

“How do social media marketing activities enhance online purchase intention among Jordanian consumers? The role of brand trust and brand engagement”

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HOW DO SOCIAL MEDIA MARKETING ACTIVITIES ENHANCE ONLINE PURCHASE INTENTION AMONG JORDANIAN CONSUMERS? THE ROLE OF BRAND TRUST AND BRAND ENGAGEMENT

Abstract

With the growing popularity of social media platforms, many brands have embraced social media marketing activities as a key tool in influencing consumer behavior and purchasing decisions. This paper aims to investigate the nexus of social media marketing activities (SMM activities) on online purchase intention in Jordanian e-stores through the mediating role of brand engagement and brand trust. The current study utilized a quantitative approach design, using a questionnaire as a tool to collect the data from 542 e-commerce consumers in Jordan during the period from February 7, 2024, to July 28, 2024. Purposive sampling was applied to collect the data from participants. Structural Equation Modeling (SEM) using Smart PLS 4.0 was used to analyze the study data and examine the relationship between the study variables. The results showed the importance of social media marketing activities ($\beta = 0.16$, $p < 0.001$). Brand trust ($\beta = 0.385$, $p < 0.001$) and brand engagement ($\beta = 0.173$, $p < 0.001$) have a positive impact on online purchase intention. The study's findings highlight the importance of brands creating content that focuses on engaging information that resonates with their target audience. The study concludes that social media marketing activities play a pivotal role in enhancing consumer trust and engagement online, contributing to increased purchase intention, and providing valuable insights for brands and marketers seeking to improve their digital marketing strategies.

Keywords

brand trust, online repurchase intention, customer engagement, online stores, Jordan

JEL Classification

M31, M37, L81, O33

INTRODUCTION

With technological advancements and the radical shift in consumer behavior and how consumers interact with brands, social media platforms are no longer just traditional channels for communication and interaction between users. It has become marketing channels that enable brands to directly interact with consumers through the exchange of information and opinions. (Hanaysha, 2022a). These platforms have helped brands shape their perceptions, alter their preferences, and influence their purchasing intentions. Marketing activities on social media platforms, through content, also play a pivotal role in shaping consumers' purchasing intentions (Ibrahim & Aljarah, 2018).

Jordan is one of the leading countries in the field of e-commerce. However, the online store in Jordan faces intense competition from



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foreign online stores. This highlights the most effective SMM activities for understanding Jordanian consumers' behavior. On the other hand, SMM activities and understanding consumer purchasing behavior are essential to enhancing customer confidence and growing the online store sector in Jordan.

1. LITERATURE REVIEW

Social media is a group of applications that allow users to create content in a variety of ways and share information between users easily. These applications are also connected to the Internet, allowing users to communicate and interact faster (Kaplan & Haenlein, 2010). Ezenwafor et al. (2021) refer to platforms that occur through interaction between people by establishing and allocating different types of content on Internet-related platforms such as Instagram, Threads, TikTok, etc. Companies have created pages on the social media network due to the importance of these platforms (Yadav & Rahman, 2018). Hajli (2015) has defined social media as the channels and technologies through which products and services are displayed and communicated directly with consumers that can provide value to businesses. In the context of SMM, these platforms play a crucial role in facilitating marketers to improve service quality, maintain customer relationships, and promote the brand (Tuten, 2023). Yadav and Rahman (2018) defined SMM in the context of online commerce as a set of tools, techniques, and strategies that marketers use within a company to promote products and communicate directly with the target group, creating a long-term relationship with them. Besides, these platforms also facilitate the development of relationships with consumers, as well as product development. SMM activities indirectly make customers brand advocates and marketers, prompting them to share brand-related information across social media platforms (Akar & Topçu, 2011). Based on previous studies (Park et al., 2009; Yadav & Rahman, 2018), five dimensions of SMM activities were adopted, namely perception, information, customization, trends, and WOM, especially in the perspective of e-commerce. Interactive SMM activities create the identified value of goods and services and enhance the brand equity of companies (Ismail, 2017). Social interaction is a catalyst in the development of products created by content customers. It is also considered that social me-

dia helps in creating effective conversations and sharing ideas that give value to products.

San Martín and Herrero (2012) have defined a perceived personality. The study of perceptions provided via social media helps meet customer preferences through online stores. In online stores, social media aims to personalize content that matches customer preferences, which helps online stores enhance affinity and increase customer loyalty towards online stores. In contrast, customizing content through social media contributes to reducing the amount of redundant information and thus allows them to understand specialized content, which facilitates the opportunity for them to examine the information and thus contributes to making a better purchasing decision (Tam & Ho, 2006).

Besides, the perceived information factor, which measures perceptions about the information provided by SMM activities for e-stores, and the accuracy of comprehensive information, including comments and reviews about products, such that consumers are keen to capture information about a specific product via SMM activities for e-stores (Elliott & Speck, 2005). Informing SMM activities of electronic stores is a means to facilitate the purchase decision-making process and contributes to making the right decision, and in return, it may enrich positive attitudes toward electronic stores (Ranganathan & Ganapathy, 2002).

WOM is the perception of previous customers that potential customers recommend online stores and share information about goods and services offered by online stores on social media (Buttle, 1998). Oral speech is considered an influential tool in knowing individuals' feelings and behaviors (Berger, 2014). eWOM is the consumer's perception of goods and services available through online stores. Additionally, the advent of Web 2 has helped the advance of social media and brought the benefit of eWOM through reviews and ratings, which will aid in the purchasing decisions of potential customers (Alrwashdeh et al., 2019; Ibrahim & Aljarah, 2018).

According to Park et al. (2021), highlight the role of the perceived value of WOM, such as social, personal, and functional via SMM activities on purchase intention. The study refers to a positive relationship between WOM and consumer intention to purchase. The researchers also recommended focusing on word of mouth online because it has a greater impact on purchasing decisions, especially for potential customers. A prior study by Hutter et al. (2013) conducted on the automobile industry sector to study the impact of SMMAs on consumers' purchasing decisions, using influence theory to study consumer purchasing behavior, concluded that there was a positive interaction among participants with the marketing activities carried out by companies. eWOM had the greatest impact on participants in encouraging them to purchase. Furthermore, Choedon and Lee (2020) found a positive relationship between the five dimensions of SMM activities and intention to purchase products. The researchers also recommended that brands engage customers in SMM activities, which increases their intention to purchase products and helps in building a long-term relationship with customers. Recently, scholars have highlighted the direct relationship between SMM activities and online purchase intention (Shuyi et al., 2024; Zabukovsek et al., 2023).

Brand trust is the willingness of consumers to adopt the brand in the provision of goods and services or the implied promise made by the brand (Chaudhuri & Holbrook, 2001). Hence, work to build bridges of trust between brand and customers to grow and build a successful relationship. Also, the spread of content related to the brand through social media contributes to enhancing trust between the brand and consumers in the target market (Hafez, 2021). According to Calefato et al. (2015) and Hanaysha (2022b), trust is created between brand and consumer when it provides reliability and integrity in the delivery of products. In the digital age, individuals' responses to multiple interactions depend on two basic elements: first, trust, and second, prior knowledge of the brand. SMMs play a central part in enhancing trust among buyers (Hanaysha, 2022a). According to Park et al. (2021), the content develops the interactions that the brand creates through comments on social media networks. Therefore, building trust between the brand and

consumers makes it easier for them to convey the needs of marketing messages that will create a positive feeling in the attitudes of customers about the brand. Earlier literature has shown the positive effect of trust as a mediator between eWOM and the dimension of SMM activities on purchase intention (Rao et al., 2021).

Brand engagement refers to the point to which a consumer's mental state is stimulated about a brand, which for its part depends on the context and is characterized by a certain level of cognitive, behavioral, and emotional activities of the consumer (Leckie et al., 2016). It is a brand-focused consumer behavioral state that leads to purchase and results from the motivational drive of the consumer (van Doorn et al., 2010). Moreover, marketing scholars have focused on the significance of brand involvement and the fundamental function it plays in consumers' motivational behavior (Abbas et al., 2018). The importance of consumer engagement through platforms has increased in latest years (Zeqiri et al., 2024). Indeed, several studies have found that social media has a positive impact on customer evaluations of a brand (Sharma et al., 2020). Literature indicates that customer engagement contributes to the purchase decision-making process (Emini & Zeqiri, 2021; Sharma et al., 2020; Supotthamjaree & Srinaruewan, 2021; Zeqiri et al., 2024).

Few studies to date have focused on the effect of SMM activities on online purchase intention from a wide range of e-commerce perspectives (Choedon, 2020; Hutter et al., 2013; Park et al., 2021; Ural & Yuksel, 2015). However, recent literature has a limited study that has addressed the field of online stores, especially in Jordan. Hence, empirical studies have become an urgent need to understand the most effective SMM activities to better understand consumer behavior in making purchasing decisions. Also, measuring consumer purchase intention does not depend on SMM activities and their various dimensions only (Chen & Lin, 2019; Choedon, 2020; Hafez, 2021; Kim & Ko, 2012; Park et al., 2021). Moreover, limited studies have examined brand trust as a mediating effect between variables (Yazdanian et al., 2019). Previous studies have also neglected brand engagement as a dimension to help encourage consumers to make a purchase decision.

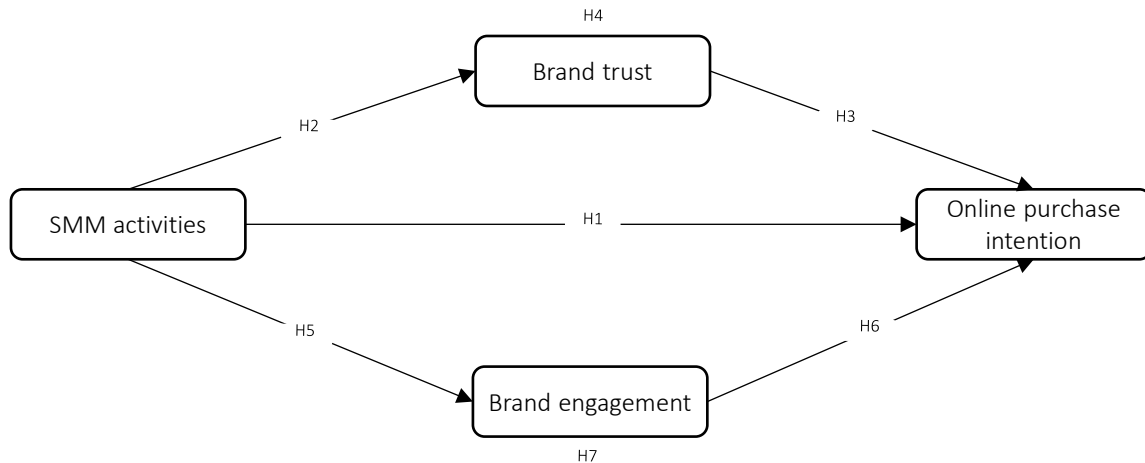


Figure 1. The research model

Moreover, Hanaysha (2022b) concluded that interaction, perceived importance, and information and entertainment via social media contribute to customer engagement and enhance consumers' purchase intentions. Recent studies show the helpful effect of brand engagement on customers' purchase intentions via SMM (Goyal & Verma, 2024; Ibrahim & Aljarah, 2024).

This study aims to study the impact of SMM activities on online purchase intentions in Jordanian online stores. It also studies the mediating role of brand trust and brand engagement between SMM activities and online purchasing intentions. The research model of this study is shown in Figure 1.

The following hypotheses were formulated in light of the literature review:

- H_1 : *Social media marketing activities have a positive impact on online purchase intention.*
- H_2 : *Social media marketing activities have a positive impact on brand trust.*
- H_3 : *Brand trust has a positive impact on online purchase intention.*
- H_4 : *The relationship between social media marketing activities and online purchase intention is significantly mediated through brand trust.*
- H_5 : *Social media marketing activities have a positive impact on brand engagement.*

H_6 : *Brand engagement has a positive impact on online purchase intention.*

H_7 : *The relationship between social media marketing activities and online purchase intention is significantly mediated through brand engagement.*

2. METHODOLOGY

This study adopted a quantitative approach to ensure measurable and generalizable results. It examined the relationship between SMM activities and e-purchase intentions through the mediating role of trust and engagement in the Jordanian e-commerce sector. A questionnaire was used as the survey instrument, which was subjected to multiple validations by academic experts and managers to ensure readability and completeness. The survey was conducted over a six-month period among consumers who made online purchases and resided in Jordan, from February 7, 2024, to July 28, 2024, via social media platforms such as Instagram, Facebook, and WhatsApp groups, given the wide interaction among participants on these platforms. Purposive sampling was used to select the participants and ensure their relevance to the study problem. The participants in this study were users who interact with e-commerce stores in Jordan. The questionnaires were distributed to a total of 553 participants. 11 responses were then excluded due to outliers or non-participating responses. Thus, the final sample included 542 participants, aged 18 and above, who interact on digital platforms and the internet. Table 1 shows the characteristics of the participants.

Table 1. Demographic distribution of study participants

Demographic variable	Distribution	%
Age		
Under 18	22	4.1%
18-24	102	18.8%
25-34	154	28.4%
35-44	117	21.6%
45-54	78	14.4%
55-64	47	8.7%
65 or older	22	4.1%
Gender		
Male	233	43.0%
Female	309	57.0%
Income level		
Below \$10,000	332	61.3%
\$10,000 - \$15,000	125	23.1%
\$15,001 - \$20,000	42	7.7%
\$20,001 - \$25,000	22	4.1%
Above \$25,000	21	3.9%
Education level		
High school or below	88	16.2%
Some college/Associate's degree	114	21.0%
Bachelor's degree	154	28.4%
Master's degree	118	21.8%
Doctorate or professional degree	68	12.5%
Occupation		
Student	164	30.3%
Employed full-time	203	37.5%
Employed part-time	76	14.0%
Self-employed	72	13.3%
Unemployed	16	3.0%
Retired	11	2.0%
Marital status		
Single	244	45.0%
Married	227	41.9%
Divorced	39	7.2%
Widowed	23	4.2%
Prefer not to disclose	9	1.7%
Location		
Urban	272	50.2%
Suburban	188	34.7%
Rural	82	15.1%
Internet usage		
Less than 1 hour per day	37	6.8%
1-3 hours per day	131	24.2%
4-6 hours per day	176	32.5%
More than 6 hours per day	198	36.5%
Social media usage*		
Facebook	352	64.9%
Instagram	281	51.8%
Twitter	117	21.6%
LinkedIn	64	11.8%
Snapchat	55	10.1%
TikTok	41	7.6%
YouTube	223	41.1%

Demographic variable	Distribution	%
Other	86	15.9%
Shopping frequency		
Daily	56	10.3%
Weekly	211	38.9%
Monthly	172	31.7%
Occasionally	86	15.9%
Rarely	17	3.1%

Note: * More than one possible answer.

According to Table 1, most participants (28.4%) are in the 25-34 age group, followed by those aged 35-44 (21.6%) and 18-24 (18.8%). Females comprise a larger portion of the sample (57%) than males (43%). Most respondents earn below \$10,000 annually (61.3%), with a notable portion earning between \$10,000 and \$15,000 (23.1%). A significant percentage hold a bachelor's degree (28.4%), followed by those with a master's degree (21.8%) and some college education or an associate's degree (21%). The largest group in terms of occupation is employed full-time (37.5%), followed by students (30.3%) and part-time employees (14%). Marital status data show a nearly even split between single (45%) and married individuals (41.9%). Geographically, half of the participants reside in urban areas (50.2%), while suburban and rural areas account for 34.7% and 15.1%, respectively. Internet usage varies, with 36.5% of participants using the Internet for more than six hours daily and a significant portion using it for 4-6 hours (32.5%). Facebook is the dominant social media platform (64.9%), followed by Instagram (51.8%) and YouTube (41.1%). Regarding online shopping frequency, the largest group is weekly shoppers (38.9%), followed by monthly shoppers (31.7%).

The questionnaire was designed using Google Forms to measure the study variables, with concepts and items selected based on their empirical validity from previous studies. A five-point scale was chosen to measure the items (1: complete disagreement–complete agreement). The questionnaire contains 25 items distributed across four variables taken from previous literature based on scales: (1) social media marketing activities, (2) online purchase intention, (3) brand trust, and (4) brand engagement. Social media marketing activities assess four dimensions within nine items derived from the work of Chen and Lin (2019). Online purchase in-

tention is assessed using five items adapted from Supotthamjaree and Srinaruewan (2021). Brand trust consists of five items (Monfared et al., 2021). Brand engagement consists of six items derived from scales (Choedon, 2020). The SMART PLS analysis tool was used as a statistical methodology to test hypotheses and study the relationship between variables.

3. RESULTS

Regarding the evaluation of the examined measurement model, validity and reliability were estimated following procedures outlined by Hair et al. (2011). The reliability of the scale is achieved by measuring the internal consistency between its items. Factor loadings for items measuring construct constructs were examined, with items with loadings higher than 0.7 retained. Therefore, eight items (ORI1, ORI4, BT1, BT4, BT6, BE3, BE6, and BE7) were excluded due to low factor loadings, as detailed in Table 2. Variance Inflation Factor (VIF) values were calculated to assess multivariate correlation. All retained items showed VIF values below 5, indicating acceptable levels of multicollinearity, enhancing the robustness of the results. Internal consistency and reliability of the measurement model were also assessed by examining Cronbach's alpha (CA) and composite reliability (CR) values, as shown in Table 2. Both scales exceeded the recommended cutoff of 0.70, indicating satisfactory reliability (Hair et al., 2011).

Table 2. Reliability and validity test for variables model

Construct	CA	CR	AVE
Brand engagement	0.866	0.909	0.714
Brand trust	0.852	0.91	0.771
Online purchase intention	0.867	0.904	0.655
SMM activities	0.904	0.924	0.634

To ensure discriminant validity, we applied Fornell and Larcker's (1981) criterion, which involves comparing the square root of the AVE of each construct with within-subject correlations. Facilities. Table 3 shows that the square root of the AVE exceeded the intercorrelations, confirming discriminant validity according to the criteria of Fornell and Larcker (1981).

Table 3. Discriminant validity

Construct	1	2	3	4
1 Brand engagement	0.845			
2 Brand trust	0.477	0.878		
3 Online purchase intention	0.64	0.608	0.809	
4 SMM activities	0.739	0.632	0.718	0.796

Table 4 assesses discriminant validity using the Heterotrait-Monotrait (HTMT) correlation ratio for the constructs. Brand trust with brand engagement at 0.548, online purchase intention with brand engagement at 0.73, brand trust at 0.702, SMM activities with brand engagement at 0.828, brand trust at 0.712, and online purchase intention at 0.803. HTMT values are below a threshold of 0.85, indicating significant DV between the constructs, meaning that they are sufficiently distinct from each other in the context of this study (Hair et al., 2014).

Table 4. Assessment discriminant validity

Construct	1	2	3	4
1 Brand engagement				
2 Brand trust	0.548			
3 Online repurchase intention	0.73	0.702		
4 Social media activities	0.828	0.712	0.803	

R-squared values evaluate the explanatory power of the dependent variable. The R-squared value for the interaction with the indirect relationship with the brand is 0.546, while the independent variables in the model explain about 54.6% of the variance in the interaction with the brand. Brand trust has a value of 0.4, which means the predictors account for 40% of its variance. Online purchase intention is 0.58, indicating that the model explains 58% of its variance. Together, these values indicate moderate to strong explanatory power for the constructs under study.

The results of the independent variable hypothesis analysis, as shown in Table 5. It showed significant relationships between different constructs in the context of SMM activities and online purchase intention. First, the effect of SMM activities on online purchase intention (H1) reported a significant path coefficient of 0.385, indicating a strong positive association. Likewise, the relationship between SMM activities and brand trust (H2) showed a significant path coefficient of 0.632, which confirms the importance of

Table 5. Testing direct hypotheses

	Hypotheses	β	Mean	STDEV	t-value	p-value	Decision
H1	SMM activities → Online purchase intention	0.385	0.385	0.054	7.139	0.00	Supported
H2	SMM activities → Brand trust	0.632	0.632	0.031	20.253	0.00	Supported
H3	Brand trust → Online purchase intention	0.253	0.253	0.047	5.366	0.00	Supported
H5	SMM activities → Brand engagement	0.739	0.74	0.021	35.005	0.00	Supported
H6	Brand engagement → Online purchase intention	0.235	0.235	0.043	5.42	0.00	Supported

Note: β = path coefficient; p-value is significant, $p < 0.05$.

SMM activities in enhancing trust recognition among consumers. Moreover, brand trust was found to positively influence online purchase intention (H3), which strengthens its role as a critical determinant of consumer behavior via online stores. Besides, the effect of SMM activities on brand engagement (H5) was significant, which highlights the pivotal role of SMM activities in stimulating consumer interaction with brands. Finally, brand engagement significantly influenced online purchase intention (H6), further emphasizing its importance in shaping decisions regarding consumer purchasing through online stores. These findings underscore the importance of SMM activities and consumer per-

ceptions in influencing online purchase intention via online stores, brand trust, and brand engagement, thus contributing valuable insights for marketers to leverage platforms to enhance consumer relationships and drive purchase intention behavior.

As shown in Table 6, the indirect hypotheses analysis reveals insightful results regarding the mediating roles of brand trust and engagement in the relationship between SMM activities and online purchase intention. First, the indirect path through brand trust (H4) indicates a significant effect, with a path coefficient of 0.16 (mean = 0.16, STDEV = 0.031, t-value = 5.217, $p = 0.00$). This in-

Table 6. Testing indirect hypotheses

	Hypotheses	β	Mean	STDEV	t-value	p-value	Decision
H4	SMM activities → Brand trust → Online purchase intention	0.16	0.16	0.031	5.217	0.00	Supported
H7	SMM activities → Brand engagement → Online purchase intention	0.173	0.174	0.033	5.236	0.00	Supported

Note: β = path coefficient; p-value is significant, $p < 0.05$.

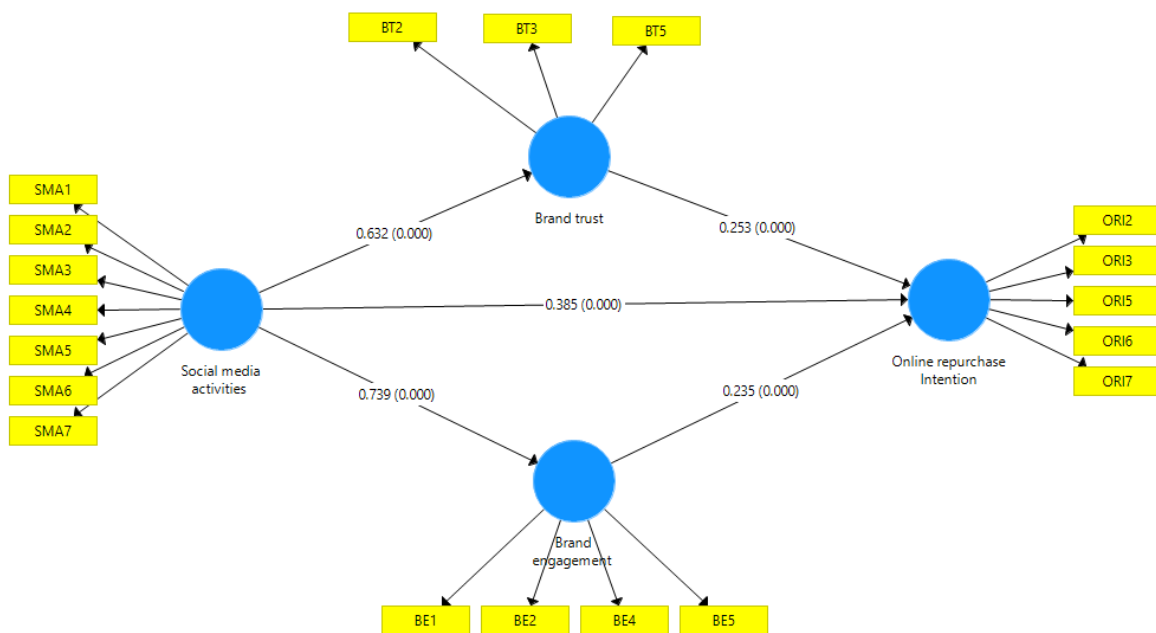


Figure 2. Structural model testing results

dicates that SMM activities not only directly influence online repurchase intention but also indirectly contribute to enhancing brand trust among online store users. Likewise, the indirect path via brand engagement (*H7*) also shows a significant effect with the path coefficient of 0.173 (mean = 0.173, STDEV = 0.174, t-value = 5.236, $p = 0.00$), which indicates that SMM activities have a clear impact on consumer interaction, which enhances purchase intentions through online stores, not only directly but also by enhancing brand engagement. Figure 2 depicts the results of the structural model test.

4. DISCUSSION

The advent of the Internet and developments in the world of technology have transformed the traditional marketing process. In the past decade, with the development of Web 2.0, platforms have emerged as effective for brands to link and create interaction with consumers. Besides, the platforms are considered a tool for enhancing marketing activities. This finding seeks to explore the effects of SMM activities on online purchase intention among Jordanian consumers with the mediating role of brand trust and brand engagement.

The findings of the paper show the significant effect of SMM activities on online purchase intentions, which is consistent with prior scholars that confirm the effectiveness of marketing activities across social media (Emini & Zeqiri, 2021; Hanaysha, 2022a; Sharma et al., 2020; Shuyi et al., 2024; Zabukovsek et al., 2023; Zeqiri et al., 2024). SMM activities enable brands to interact with consumers effectively. Furthermore, SMM activities help in receiving immediate feedback and information, which can enhance their decision-making process. Additionally, the diversity of social media marketing strategies (content creation, pay-per-click, and influencer partnerships) helps the brand customize targeted messages to the target audience in creating interactions between customers, which in turn enhances word-of-mouth advertising. In culturally diverse markets such as Jordan, these platforms can adapt and identify the diverse preferences of these markets. The findings

also indicate that companies are effectively using SMM activities to create compelling content that can create interactions that resonate with the target group, which in turn enhances their purchase intentions through online stores in Jordan.

Besides, the study indicates the prominent role of brand trust as a mediating variable between SMM activities and online purchase intentions. Brand trust helps as a pivotal factor in consumers' purchase intentions, especially in the e-commerce sector. It reduces consumers' uncertainty about product quality and service reliability. The study results indicate that brand trust contributes to building trust in SMM activities, which in turn enhances consumers' online purchase intentions. The study results are also consistent with earlier literature that considers brand trust as a key variable in e-commerce transactions (Calefato et al., 2015; Chaudhuri & Holbrook, 2001; Hafez, 2021; Hanaysha, 2022b; Ibrahim et al., 2021), which emphasizes the important role of brand trust in enhancing the reliability and credibility of SMM activities, which contributes to enhancing online purchase intention through online stores in Jordan.

In contrast, the study findings indicate that brand engagement is a critical mediating variable in the correlation between SMM activities and online purchase intentions. The study results are consistent with previous researchers (Choedon & Lee, 2020; Choedon, 2020; Emini & Zeqiri, 2021; Goyal & Verma, 2024; Hanaysha, 2022b; Leckie et al., 2016; Supotthamjaree & Srinaruewan, 2021; Zeqiri et al., 2024). These results may be due to the brand's involvement in the emotional and cognitive aspects that consumers have of the brand, which affects consumers' purchase decisions (Ibrahim & Aljarah, 2018; Yadav & Rahman, 2018). The nature of the marketing activities provided by the brand enhances the mutual dialogue with its audience, which contributes to enhancing engagement with consumers, which would enhance loyalty and encourage purchasing decisions through online stores in Jordan. Through this engagement, it can build a devoted customer base that is likely to convert into purchase intentions and then purchase decisions.

CONCLUSION

This study aims to examine the impact of SMM activities on online purchase intentions through Jordanian online stores. It also considers the mediating role of brand trust and brand engagement through the SMM activities and online purchasing intentions. The study results indicate that social media marketing activities have a significant impact on enhancing online purchase intentions. These activities also play a pivotal role in fostering trust and engagement, which contribute to encouraging consumers to purchase. Brand trust and engagement play a mediating role in the relationship between social media marketing activities and online purchase intentions. Furthermore, brand trust plays an important role in mediating the relationship between social media marketing activities and online purchase intentions. Social media marketing activities create interactions that contribute to the engagement between consumers and brands, which in turn enhances trust building. When a brand engages authentically in social media marketing activities, it creates a sense of trust and credibility with consumers. Brand trust reduces uncertainty and concerns about the goods and services offered by the brand, which enhances the sense of security and comfort in making online purchase decisions. In contrast, brand engagement emerges as an important variable that mediates between social media marketing activities and online purchase intentions in the e-commerce sector in Jordan. The study results concluded that social media marketing activities contribute to enhancing consumer engagement by creating interactive content or consumer-generated content that enhances engagement with e-commerce stores in Jordan in addition to strengthening consumers' emotional bonds towards e-commerce stores in Jordan. This also contributes to enhancing consumers' online purchase intentions.

The study findings highlight the practical implications for managers and marketers, as the e-commerce sector is a highly competitive market that requires the ability to differentiate brands through effective marketing activities that contribute to attracting consumers and building their trust. Marketers can also leverage positive reviews and trustworthy influences to create consumer engagement, which leads to increased brand loyalty. Besides, the study results suggest conducting a longitudinal study of SMM activities on online purchase intentions to understand how the relationship evolves over time, as well as studying other mediating variables to discover their impact on consumer behavior and perceptions.

There are several limitations to the current study. It limited its focus to the SMM activities variable without considering other dimensions of the variable, which contributes to weakening user engagement with social media platforms. Therefore, further research should address the five dimensions of marketing activities. Second, the study data were limited to a specific population of e-commerce users, increasing bias. Future studies will need to utilize different study populations.

AUTHOR CONTRIBUTIONS

Conceptualization: Muneer Alrwashdeh.
 Data curation: Muneer Alrwashdeh.
 Formal analysis: Muneer Alrwashdeh.
 Investigation: Muneer Alrwashdeh.
 Methodology: Muneer Alrwashdeh.
 Project administration: Muneer Alrwashdeh.
 Resources: Muneer Alrwashdeh.
 Software: Muneer Alrwashdeh.
 Supervision: Muneer Alrwashdeh.
 Validation: Muneer Alrwashdeh.
 Writing – original draft: Muneer Alrwashdeh.
 Writing – review & editing: Muneer Alrwashdeh.

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