Effect of Social Media Influencers on Consumer Brand Engagement and its Implications on Business Decision Making

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Abstract

The number of social media users and users accessing different social media platforms is increasing daily. For this reason, social media influencers and content marketing are increasingly important in businesses' marketing strategies. More studies on social media influencers and content marketing still need to be done since they are relatively new concepts. The research goal is to find out the impact of social media influencers and content marketing on online repurchase intention through brand trust and customer brand engagement in online shopping stores. These research findings generally found a significant positive direct impact of social media influencers and content marketing on brand trust, customer brand engagement, and online repurchase intention. The results found that content marketing was the most vital determinant of brand trust and customer brand engagement, followed by social media influencers. Additionally, brand trust is significantly influenced by customer brand engagement. Additionally, brand trust and customer brand engagement significantly and positively impacted online repurchase intention. Furthermore, social media influencers are identified as the most significant determinant of online repurchase intentions, followed by content marketing, brand trust, and customer brand engagement. The mediation analysis results revealed that customer brand engagement did not mediate the positive impact of social media influencers and content marketing on online repurchase intention. Additionally, it was found that brand trust mediates the positive impact of social media influencers and content marketing on online repurchase intentions. Future studies should continue to study social media influencers and content marketing since literature is scarce.

Keywords

Social Media Influencers, Content Marketing, Brand Trust, Customer Brand Engagement, Online Repurchase Intention.

1. Introduction

Social media is becoming a crucial component of daily life and greatly impacts people's lives. Worldwide, social media sites like Facebook, Instagram, Tiktok, Twitter, and WhatsApp continue to be crucial communication tools. These

platforms can potentially affect many parts of people's lives (**Chowdhury**, 2024). According to **Kaur *et al.*** (2024), social media was an online communication tool that had a significant positive influence on society and encouraged businesses to increase their use of social media for marketing. By employing social media marketing, businesses may accomplish their marketing objectives at a low cost (**Putra; Digdowiseiso**, 2024). Thus, companies need to use the newest concepts in social media marketing, specifically social media influencers and content marketing, to attract the target audience, besides building their credibility on social media platforms.

One of the most powerful methods for businesses to reach an engaged audience and boost brand recognition is using social media influencers (**Vilkaite-Vaitone**, 2024). According to estimates, 75% of marketers use influencers in their marketing approach. In other words, social media influencers are the way that digital marketing will be done in the future (**Pandey; Goutam**, 2024). Partnerships with social media influencers are surging as brands recognize their potent ability to connect with consumers, far outstripping traditional marketing methods. Research on influencer marketing has seen a significant uptick in recent years (**Hudders; De Jans**, 2022; **Ao *et al.***, 2023). The exponential increase in influencer marketing since 2016 is seen in Figure 1.
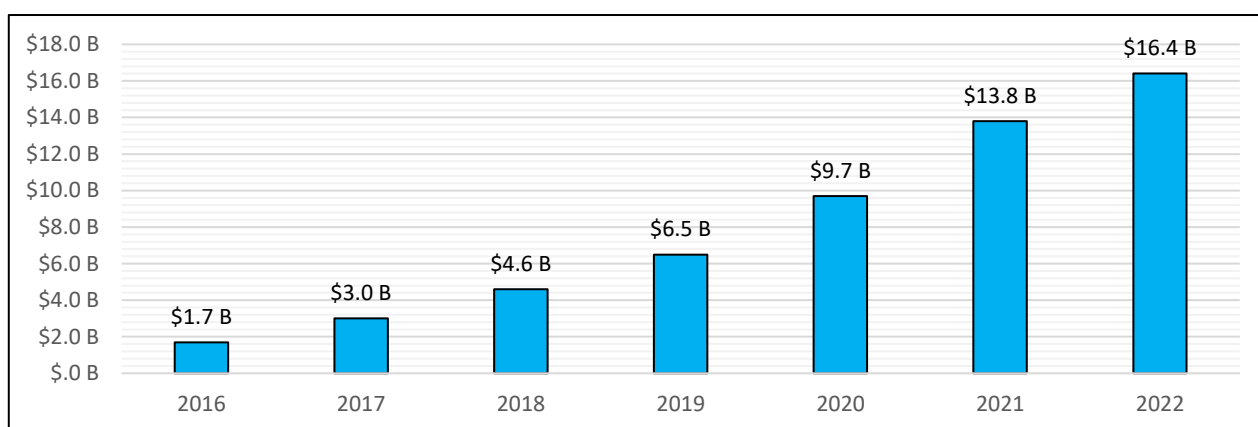

Figure 1: Influencer Marketing Global Market Size.
Source: (**Influencer Marketing Hub**, 2023).

In the digital economy, "content is king" is one of the most often used catchphrases. Through the development, publication, and sharing of free content that is relevant, interesting, valuable, and able to inspire confidence in both current and new customers, Content marketing attracts potential customers and improves their engagement and empowerment (**Ramadhan *et al.***, 2024). At this time, customers have more options and may search for information from various sources (**Marquez Diaz**, 2022). An organization cannot adopt a push marketing approach in online settings; instead, it should concentrate on a pull marketing strategy to encourage greater customer engagement and contact (**Bayraktar**, 2024). To do this, content marketing may offer a valuable channel for any business with an online presence. However, content may begin with the text that makes up webpages, as well as rich media content, which includes things like videos, podcasts, and user-generated content **Mgbame and Iyadi** (2022).

According to **Faqih** (2022), Jordan, a relatively small country in terms of land area and population in the Middle East, has embraced the rapidly growing e-commerce trend. A study conducted by the United Nations Conference on Trade and Development reveals that the online retail market in Jordan has experienced an annual growth rate of 30%, showcasing the industry's capacity and potential. E-commerce in Jordan has flourished due to the expanding use of internet and mobile devices and a rising number of online consumers (**Ismaeel *et al.***, 2024). With 63% of its population under 30, Jordan ranks among the youngest countries globally (**Youth**, 2024). Notably, Jordan stands out as one of the countries with a highly developed internet user base, boasting a significant number of users, reaching 9.5 million by early 2023, indicating an 88% penetration rate. Additionally, there were 6.61 million social media users in Jordan as of January 2023, accounting for 58.4% of the total population (**Datareportal**, 2023), thus presenting immense opportunities for businesses to engage in e-commerce.

According to **Nair and Kumar** (2024), the utilization of social media influencers has become an indispensable component of brand marketing strategies. Consequently, there is a pressing need to develop a more comprehensive theoretical understanding of influencers (**Rokka; Mattsson; Vuorivirta**, 2022). As noted by **Tarabieh *et al.*** (2024), there is a research gap concerning the impact of influencers on consumption, indicating the need for further exploration. Influencers represent a recent phenomenon that has yet to be thoroughly examined in terms of their association and influence on online repurchase intention, brand trust, and customer brand engagement. In addition, the lack of clarity surrounding the definition and significance of content marketing has resulted in confusion among individuals regarding its nature and the rationale for its adoption as a marketing approach. There is currently a dearth of research in content marketing owing to its relatively recent emergence (**Bubphapant; Brandão**, 2024).

2. Literature Review

2.1. Social Media Influencers

Social media influencers are.
"individuals or celebrities who have amassed many followers on their accounts due to posting attractive content, videos, and photos that highlight their lifestyles, preferences, and merchandise preferences" (**Chung; Lee; Kim**, 2023).

Foroughi *et al.* (2023) described a social media influencer as first and foremost a content generator who has established a substantial following of captive followers who are of marketing value to brand by frequently providing quality content through social media. Social media influencers are crucial for expanding global marketing because of their ability to influence customers' purchase decisions (**Sahaf; Nazir**, 2024). Social Media influencers in the digital world are online opinion leaders that firms can use to promote messages in their digital marketing strategies (**Fajriani; Mulyana**, 2022). Companies and brands are paying close attention to social media influencers since they may serve as marketing channels and social connection assets with whom they can work. This may result in long-term marketing and sales partnerships (**Masuda; Han; Lee**, 2022).

Digital consumers now rely heavily on social media influencers for information (**Ki; Chow; Li**, 2023). More and more shoppers are turning to the vast social media networks for product reviews and recommendations. Because of this, brands are focusing more of their marketing efforts on this area since it allows them to reach a large audience (**Vassey *et al.***, 2023). The influencer develops and publishes a social media post recommending a product in exchange for payment from the sponsoring brand (**Gamage; Ashill**, 2023). Due to their expertise and experience in a particular area, such as cuisine, film, travel, and fashion, these influencers' recommendations will add significant value to the company's offerings (**Cheng *et al.***, 2023). Because influencers may start trends and persuade followers to purchase the goods and services they advocate (**Kemeç; Yüksel**, 2021). This is why brands like influencers on social media.

According to **Nordström and Pannula** (2020), 82% of customers trust social media influencers' recommendations and are willing to follow their content. Also, customers will still be able to see the goods or services after the campaign is over, giving social media influencer campaigns a lasting impact (**Usta**, 2023). Influencers also often interact with consumers and provide information about brands in a novel, interesting, and memorable manner. People voluntarily choose to follow an influencer or a business's social media page, and they are then exposed to combined brand and influencer marketing. Therefore, social media influencers are neither forceful nor obtrusive (**Al-Qatami**, 2019).

The user may express his or her ideas on several social media sites, and the influencer can reply; by doing so, the brand may get in touch with the audience and provide assistance in the form of advice or suggestions via the influencer (**Ooi *et al.***, 2023). Similar to internet advertising, targeting via influencers may be effective since consumers are more inclined to engage with advertisements that are tailored to their interests (**Geng; Chen; Wang**, 2023). Since they help consumers feel understood and valued, influencers may also boost brand trust (**Campbell; Farrell**, 2020). The interaction between brands and influencers is managed by social media platforms, which also handle the search and selection processes (**Berne-Manero; Marzo-Navarro**, 2020). Brands are using social media influencers to promote and review products in order to fully realize the marketing potential of the platform. These influencers have access to a sizable audience of consumers who regularly follow their social media activity and are typically regarded as trustworthy by other users (**Stubb; Nyström; Colliander**, 2019).

2.2. Content Marketing

Content marketing is a marketing technique that entails producing and disseminating content in order to attract clients (**Yuceer; Sarkbay; Basal**, 2024). According to **Mansour and Basal** (2024), content marketing is a strategy that involves generating and releasing content on websites and on social media prepared content in shareable, easy-to-understand, persuasive, and easily accessible methods. According to **Davidavičius and Limba** (2022) and **Lim *et al.*** (2020), content marketing is a component of digital inbound marketing. Content marketing stands as the cornerstone of the future of digital marketing. As a result, great content marketing is essential to the success of any digital marketing campaign. In order to build a trusted connection with customers and determine their level of brand loyalty, content marketing's main goal is to inform and educate consumers (**Xie; Lou**, 2024).

Contemporary, cutting-edge marketers think that content marketing is an effective marketing strategy; social media sites like Facebook, Instagram, and Twitter are considered one of the most valuable resources a companies can have (**Ezekiel**, 2022). Without content marketing, a company will fall behind its competitors; the industry has adopted content marketing as the norm (**Triono; Huriyati; Sultan**, 2020). To increase brand awareness or alter how a brand is perceived, it's all about informing and persuading the target audience with quality content (**De Jesus**, 2021). Companies must gain the trust and respect of their audience in order to build a strong brand. By producing good content, companies may generate attention that leads to long-term connections (**Çakirkaya**, 2019).

Useful content should be the cornerstone of your content marketing approach (**Cassano**, 2022). Consumers nowadays are savvy and informed; they know they have the choice to pick what information they get, how it is presented, and

whether or not to believe the content (**Rumbay; Mangantar; Wangke**, 2021). Successful content marketing will raise brand health scores, which is a measure of a company's ability to sustain itself over the long run. To guarantee that their brands are helping drive revenue and market share growth, businesses need to keep tabs on their brand health on a frequent basis (**Cut Nurvajri; Yunus; Chan**, 2022). If businesses provide customers with content that provides important information at the right time, customers will reward the firm by making a purchase and demonstrating brand loyalty (**Bunpis; Haron**, 2014). Prepared content must be shareable, simple to comprehend, motivating, and engaging (**Marquez Diaz**, 2022). Hence, shareable, understandable, incentives, accessible, and absorbing are regarded to be dimensions for measuring content marketing. Often, consumers can research their purchases via web gadgets because marketers are acting like publishers; it is a trend. By offering them a wealth of knowledge, it is simple to dominate the market. Delivering valuable content to clients is the main goal of content marketing (**Weerasinghe**, 2019).

Businesses can encourage customers to buy their goods and services by using these six terms in their content marketing strategy. Beginning with the first term (Localization), content localization is crucial for content marketing. Because of the vast cultural differences between nations, multinational corporations must adapt their tactics accordingly. As a result, businesses must tailor their content to the preferences of each market and language (**Baroutis**, 2022). The second term (Personalization) denotes that customers demand personalized experiences; companies must produce personalized content for these various categories of clients since some of them want to feel important in order to win them over and build brand trust among them (**Light**, 2014).

Emotion is the third element that businesses must incorporate for effective content marketing. Companies require a lot of engagement for their posts to become viral. A post's viral potential is determined by two factors: the strength of the message it conveys and the intensity of the emotion it evokes (**Wylie**, 2014). The fourth term (Diversification of approach) is when consumers see the same company's commercials or social media updates, they lose interest in the brand. Businesses need to be innovative if they want to attract clients. To achieve diversification, the company must implement a variety of routines (**Kee; Yazdanifard**, 2015).

The fifth term is (Co-creator and trust) consumers interact with businesses and forming a kind of partnership. In order to increase the value of a new product, businesses are also building client trust. This strategy not only attracts new clients to the company but also keeps the current ones happy (**Kee; Yazdanifard**, 2015). Ethics and honesty are the last term; in today's society, nothing can be hidden on social media, especially if it's used to cheat. It is important for businesses to ensure that their users are aware of their policies and procedures. Just by telling the truth, businesses can advance and develop trust (**Baroutis**, 2022).

Numerous researchers have attempted to compile a list of all the various forms of content utilized in content marketing tactics (**Lambin; De Moerloose**, 2016). According to **Suchet and de Moerloose** (2019), content marketing comprises more than 20 digital categories of content. As can be seen in Table 1, various types of content are effective in various markets.

Table 1: Recapitulative Table of the Types of Content Used in Content Marketing Strategies.

	Types of content	Example of objectives
Offline Content	Product	Complete and improve the customer's experience.
	Books	Provide high-quality content in a format that will remain relevant for as long as possible to show that the brand values its audience.
	Flyers, brochures,and catalogs	Traditional advertisements blended with visually appealing and informative content that benefits the reader.
Onlinecontent	Games	Draw in your ideal customers by holding engaging contests or activities that highlight your brand's core values and unique selling proposition.
	Content curation	Provide only high-quality, hand-picked content to demonstrate your skill in sifting through the range of content.
	Website or microsites	Website: Providing visitors with up-to-date information through a digital gateway into a company. Microsite: Designed for a narrow purpose (a specific campaign or product) or in the complementarity of other marketing messages (serve as a landing page) or goals (contest platform or to ask visitors' data).
	Blog (thematic or collaborative)	Increase its profile online, show that it is a leader in its field, connect with its target market, and give something of value to its readers.
	Expert interviews	Provide interesting tales to make the deals seem more credibility.
	E-Book	Communicate about a specific thematic while offering a preciseanswer to a customer problem.
	Email newsletters	Sending retargeting messages can help readers solve problems, keep them as customers, improve their brand perception, or increase revenue.
	Videos	Improve your ability to share information with an audience in an engaging and amusing way.
	Webinar or collaborativework	Show leadership, describe a good or service, and interview people while letting them interact with the host.
	E-learning	Get more individuals to use your product or service by establishing yourself as an industry expert and meeting their needs. It can also be used to raise brand awareness.
	Podcasts	Increase brand awareness and establish thought leadership while maintaining constant contact with your audience.
Mixedcontent	White papers	Make a case for a certain idea or course of action. Educate a market.
	Barometers	Promote a company or brand as a pioneer or key player in a market or industry.
	Visual formats:Photos, Infographics	Use visual appeal to simplify complex ideas or to emphasize a textual point.
	Magazines	Engage with customers more personally and build thought leadership in a significant way.
Source: (**Suchet; de Moerloose**, 2019)		

2.3. Brand Trust

According to **Park; Nunes, and Machuca** (2024), brand trust is the buyer's confidence that the seller will act benevolently, capably, and ethically. **Natasiah** (2024) describes brand trust as the consumer's faith in the brand's ability to provide the goods or services they have promised. The major goal of marketing is to build an emotional connection between the consumer and the brand, and trust is a crucial component of all social relationships (**Kemeç; Yüksel**, 2021). A favorable impression established by experience is the primary attribute of trust. Brand trust positively affects loyalty (**Moon; Hwang; Lee**, 2024). The expectation of the reliability and intensity of both brands is known as brand trust. According to **Haudi et al.** (2022), trust is "a collection of specific beliefs about integrity (the honesty of trusted parties and the ability to keep promises), benevolence (the attention and motivation to act in the interests of those who trust them), competency (the trusted ability to carry out the needs of those who trust them), and predictability (consistency of trusted party behavior)".

According to **Salsabila and Apriliyanty** (2022), brand trust has a substantial beneficial impact on brand loyalty, and the more people who believe in a brand, the more probable it is that the business will succeed. According to **Salkovic and Freidenvall** (2022), brand trust is formed through brand intentions. A consumer is more inclined to trust a brand if they believe it will treat them fairly and honestly. If consumers trust a brand of their prior experience, they are more inclined to make another purchase; building brand trust on social media may give a substantial competitive edge (**Kemeç; Yüksel**, 2021). According to **Husin** (2019), one of the main reasons why buyers don't plan to shop at online retailers is a lack of trust. According to **Lopes and Casais** (2022), brand trust has a favorable impact on brand loyalty and encourages consumers to display confidence in the brand while also building long-term relationships. As a result, consumers are more likely to buy trusted brands since they perceive less of a risk while doing so. On the other side, a customer constantly seeks out a brand that delivers on its promises and earns their trust (**Atulkar**, 2020).

2.4. Customer Brand Engagement

Customer brand engagement has evolved as an increasingly important concept in current marketing literature, as well as a new strategy for developing customer value and comprehending current marketing (**Agyei et al.**, 2021). According to **Wang; Tai, and Hu** (2023), customer brand engagement refers to the establishment of a profound and significant relationship between the customer and the company. The concept of customer brand engagement refers to the repetitive exchange that occurs between a customer and an organization, which serves to strengthen the customer's emotional, physical, and/or psychological connection to the organization (**Sadek; El Mehelmi**, 2020). According to **De Oliveira Santini et al.** (2020), the utilization of this approach can be considered a crucial strategy for attaining sustainable competitive advantage in the long run, as well as a means of establishing and sustaining favorable customer relationships.

Various scholars have formulated the concept of customer brand engagement, and they have collectively concurred that such engagement leads to behavioral outcomes (**Vivek; Beatty; Morgan**, 2012). The behavioral outcomes that have been observed in previous studies include word-of-mouth activity (**France; Merrilees; Miller**, 2016), referrals, recommendations, and online interactions (**Kumar et al.**, 2010). As a result, this leads to the acquisition of customers' attention and loyalty, along with an increase in the amount of time and money that customers devote to a particular brand (**Wolff**, 2022). In addition, **France et al.** (2016) determined that consumer engagement serves as an indicator of consumer behavior. Engagement is the act of online users establishing a connection or engaging in collaborative efforts with brands, corporations, or fellow users. According to **Weerasinghe** (2019) assertion, engagement entails establishing an emotional and intellectual connection with the user.

Customer brand engagement serves as the foundation for product purchase. Existing literature has demonstrated that customer brand engagement has a notable impact on organizational performance, specifically in terms of sales growth, cost reduction, product and service development, customer commitment, satisfaction, and loyalty. Consequently, it is imperative to analyze the variables that have the potential to enhance customer brand engagement (**Harrigan et al.**, 2017). Past studies have demonstrated that companies experiencing robust levels of consumer engagement excel in terms of both brand performance and profitability (**Tarabieh**, 2022; **Hur; Moon; Kim**, 2020). The notion of customers' brand engagement refers to the degree of cognitive, emotional, and behavioral investment demonstrated by consumers in their interactions with a brand across diverse communication channels. (**Cheung et al.**, 2022).

2.5. Online Repurchase Intention

According to **Miao et al.** (2022), online repurchase intention refers to the act of customers repeatedly purchasing products or services from specific retailers or marketers subsequent to a prior purchase transaction. Moreover, **Rizwan and Ahmad** (2020) have defined online repurchase intention as the subjective likelihood that prior customers will engage in repeat purchases from the same online vendor. Numerous studies in the past have concentrated on identifying the drivers of repeat purchasing behaviour to ensure the longevity of online enterprises in the face of intense competition (**Hsu; Chang; Chuang**, 2015; **Chou; Hsu**, 2016). This is particularly crucial for achieving success in the current digital landscape.

Numerous marketing studies have emphasized the significance of online repurchase intention as a pivotal factor in online shopping success (**Khan; Panditharathna; Bamber**, 2020). The intent to repurchase online reflects customer loyalty, signaling a deep connection with the brand and an increased propensity for engaging in word-of-mouth promotion. Moreover, when services are reliable and meet customer expectations, there is a higher probability of fostering customer loyalty and generating repeat business for the company (**Khoa; Nguyen; Nguyen**, 2020). According to **Salman** (2022) assertion, customers who are satisfied with their experience are inclined to make repeat purchases, thereby contributing to the firm's prosperity. Following a purchase, customers may consider returning to the previous point of purchase for future transactions. Several researchers utilize a variety of factors to construct an intention to acquire, encompassing personal characteristics such as customer perceptions of purchasing outcomes and procedures, beliefs, as well as other factors such as habits and experience (**Tyagi; Mudgal; Dhingra**, 2020; **Hendrapawoko et al.**, 2021).

2.6. Theoretical Framework

As mentioned, the interest in social media influencers has increased rapidly and continues to grow at an increasing rate. However, research on social media influencers is still in an initial stage and is thus understudied (**Tarabieh et al.**, 2024). Hence, there is a great need to develop a more comprehensive theoretical knowledge and understanding of social media influencers (**Rokka et al.**, 2022). Additionally, research on content marketing is still sparse due to its relatively recent emergence (**Bubphapant; Brandão**, 2024). To address the problem of this research, it is imperative to establish a suitable conceptual framework that accurately represents the context in which this investigation is being carried out (**Bougie; Sekaran**, 2019). Consequently, the development of the theoretical framework illustrated in Figure 2 was based on the literature review of existing literature, as well as the consideration of various theoretical and empirical assumptions.
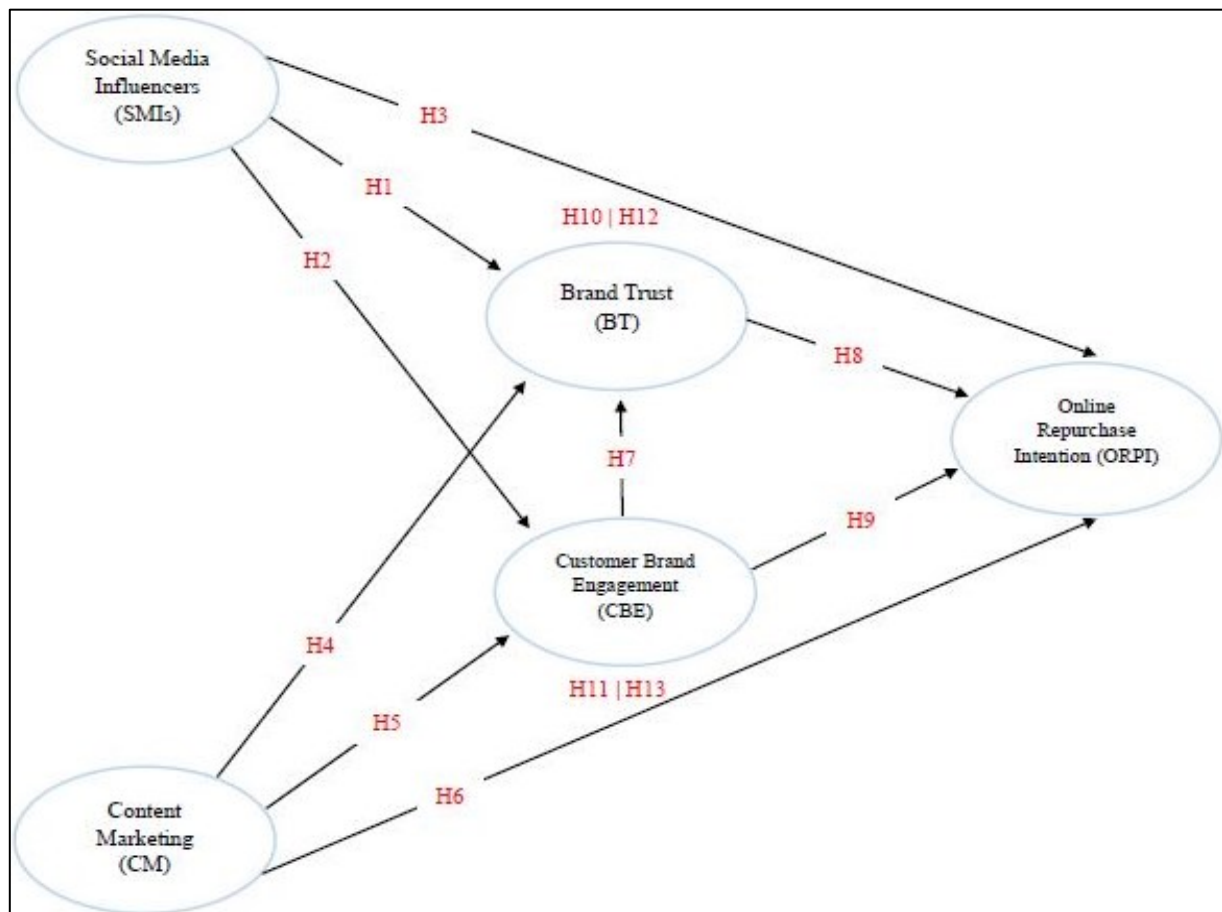

Figure 2: Theoretical Framework.

3. Research Hypotheses

3.1. The Impact of Social Media Influencers on Brand Trust

According to **Leite and Baptista** (2022) research conducted in the United States, it is probable that consumers will establish or strengthen a connection with brands that are promoted by reputable social media influencers whom they favor. The establishment of a trusted image by customers is contingent upon their interactions, either directly or indirectly, with a product or service. Direct interactions may include trials, usage, and satisfaction consumption, while indirect interactions may include word-of-mouth, social media influencers, or advertising (**Gonçalves**, 2019). According to **Jun and Yi** (2020) research,

influencers play a crucial role in establishing trust in a brand. Furthermore, it has been observed that individuals tend to perceive influencers as autonomous entities in relation to sponsored content, thereby attributing greater credibility to brand recommendations made by influencers in comparison to other endorsers (**Audrezet; De Kerviler; Moulard**, 2020).

According to **Lou and Yuan** (2019) research conducted in the United States, the establishment of a trustworthy and attractive online identity by social media influencers can influence the confidence of their followers in the promoted brand by transferring the characteristics of the influencer to the brand. The establishment of brand trust is contingent upon the personality characteristics of the brand promoter, while the perceived trustworthiness of consumers is influenced by the information, entertainment, and reliability conveyed through branded social media posts disseminated by influencers (**Mammadli**, 2021). Nevertheless, this research expects social media influencers to influence brand trust.

H1: Social media influencers have a significant positive impact on Brand Trust.

3.2. The Impact of Social Media Influencers on Customer Brand Engagement

According to **Jaitly and Gautam** (2021) research, the utilization of images featuring individuals, emojis, and landscapes by influencers can enhance customer brand engagement by eliciting positive emotions such as relief, joy, and love. Additionally, research conducted by **Casaló; Flavián, and Ibáñez-Sánchez** (2020) has revealed that brand posts made by influencers tend to generate higher levels of engagement compared to those made by the brands themselves. Social media influencers have the potential to enhance user engagement by implementing content creation strategies on various social media platforms. **Jaitly and Gautam** (2021) propose that influencers possess the ability to unite individuals who possess similar interests, lifestyles, viewpoints, and pursuits. In the realm of social media marketing, influencers serve as proactive agents who cultivate a distinct brand persona through their engagement with the audience. This facilitates the ability of brands to maintain communication with their intended customer base and effectively engage with them at the appropriate time and place. According to **Glucksman** (2017), social media influencers serve as reliable representatives of brands, thereby establishing a direct communication channel with consumers, which in turn leads to increased customer brand engagement. Therefore, it is expected that social media influencers positively influence customer brand engagement.

H2: Social media influencers have a significant positive impact on Customer Brand Engagement.

3.3. The Impact of Social Media Influencers on Online Repurchase Intention

According to **AL-Sous; Almajali, and Alsokkar** (2023) research conducted in Jordan, social media influencers have an effect on customer's perceptions of products. The study conducted by **Johansen and Guldvik** (2017) on Norwegian consumers between 16 and 54 revealed that consumers who were exposed to social media influencers exhibited a higher propensity to purchase products during each purchase occasion compared to the control group that was exposed to traditional online marketing. The literature reveals that prior research conducted by (**Cut Nurvajri *et al.***, 2022; **Kusumawati**, 2020) has demonstrated a positive relationship between social media influencers and online purchase intention. According to **Nordström and Pannula** (2020) research, social media influencers who are perceived as experts tend to exert a greater persuasive influence on their followers, resulting in a positive impact on consumer purchase intention. According to **Djafarova and Rushworth** (2017), a study conducted in the North East of England, the credibility of social media influencers is a significant factor in shaping consumers' online purchase intentions. This study expects social media influencers to influence online repurchase intention favorably.

H3*:* Social media influencers have a significant positive impact on Online Repurchase Intention.

3.4. The Impact of Content Marketing on Brand Trust

According to **Asnawati *et al.*** (2022), in research conducted in Indonesia, the utilisation of content marketing has been discovered to aid in the establishment of trust and credibility for brands. To **Mahmić and Klico** (2022), the utilisation of content marketing has the potential to cultivate brand recognition, encourage engagement and trust, and facilitate the development or maintenance of connections with current or prospective customers, the establishment of trust among specific audiences is predicated upon the implementation of content marketing strategies. Trust is recognized as a key factor that contributes significantly to the effectiveness of content marketing (**Lou; Xie**, 2021). The establishment of credibility and trust with the target market is a crucial aspect of content marketing, whereby consumers perceive the marketer's contributions as authentic and reliable (**Ezekiel**, 2022). Based on these findings, the following hypothesis can be proposed:

H4: Content Marketing has a significant positive impact on Brand Trust.

3.5. The Impact of Content Marketing on Customer Brand Engagement

According to **Weerasinghe** (2019), the production of high-quality content has the potential to impact consumer behavior by encouraging them to engage with a brand. As a result, companies must generate content that attracts customers to their website and motivates them to engage in purchase-related activities. **Ayele** (2021) asserts that content marketing is

a highly effective strategy for stimulating online engagement, which has emerged in tandem with the proliferation of social media. According to **Miliopoulou** (2019) research, it is widely believed that implementing content marketing strategies can effectively enhance customer engagement with a brand. According to **Laakkonen** (2022), a crucial aspect of well-crafted content is its ability to captivate and engage the audience. Additionally, enabling customers to provide feedback through multiple channels within the content marketing funnel is a significant component of effective content development. **Lopes and Casais** (2022) have determined that creating superior content is a continuous educational undertaking that necessitates the perpetual assessment of content that fosters customer brand engagement with the intended audience. This study predicts that content marketing will impact customer brand engagement.

H5*:* Content Marketing has a significant positive impact on customer brand engagement.

3.6. The Impact of Content Marketing on Online Repurchase Intention

One of the key tactics for garnering consumer interest in a product is to offer high-quality content that fosters brand engagement, ultimately resulting in increased purchase intent over time. According to **Al-Gasawneh *et al.*** (2020), in research conducted in Jordanian pharmacies, successful and relevant content marketing boosts customers' purchase intentions. This is also confirmed by (**Hermanda; Sumarwan; Tinaprillia**, 2019; **Lestari; Saifuddin**, 2020), who discovered that content marketing influences purchase intention. The creation of high-quality content has the potential to encourage consumer engagement with a brand. As a result, companies must generate content that attracts customers to their website and motivates them to act on their purchase intentions (**Weerasinghe**, 2019). The study by **Ahmad** (2019) examines the impact of content marketing on online purchase intention. The research explores the potential for marketers to utilize this impact to generate new business. It was concluded that the content of marketing has a significant influence on the online purchase intentions of consumers. **Talukder and Shuvo** (2022) discovered that content marketing altered customer attitudes and online purchase intentions. According to **Rahman** (2019) research, content marketing has a direct effect on customer purchase intention. Based on these findings, the following hypothesis can be proposed:

H6*:* Content Marketing has a significant positive impact on online repurchase intention.

3.7. The Impact of Customer Brand Engagement on Brand Trust

Active engagement of customers with brand communities through interactive experiences plays a crucial role in building trust. This interaction allows consumers to become more familiar with the brand's products, helping them address any concerns about their use. As a result, the utilization of the brand's products generates reduced ambiguity among consumers, leading to a boost in their trust in the brand (**Kwon *et al.***, 2021). **Atiq *et al.*** (2022) discovered that higher levels of consumer brand engagement are predicted to increase brand trust. Furthermore, **Khan *et al.*** (2020) stated that consumer brand engagement is vital in creating brand trust, so trust results from engagement. This study expects customer brand engagement to influence brand trust favorably.

H7: Customer Brand Engagement Has a Significant Positive Impact on Brand Trust.

3.8. The Impact of Brand Trust on Online Repurchase Intention

According to **Hidayati** (2021) research conducted in Indonesia, the likelihood of repurchasing a product is contingent upon a consumer's previous transactional ratings; this is because trust in the brand has an impact on the intention to repurchase. According to **Leite and Baptista** (2022) findings, there exists a positive correlation between an individual's trust in a brand and their likelihood of exhibiting favorable responses towards it. Consumers tend to exhibit behavioral intentions towards sellers they trust, leading to a reduction in their search efforts and alignment with their beliefs. This, in turn, facilitates repeated purchases. The maintenance of the relationship between seller and consumer is deemed contingent on establishing brand trust (**Sousa; Alves**, 2019). The maintenance and continual development of brand trust is a crucial factor that significantly influences repurchase intention. In addition, consumer trust in a product's brand has the potential to mitigate all associated risks and uncertainties (**Khoirunnisa; Astini**, 2021). According to **Poernomo** (2021) research, a significant and favourable relationship exists between brand trust and online repurchase intention. This study expects brand trust to influence online repurchase intention favorably.

H8*:* Brand Trust has a significant positive impact on Online Repurchase Intention.

3.9. The Impact of Customer Brand Engagement on Online Repurchase Intention

The study conducted by **Lim *et al.*** (2020) in Malaysia investigated the impact of customer brand engagement on online repurchase intention within the context of social commerce in the apparel retail industry, and they found a positive effect between customer brand engagement and repurchase intention. Prior research has demonstrated a favourable correlation between customer brand engagement and online repurchase intentions (**Lee *et al.***, 2021). Furthermore, customer engagement with a brand has positively influenced their intention to repurchase online (**Molinillo; Anaya-Sánchez; Liébana-Cabanillas**, 2020). Therefore, customer brand engagement is expected to positively influence online repurchase intention.

H9*:* Customer brand engagement has a significant positive impact on online repurchase intention.

3.10. Social Media Influencers, Brand Trust, and Online Repurchase Intention

Marketers' use of social media influencers for promotional purposes has become more prevalent. This strategy aims to cultivate a favorable perception of the brand and elicit online purchase intent. The influencer's perceived credibility plays a crucial role in shaping the consumer's attitude toward the brand, which, in turn, influences their purchase intent. Consequently, a higher purchase intent increases the likelihood of actual purchases (**Hussain; Ali**, 2022). According to **Wolff** (2022) research conducted in the Netherlands, it has been demonstrated that the transfer of trust is possible. The trustworthiness of social media influencers, along with their other personality traits, has the potential to cultivate brand trust when endorsing a brand. In light of the copious amount of information available on the internet, consumers frequently seek guidance from trustworthy sources. Establishing trust in social media influencers is likely to increase purchase intention (**Fu; Xu; Yan**, 2019).

The marketing literature has extensively documented the transfer of influencers' qualities and attitudes to the products they endorse. This transfer ultimately impacts consumers' attitudes towards the brand being promoted (**Leite; Baptista**, 2022). Consumers can procure a product based solely on the recommendation of an online endorser whom they trust on social media. The establishment of trust in social media influencer product reviews is contingent upon their perceived expertise, trustworthiness, and attractiveness about the product being endorsed (**Lou; Yuan**, 2019). **Subawa; Widhiasthini, and Suastika** (2020) conducted research in Indonesia and found a positive and significant correlation between brand trust and repurchase intention. Based on these findings, the following hypothesis can be proposed:

H10: Brand Trust mediates impact of Social Media Influencers on Online Repurchase Intention.

3.11. Social Media Influencers, Customer Brand Engagement, and Online Repurchase Intention

Wolff (2022) suggests that brands utilize social media influencers because they are seen as more persuasive and capable of generating higher levels of engagement. Research conducted by **Siqi and Yee** (2021) has indicated a correlation between the degree of customer engagement with a brand and the emergence of favorable outcomes, such as purchase intention. Social media influencers are one of the most essential determinants of customer brand engagement (**Sijabat; Rantung; Mandagi**, 2022). **Cheung *et al.*** (2021) discovered that emotional engagement is positively associated with consumer intention to repurchase products from the focal brand. Specifically, engaged consumers tend to experience positive emotions when using the goods and services provided by the brand, which reinforces their intention to make future purchases from the same brand. According to **Siqi and Yee** (2021) findings in Malaysia, there is a positive correlation between regular online brand engagement by consumers and increased purchasing of the brand's products. Based on these findings, the following hypothesis can be proposed:

H11*:* Customer Brand Engagement mediates the impact of Social Media Influencers on Online Repurchase Intention.

3.12. Content Marketing, Brand Trust, and Online Repurchase Intention

According to **Lou and Xie** (2021) research conducted in the United States, the utilization of content marketing has demonstrated its efficacy in fostering brand trust and credibility; the utilization of content marketing is deemed significant in enhancing brand trust. **Mahmić and Klico** (2022) discovered that content marketing may be utilized to increase brand trust. **Mgbame and Iyadi** (2022) posit that the level of trust exhibited by consumers significantly impacts their intentions to engage in repeat purchases from the same vendor's website. Clientele, it is more likely to retain them and attract new customers through positive word-of-mouth. According to **Combs** (2020), research conducted in Thailand, the extent of consumer repurchase intention is expanded by winning the trust of its existing consumers. **Poernomo** (2021) asserts that brand trust exerts a significant and favorable influence on the intention to repurchase online. **Trivedi and Yadav** (2018) posit that trust is crucial to consumer repurchase intention. Based on these findings, the following hypothesis can be proposed:

H12*:* Brand Trust mediates the impact of Content Marketing on Online Repurchase Intention.

3.13. Content Marketing, Customer Brand Engagement, and Online Repurchase Intention

According to **Trad and Al Dabbagh** (2020), in research conducted in Saudi Arabia, content marketing is considered one of the most effective strategies for encouraging customer engagement with a brand. **Harrigan *et al.*** (2017) have demonstrated the significance of customer brand engagement in stimulating consumers' intention to use a brand. According to the study conducted by **Bunpis and Haron** (2014), content marketing has a significant impact on online engagement and can foster trust. These factors, in turn, have an influence on the purchase intention of consumers. According to **Xi and Hamari** (2019), customer brand engagement serves as a fundamental psychological mechanism that drives consumers to develop greater brand loyalty. The inclusion of a certain level of commitment and trust can result in a pattern of repeated purchasing behavior. Based on these findings, the following hypothesis can be proposed:

H13*:* Customer Brand Engagement mediates the impact of Content Marketing on Online Repurchase Intention.

4. Methodology

4.1. Measures and Instrumentation

The questionnaire was developed referring to previous research and studies using several measures in order to design the necessary tool to measure each variable. A Likert scale of seven points, ranging from 1 to 7, was used to grade the questionnaire items. Strong disagreement to strong agreement is how they are evaluated. Fifteen items from the research by **Kemeç and Yüksel** (2021) were used to assess social media influencers, and seven items from the **Pektas and Hassan** (2020) scale were used to measure the content marketing variable. Seven items that were adapted from the scale of **Febrian and Fadly** (2021) were used to measure the variables for brand trust. Ten items adapted from **Chi; Harrigan, and Xu** (2022) were used to gauge the customer brand engagement questions. The five items used to assess the online repurchase intention variable were adapted from the scale of **Ali and Bhasin** (2019). The items in Table 2 were utilized to measure the constructions.

Table 2: Items Utilized to Measure the Constructions.

	Items	References
Social Media Influencers (SMIs)		
SMIs1	The influencer I follow is attractive.	**Kemeç and Yüksel** (2021)
SMIs2	The influencer I follow is classy.	
SMIs3	The influencer I follow is beautiful.	
SMIs4	The influencer I follow is elegant.	
SMIs5	The influencer I follow is sexy.	
SMIs6	The influencer I follow is dependable.	
SMIs7	The influencer I follow is honest.	
SMIs8	The influencer I follow is reliable.	
SMIs9	The influencer I follow is sincere.	
SMIs10	The influencers I follow are trustworthy	
SMIs11	The influencer I follow is an expert in the Field.	
SMIs12	The influencer I follow is skilled.	
SMIs13	The influencer I follow is knowledgeable.	
SMIs14	The influencer I follow is qualified.	
SMIs15	The influencer I follow is experienced.	
Content Marketing (CM)		**Pektas and Hassan** (2020)
CM1	Content Marketing expresses facts well.	
CM2	Content Marketing is necessary.	
CM3	Content Marketing is a reliable information source.	
CM4	Content Marketing offers useful information about products.	
CM5	Content Marketing offers actual images of products introduced generally**.**	
CM6	I feel that digital contents inform correctly.	
CM7	Content Marketing is generally reliable.	
Brand Trust (BT)		**Febrian and Fadly** (2021)
BT1	This brand gives me a sense of security.	
BT2	I trust in the quality of this brand.	
BT3	The service of this brand is a quality assurance.	
BT4	This brand is interested in its customers.	
BT5	The brand name guarantees satisfaction.	
BT6	The brand would be honest and sincere in addressing my concerns.	
BT7	The brand would compensate me in some way for a problem with the product.	
Customer Brand Engagement (CBE)		**Chi *et al.* (2022)**
CBE1	Using brand X gets me to think about the brand.	
CBE2	Using brand X stimulates my interest in learning more about the brand.	
CBE3	Using brand X stimulates my interest in learning more about the brand.	
CBE4	I feel very positive when I am using brand X.	
CBE5	Using brand X makes me happy.	
CBE6	I feel good when I use brand X.	
CBE7	I am proud to use brand X.	
CBE8	I spend a lot of time using brand X, compared to other brands in the same product category.	
CBE9	When I am using products from this product category, I usually use brand X.	
CBE10	Brand X is one of the brands I usually use when I use this product category.	
Online Repurchase Intention (ORPI)		**Ali and Bhasin** (2019)
ORPI1	I intend to continue to purchase goods online from sites that I use regularly.	
ORPI2	If I were to buy something, I would consider buying it from an online store.	
ORPI3	I intend to use an internet shopping site that I regularly use as a priority online store for future purchases.	
ORPI4	Except for any unanticipated reasons, I intend to continue using internet shopping sites that I use regularly.	
ORPI5	I intend to use an internet shopping site that I regularly use as a priority online store for future purchases.	

4.2. Population and Sampling

The population of this research includes all Jordanian shoppers who use social media platforms to purchase goods over

the internet. As the number of the total population was difficult to define strictly because of the fact that the number of online shoppers is actually dynamic as it continuously increases over time, the study relied on an assumption of a greater population such that this assumption facilitates drag or utilize a nonsystematic random sample. This approach was chosen to facilitate the inclusion of a diverse range of participants who engage in online shopping via social media platforms.

The questionnaire was posted on the Google Forms platform, and its link was disseminated to respondents through multiple channels such as Facebook, Instagram, and LinkedIn. The questionnaire starts within the title of the study and includes the important question as a filtering question, which is (Have you ever purchased products online?" If your answer is no, thank you for your time. You can stop now. If your answer is yes, please proceed to the next question. In order to control potential duplication in survey responses, the study implemented measures to identify and eliminate duplicate entries. These measures included the use of deduplication methods to ensure that each survey response was unique. Additionally, participants with duplicate IP addresses were excluded from the analysis to prevent the inclusion of redundant or repeated responses. These steps were taken to maintain the integrity and reliability of the survey data and to minimize the impact of potential duplication on the study results. This approach is consistent with the recommendations of (**Li; Dou; Liu**, 2022), who excluded participants with duplicate IP addresses as part of their quality control process, ensuring the integrity of the survey data.

In Jordan's context, online shopping is increasingly prevalent (**Al-Gasawneh *et al.***, 2020). **Al-Adwan *et al.*** (2020) highlight that 1.6 million Jordanian consumers are participating in online shopping to acquire various products and services. These statistics underscore Jordan's favorable conditions for fostering e-commerce endeavors. While they may not rank as the foremost sectors in Jordan, they undeniably play significant roles in the country's evolving economic landscape, as evidenced by the expanding consumer base and the proactive adoption of e-commerce business models by local enterprises (**Tubishat**, 2024).

4.3. Data Collection Process

The survey was conducted from the 17th of January to the 15th of February 2023. In order to get a sizable and representative sample, the survey was performed online using a variety of social media sites. The total number of online shoppers who participated reached (435). After downloading the final responds file, the responses were reviewed. Checking the respondent's answers file revealed that (19) online shoppers did not fill in all the required questions (i.e., they stopped by filling in the demographic data that appeared on the first screen and (8) online shoppers filled partially some questions and left the other so a total of (27) online shoppers answers were excluded and dismissed consequently the refined and total sample was (408) representing (93.97 %) of the total online shoppers participated was used for data analysis.

4.4. Data Analysis

The demographic details of the participants and correlations between each of the study's variables were subjected to descriptive analysis using SPSS 26. As recommended by **Henseler; Ringle, and Sinkovics** (2009), SMART-PLS3 was used to carry out the two-step structural equation modeling (SEM). Confirmatory factor analysis (CFA) is used in the first phase to analyze the measurement model and assess the construct validity of each measurement. To examine causal and mediation effect hypotheses, the second phase tests the structural relationships between the latent constructs.

5. Results

5.1. CFA Findings

Convergence validity and discriminant validity are the two basic criteria used to evaluate the CFA. According to **Hair *et al.*** (2010), convergent validity refers to how well different attempts to assess the same idea agree with one another. The results are shown in Table 3.

The standardized factor loadings of all items were over the 0.6 cut-off, as indicated by **Hair *et al.*** (2010), and they varied from .702 to 918, as shown in Table 3. All of the Average Variance Extracted (AVE) values were over the cut-off value of 0.5, as proposed by **Hair *et al.*** (2010), and varied between 0.536 and 0.689. The AVE values represent the total amount of variance in the indicators that the latent construct accounts for. The composite reliability (CR) values varied from 0.894 to 0.953, exceeding **Peterson and Kim** (2013) suggested value of 0.6 for all constructs. These values show how well the construct indicators predict the latent construct. As stated by **Nunnally and Bernstein** (1994), Cronbach's Alpha values, which indicate how error-free a measure is, were over the 0.7 cut-off point and varied from 0.886 to 0.938.

The scale means, and levels of the constructions are shown in Table 4. Table 4 also includes discriminant validity, which pertains to the issue of how really distinct a construct is from other constructs, utilizing two methods: **Henseler; Ringle, and Sarstedt** (2015) evaluated the findings of the Heterotrait - Monotrait ratio of Correlations (HTMT). **Fornell and**

Larcker (1981) technique to compare the standardized correlations and square root of AVE. Using Fornell and Larcker Approaches and HTMT, Table 4 shows Descriptive Statistics and Discriminant Validity.

Table 3: Convergent Validity and Internal Reliability.

Construct Variable	Item	Factor Loading	Average Variance Extracted (AVE)	Composite Reliability (CR)	Internal Reliability Cronbach Alpha
Social Media Influencers (SMIs)	SMI1	.719	.536	.939	.938
	SMI2	.73			
	SMI3	.702			
	SMI4	.717			
	SMI5	.727			
	SMI6	.711			
	SMI7	.71			
	SMI8	.718			
	SMI9	.703			
	SMI10	.721			
	SMI11	.78			
	SMI12	.797			
	SMI13	.747			
	SMI14	.736			
	SMI15	.754			
Content Marketing (CM)	CM1	.835	.659	.914	.913
	CM2	.836			
	CM3	.831			
	CM4	.806			
	CM5	.828			
	CM6	.74			
	CM7	.8			
Brand Trust (BT)	BT1	.828	.641	.922	.908
	BT2	.857			
	BT3	.825			
	BT4	.77			
	BT5	.761			
	BT6	.768			
	BT7	.79			
Customer Brand Engagement (CBE)	CBE1	.786	.594	.953	.931
	CBE2	.708			
	CBE3	.788			
	CBE4	.769			
	CBE5	.778			
	CBE6	.786			
	CBE7	.836			
	CBE8	.773			
	CBE9	.763			
	CBE10	.712			
Online Repurchase Intention (ORPI)	ORPI1	.842	.689	.894	.886
	ORPI2	.846			
	ORPI3	.799			
	ORPI4	.735			
	ORPI5	.918			

Table 4: The Square Root of the Average Variance Recovered is Larger Than the Correlations of That Construct.

Variable	Mean	Level	BT	CM	CBE	ORPI	SMIs
Brand Trust (BT)	4.15	High	**.800**	.805	.535	.829	.778
Content Marketing (CM)	4.08	High	.765	**.812**	.545	.830	.814
Customer Brand Engagement (CBE)	4.13	High	.579	.575	**.771**	.562	.486
Online Repurchase Intention (ORPI)	4.13	High	.607	.644	.571	**.830**	.819
Social Media Influencers (SMIs)	4.15	High	.704	.648	.540	.644	**.732**

Values in bold diagonal display the square root of the average variance extracted; Values below the diagonal display correlations of Fornell and Larcker approach; Values above the diagonal display HTMT results; All constructs have a 5-point Liker scale: 1 = Strongly Disagree, 5 = Strongly Agree; *p < .05; **p < .01; ***p < .001.

Table 4 demonstrates that for each construct, the square root of the average variance recovered is larger than the

correlations of that construct with other constructs (**Hair *et al.***, 2010). Furthermore, all correlations between components fell below the threshold of 0.85, with values ranging from .540 to 765; this indicates that the constructs have a reasonable level of discriminant validity (**Kline**, 2023). The latent constructs' HTMT values were below 0.90, ranging from 0.486 to 0.830. It therefore demonstrates that each latent construct measurement was completely different from the others (**Henseler *et al.***, 2015). The descriptive statistics of the constructs are also included in Table 4, along with the mean values of all the constructs that fall over the midpoint of the Likert scale's 3 out of 5 points. The lowest mean belonged to Content Marketing (CM) (4.08), while the highest mean belonged to Brand Trust (BT) and Social Media Influencers (SMIs) (4.15). The overall mean levels of all constructs were high.

5.2. Hypotheses Finding

5.2.1. Causal Effects

The structural model was assessed after the measurement model's good results. Coefficient values and the significant level were used to confirm or disprove the claimed relationships. The t values of the model were also calculated using a bootstrapping technique with a 5000 sample size, with values of t equal to or greater than 1.645, indicating that the hypothesized relationship is significant at a p-value of less than 0.05 (**Hair *et al.***, 2019). The amount of variance explained (R-square) was used to assess the model's predictive power. The coefficient of determination (R^2) values for Brand Trust (BT), Customer Brand Engagement (CBE), and Online Repurchase Intention (ORPI) were 0.640, 0.340, and 0.808, respectively. All values are classified as substantial with respect to **Cohen** (1988). The results of investigating the causal effect hypothesis are displayed in Table 5 (i.e., H1 thru H9).

Table 5: Results of Path Analysis to Examine Causal Effect Hypotheses.

Path: IV→DV	β	SE	t	p
H1) SMIs → BT	.338***	.067	5.039	.000
H2) SMIs → CBE	.188*	.080	2.339	.010
H3) SMIs →ORPI	.458***	.047	9.666	.000
H4) CM → BT	.478***	.064	7.417	.000
H5) CM → CBE	.416***	.080	5.214	.000
H6) CM →ORPI	.455***	.046	9.826	.000
H7) CBE → BT	.185***	.032	5.690	.000
H8) BT → ORPI	.296***	.037	7.920	.000
H9) CBE → ORPI	.094**	.029	3.248	.001

β = standardized coefficient; SE = standard error; *p < .05. **p < .01. ***p < .001(two-tailed); SMIs = Social Media Influencers; BT = Brand Trust; CBE = Customer Brand Engagement; ORPI = Online Repurchase Intention; CM = Content Marketing

As shown in Table 5, Social Media Influencers (SMIs) has significant positive effects on Brand Trust (BT) (β = 0.338, t = 5.039, p < 0.001, supports H1), Customer Brand Engagement (CBE) (β = 0.188, t = 2.339, p < 0.05, supports H2) and Online Repurchase Intention (ORPI) (β = 0.458, t = 9.666, p < 0.001, supports H3). The results also indicated that Content Marketing (CM) has significant positive effects on Brand Trust (BT) (β = 0.478, t = 7.417, p < 0.001, supports H4), Customer Brand Engagement (CBE) (β = 0.416, t = 5.214, p < 0.001, supports H5) and Online Repurchase Intention (ORPI) (β = 0.455, t = 9.826, p < 0.001, supports H6). Customer Brand Engagement (CBE) was found to have significant positive effects on Brand Trust (BT) (β = 0.185, t = 5.690, p < 0.001, supports H7) and Online Repurchase Intention (ORPI) (β = 0.094, t = 3.248, p < 0.01, supports H9). The effect of Trust (BT) on Online Repurchase Intention (ORPI) was also found to be significantly positive; β = 0.296, t = 7.920, p < 0.001, supports H8. Therefore, all proposed causal effect hypotheses H1 through H9 were supported.

5.2.2. Mediation Effects

A reliable technique for doing mediation analysis was bootstrapping with 5000 samples (**Hayes**, 2017). The sampling distribution is calculated using this approach over several rigorous repetitions. First, the total effect (without the mediator) bootstrapping method was used to evaluate the route model. The results of the direct and indirect pathways are assessed based on that sample distribution (**Awang**, 2015). **Hair *et al.*** (2016) propose a VAF (variance accounted for) score to measure the degree of mediation. Only when the indirect influence is substantial is VAF calculation taken into consideration (**Hair *et al.***, 2016). According to **Hair *et al.*** (2016), full mediation occurs when the VAF score is more than 80%. Partial mediation is considered to exist if the VAF value is between 20% and 80%, and no mediation is considered to exist if the VAF value is below 20%. The findings from looking into the Mediation effect hypothesis (i.e., H10 through H13). are shown in Table 6.

Table 6: Results of Path Analysis to Examine Mediation Effect Hypotheses.

Path: IV→M→DV	β	SE	t	p	VAF %
H10) SMIs→BT→ORPI	.090***	.024	3.756	.000	1.96
H11) SMIs→CBE→ORPI	.007	.006	1.183	.118	1.53
H12) CM→BT→ORPI	.119***	.024	4.919	.000	2.18
H13) CM→CBE→ORPI	.017	.013	1.316	.094	26.15

SE = standard error; *p < .05. **p < .01. ***p < .001(two-tailed); SMIs = Social Media Influencers; BT = Brand Trust; CBE = Customer Brand Engagement; ORPI = Online Repurchase Intention; CM = Content Marketing

As shown in Table 6, the results indicated that Social Media Influencers (SMIs) have a significant positive indirect effect on Online Repurchase Intention (ORPI) through Brand Trust (BT); β = 0.090, t = 3.756, p < 0.001. Therefore, hypothesis H10 was supported. The VAF was 1.96, below the threshold of 20%, indicating no mediation effect. Social Media Influencers (SMIs) have not any significant indirect effect on Online Repurchase Intention (ORPI) through Customer Brand Engagement (CBE); β = 0.007, t = 1.183, p > 0.05. Moreover, the VAF of 1.53 was below the threshold of 20%. The phenomenon indicated no significant mediation effect. Therefore, hypothesis H11 was rejected. The findings revealed that Content Marketing (CM) has a significant positive indirect effect on Online Repurchase Intention (ORPI) through Brand Trust (BT); β = 0.119, t = 4.919, p < 0.001. Therefore, hypothesis H12 was supported. The VAF was 2.18, below the threshold of 20%. The phenomenon indicated no mediation effect. Content Marketing (CM) does not have any significant indirect effect on Online Repurchase Intention (ORPI) through Customer Brand Engagement (CBE); β = 0.017, t = 1.316, p > 0.05. Therefore, hypothesis H13 was rejected. Nevertheless, the VAF was 26.15%, within the range of 20% to 80%. The phenomenon demonstrated partial mediation. The model of findings and findings from looking at study hypotheses are shown in Figure 6.
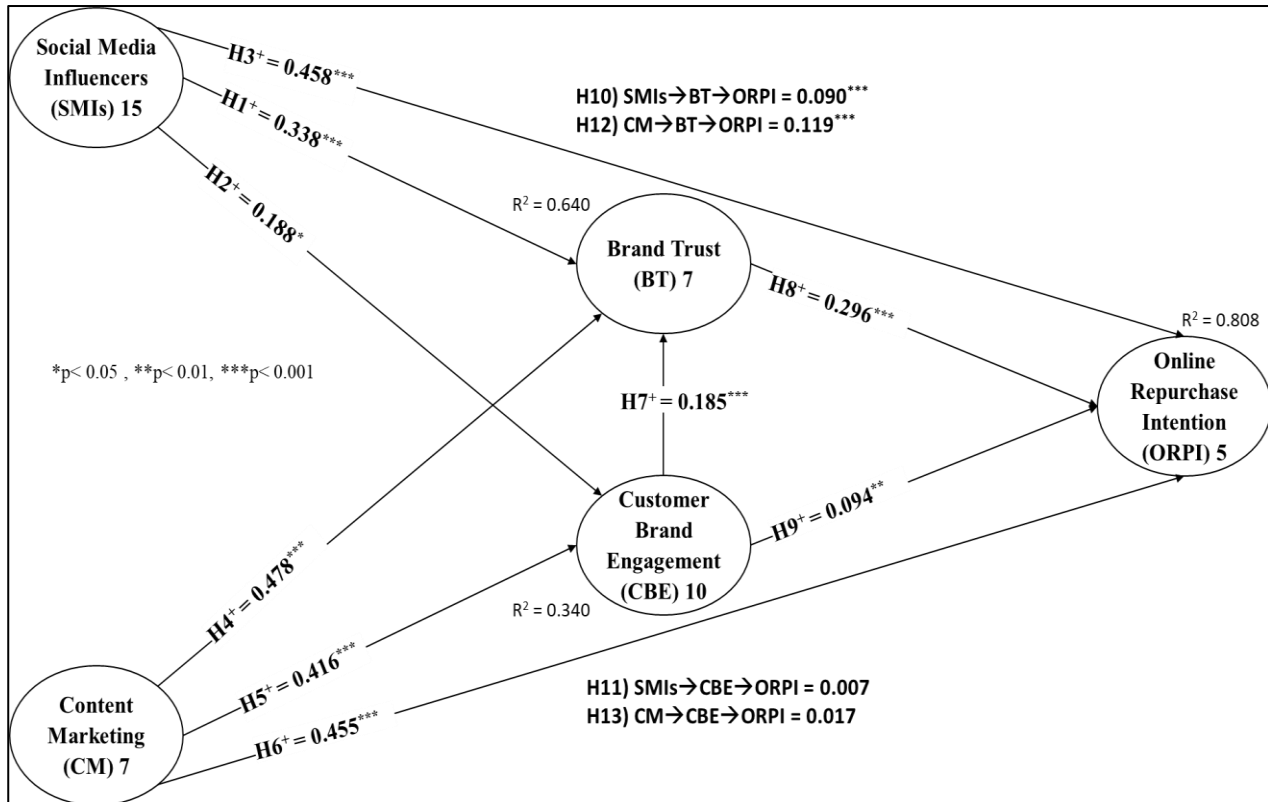

Figure 6: Model of Findings & Estimation Results.

6. Discussions

The research outcomes indicated that social media influencers play a crucial role in shaping brand trust (H1); this aligns with **Ohanian's** (1991) source credibility model, which highlights how influencers' perceived attributes can influence their followers' trust in a brand and their purchasing behavior. The perceived trustworthiness, expertise, and attractiveness of influencers, as outlined in the source credibility model, are key factors that impact followers' trust in influencers. Depending on these factors, an influencer's credibility can extend to the brand they endorse, thereby enhancing brand trust (**Wolff**, 2022). Additionally, the findings demonstrated that influencers have a positive impact on customer brand engagement (H2), which is consistent with prior studies (**Sijabat et al.**, 2022) indicating the significant role of social media influencers in customer brand engagement. **Wolff** (2022) also noted that brands leverage social media influencers due to their ability to drive higher engagement through their persuasive abilities. Furthermore, the study revealed that influencers significantly and positively influence online repurchase intention (H3), echoing past research highlighting the impact of social media influencers on consumers' intention to repurchase online. **Kusumawati** (2020) show that social media influencers positively influence purchase intention. In addition to the above, **Weismueller et al.** (2020) reported that all the source credibility, including source attractiveness, source trustworthiness, and source expertise, had a positive impact on consumers' purchase intention.

Moreover, the findings demonstrated that content marketing has a significant impact on brand trust (H4); the result is consistent with **Fog and Indra** (2022), who reported that content marketing significantly affects brand trust. Also, this

is supported by **Asnawati *et al.*** (2022) reported that content marketing has been found to help brands build trust and credibility. Additionally, the investigation disclosed that content marketing has a significant effect on customer brand engagement (H5); the result is consistent with **Du Plessis** (2017) presented the finding that content marketing drives customer brand engagement significantly. **Weerasinghe** (2019) found that companies try to engage customers through content marketing. Also, **Balio and Casais** (2021) reported that content marketing can drive customer brand engagement. Furthermore, it was found that content marketing has an effect on online repurchase intention (H6); this result is consistent with **Al-Gasawneh and Al-Adamat** (2020), who argued that effective and appropriate content marketing encourages consumers in their purchasing intentions. Also, this is supported by (**Hermanda *et al.***, 2019), who found that content marketing positively affects purchase intention.

Additionally, the research uncovered the significant impact of brand engagement on brand trust (H7); this result is consistent with **Kwon *et al.*** (2021), who argued that customer brand engagement has a positive relationship with brand trust. In addition, **Khan *et al.*** (2021) concluded that customer brand engagement is important in developing brand trust, thus rendering trust an outcome of engagement. Furthermore, the research outcomes indicated that brand trust and customer brand engagement have a significant impact on online repurchase intention (H8), (H9). This result is consistent with **Subawa *et al.*** (2020), who found that brand trust has a positive effect on repurchase intention. In addition, **Tian; Siddik, and Masukujjaman** (2022) suggested that customers showed higher intention to repurchase online in the future when they had higher trust in the brand. Also, this result is in line with **Lee *et al.*** (2021) and **Molinillo *et al.*** (2020), who found that when consumers are highly engaged with a brand on social media platforms, they are more willing to repurchase products or services. Additionally, **Majeed *et al.*** (2022) presented the finding that customers who are highly engaged are more likely to feel empowered as a result of their interaction, which can lead to a variety of positive transactional outcomes like online repurchase intent.

7. Conclusions

This article can be seen as a continuation of the one presented by **Tarabieh *et al.*** (2024), where a specific evaluation in the cosmetics sector was conducted, examining how social media influencers affect online repurchase intentions through brand trust and customer engagement. **The main novelty of this new work is to attempt to present a more generic model valid for any industry, which may be of great interest to academics, researchers, and companies from any sector.** Additionally, while also mentioning the importance of influencers in marketing, the paper broadens the focus to include the role of content marketing and highlights the influence of micro-influencers on consumer behavior and brand loyalty.

The current research examined the impact of social media influencers and content marketing on brand trust, customer brand engagement, and online repurchase intentions in online shopping stores. Previous studies postulate social media influencers and content marketing as the main determinants of achieving brand trust and customer brand engagement (**Wolff**, 2022; **Çelik**, 2022). In order to further this line of research, the current research proposed a theoretical framework that included social media influencers and content marketing, which were adapted as an additional direct determinant of achieving brand trust and customer brand engagement, along with online repurchase intentions. This aims to improve knowledge of the effects of social media influencers and content marketing on customer brand engagement and brand trust, which in turn improves online repurchase intentions in online shopping stores.

The results of this research generally demonstrated that content marketing and social media influencers had a large positive direct impact on brand trust, customer brand engagement, and online repurchase intention. According to the findings, content marketing, followed by social media influencers, was the most effective predictor of brand trust and customer brand engagement. Additionally, brand trust is significantly influenced by customer brand engagement. Additionally, online repurchase intention was greatly significantly and positively affected by brand trust and customer brand engagement.

In this vein, it must be highlighted the impact of micro-influencers, which play a vital role in influencing consumer behavior and fostering brand loyalty. Their impact extends not only to increasing their participation in commercial actions (**Fernández-Gómez *et al.***, 2024) but also to consumer brand engagement (**Marques; Casais; Camilleri**, 2021) and also to the potential capacity of persuasion (**Conde; Casais**, 2023).

Moreover, **social media influencers are the strongest determinant of online repurchase intentions, followed by content marketing**, brand trust, and customer brand engagement. From the mediation analysis results, it was found that customer brand engagement did not mediate the positive effects of social media influencers and content marketing on online repurchase intention. Furthermore, it was found that brand trust mediates the positive effects of social media influencers and content marketing on online repurchase intentions.

8. Research Implications

The findings of our research offer several actionable implications for professionals in digital marketing, specifically emphasizing the importance of leveraging **social media influencers and content marketing to enhance consumer**

engagement and trust, which are critical drivers of online purchase behaviors.

Firstly, the significant impact of social media influencers on brand trust suggests that brands should strategically partner with influencers whose audience aligns with their target market. This can help in crafting authentic messages that resonate well with the audience, thereby boosting brand trust. Furthermore, given that both brand trust and customer engagement are positively linked to online repurchase intention, marketers should invest in long-term influencer relationships rather than one-off campaigns to sustain these benefits over time. For instance, companies can use your results to refine their criteria for influencer selection, emphasizing those with high engagement rates in relevant communities, thus directly influencing consumer trust and subsequent purchase decisions.

Secondly, the positive effects of content marketing on brand engagement and online purchasing behavior highlight the necessity for brands to produce high-quality, relevant content that educates, entertains, or provides value to consumers. This strategic focus on content not only builds trust but also fosters an engaged community, enhancing customer loyalty and encouraging repeat purchases. Additionally, the relationship between brand trust, customer engagement, and repurchase intention offers a foundation for developing predictive models that can forecast consumer behavior, enabling more strategic resource allocation in marketing budgets. By focusing on content that strengthens consumer relationships and trust, companies can drive more consistent repurchase behaviors, thus achieving better ROI on their marketing investments.

9. Study limitations and future Recommendations

The empirical evidence presented in this research highlights the significance of social media influencers and content marketing in achieving brand trust, customer brand engagement, and online repurchase intention within online shopping stores. However, the research has a few limitations. This research's use of just one nation is its first limitation. The use of Jordanian samples may result in conclusions that are culturally distinctive and challenging to transfer to other contexts. Further research is thus required to evaluate the research model in numerous nations in order to generalize the outcomes of this study. The target population is the second research limitation. All Jordanians interested in online shopping stores were asked to evaluate the impact of social media influencers and content marketing on brand trust, customer brand engagement, and online repurchase intention. As a result, the acquired results cannot be utilized or generalized to all industries in Jordan as a whole. One of the limitations of this study is that we did not examine the bidirectional relationship between brand trust and brand engagement. as brand trust could potentially influence brand engagement and vice versa. By not incorporating this reciprocal relationship, our study may not fully capture the nuanced interactions between these constructs. Future research endeavors should aim to explore the bidirectional nature of brand trust and brand engagement to provide a more comprehensive understanding of their dynamic interplay in the context of digital marketing. Another limitation of this work may lie in the methodological part of the questionnaire, where there may be some risk of causality between subjective and perception variables.

To get over these research limitations, further research could be done. First, in order to evaluate and further investigate the model created for this research, it will be of great importance to take into account other Middle Eastern nations; this will be helpful in demonstrating the validity of the research model in light of various Middle Eastern online shopping stores. Empirical testing will be required because the model's robustness may change depending on the cultural context. Therefore, further empirical studies, including data gathering regarding many nations, particularly Arab nations, are advised in order to obtain more information and a clear overall picture of this subject in numerous nations.

Also, there are just a few previous studies looking at the impact of social media influencers and content marketing on online repurchase intention (**Cut Nurvajri _et al._**, 2022). Thus, future studies should continue to study social media influencers and content marketing since literature is scarce. Additionally, further research may be done to broaden the research model by taking into account additional significant variables that may affect brand trust, customer brand engagement, and online repurchase intention. For instance, as mentioned in the literature review, prior research has suggested that variables such as customer behavior and e-WOM are independent variables to have a substantial impact on brand trust, customer brand engagement, and online repurchase intention. Moreover, another mediating variable such as brand satisfaction, brand expected value, and online customer reviews.

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