Table 1: Ordered Logistic Regression Results

Predicting Trust (Positive brand perception)

| Variable | Estimate | Std. Error | t value | t value | p-value |
| --- | --- | --- | --- | --- | --- |
| engagementMonthly | -0.303 | 0.471 | -0.644 | -0.644 | 0.520 |
| engagementNever | -0.573 | 0.463 | -1.236 | -1.236 | 0.216 |
| engagementWeekly | -0.367 | 0.457 | -0.803 | -0.803 | 0.422 |
| engagementYearly | -0.369 | 0.572 | -0.645 | -0.645 | 0.519 |
| effectivenessExcellent | 2.365 | 0.430 | 5.497 | 5.497 | 0.000 |
| effectivenessGood | 1.032 | 0.258 | 4.001 | 4.001 | 0.000 |
| effectivenessNeeds improvement | -0.561 | 0.334 | -1.681 | -1.681 | 0.093 |
| effectivenessVery poor | -0.368 | 0.618 | -0.596 | -0.596 | 0.551 |
| imageOccasionally | 0.287 | 0.389 | 0.739 | 0.739 | 0.460 |
| imageRarely | -0.618 | 0.399 | -1.551 | -1.551 | 0.121 |
| imageYes, frequently | 1.969 | 0.446 | 4.417 | 4.417 | 0.000 |
| Strongly Disagree|Disagree | -4.369 | 0.707 | -6.178 | -6.178 | 0.000 |
| Disagree|Neutral | -2.435 | 0.598 | -4.072 | -4.072 | 0.000 |
| Neutral|Agree | 0.089 | 0.579 | 0.154 | 0.154 | 0.877 |
| Agree|Strongly Agree | 2.752 | 0.602 | 4.571 | 4.571 | 0.000 |