relationship between media richness, emotional attachment, brand_engagement and brand_trust of consumers, in which emotional attachment plays a mediating role in the impact of media richness on brand engagement and brand trust. This research result can be the basis for researchers in the same field to propose new research directions. Furthermore, the findings derived from this investigation help business administrators realize the importance of media richness. From there, there are appropriate solutions to effectively promote media richness, thereby creating emotional attachment. This contributes to promoting brand engagement and brand trust of consumers.

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