

## The impact of social media marketing on purchase intention: The mediating role of brand trust and image

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### CHRONICLE

### ABSTRACT

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This research examines how social media marketing affects brand image, brand trust, and purchase intention in the context of beauty centers in Jordan. The study presents a model that outlines the influence of social media marketing strategies on customer behavior. To support the proposed model, a quantitative method was employed to collect data through online surveys. The sample consisted of 374 respondents selected through non-probability convenience sampling techniques. The data was analyzed using PLS-SEM methodologies by Smart PLS, which is appropriate for exploratory research. The findings indicate that social media marketing has a noteworthy effect on brand image and brand trust. In addition, the study found that brand trust and brand image have a substantial influence on purchase intention. The relationship between brand image and brand trust accounts for 70% of the variance in purchase intention. Furthermore, social media marketing explains 45% of the variance in brand image, while it explains 55% of the variance in brand trust.

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## 1. Introduction

As technology continues to permeate every aspect of daily life, social media is rapidly expanding as a means of convenient communication and information sharing among users (Agichtein, 2008; Moghavvemi et al., 2016). Social media encompasses various online platforms and services, including those related to online movies (Basuki et al., 2022). Nowadays, social media plays a vital role in business operations and transactions, providing information on products and enabling e-wallet payment processing (Basuki et al., 2022). With the increasing use of digital technology and the internet, people can satisfy various needs, such as communication, information access, and online shopping. Social media marketing is a new form of advertising that allows companies to create relevant and valuable content for consumers, leading to increased consumer engagement and recognition of branded posts (Dahnil et al., 2014; De Vries et al., 2012; Michaelidou et al., 2011). Many small and medium-sized enterprises (SMEs) in Indonesia, including the Sweet Black Coffee Shop, use social media marketing to improve their brand image, establish brand trust, and increase purchase intentions (Alalwan et al., 2017; Yen & Chiang, 2021; Gautam & Sharma, 2017).

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Yuliantoro et al. (2019) defined social media as accessible content created by individuals using publishing technology to facilitate communication, influence, and interaction with others and the public. The widespread use of social media in marketing products expands marketing reach. Haudi et al. (2021) suggested that increased visibility of a product on social media leads to higher product discussion frequency, which can drive promotion through word-of-mouth recommendations. In a highly competitive market, businesses must make efforts to survive and win market share. Yuliantoro et al. (2019) emphasized the importance of a sound marketing strategy, such as branding, in addressing consumer needs for similar products with different brands. Brand image, a set of consumer beliefs about a brand's characteristics, benefits, and services, is crucial for business owners as it influences consumer purchase decisions (Yuliantoro et al., 2019).

According to Kazmi and Mehmood (2020), a positive brand image can add value to a product or service, while a negative image can deter consumers from making a purchase. To remain competitive, companies must implement effective marketing strategies, including creating a strong brand image, as described by Pramono et al. (2021). Brand image is the perception of a company's products or services in the minds of consumers, according to Affandi et al. (2020) and Prahiawan et al. (2021), who are influenced by various factors in their purchasing decisions. Marketers must understand these factors and influence consumers in a way that builds a positive brand image, as emphasized by Faircloth et al. (2001). A strong brand image can benefit companies by increasing customer satisfaction, loyalty, and profits, as discussed by Dash et al. (2021). To achieve an effective brand image, companies must focus on building product character, uniqueness, and emotional appeal, as outlined by Faircloth et al. (2001).

The aim of the research was to examine the connections between Social Media Marketing (SMM) on purchase intention and mediating role of Brand Image (BI) and brand trust (BT), Social Media Marketing (SCM) and Purchase Intention (PIN), Brand Image (BRI) and Purchase Intention (PIN), as well as the relationship between Social Media Marketing (SCM) and Purchase Intention (PIN) through Brand Image (BRI).

The research has two practical contributions. Firstly, it can serve as a guide for marketers and advertisers in the beauty center clients to understand the factors they should consider when choosing a suitable strategy. Secondly, it provides valuable insights into how SMI affects consumer purchase intention, particularly in the beauty center where there is a lack of empirical research. The article is structured as follows: First section discusses the theoretical background, including the concepts of SMI and purchase intention, and the literature review. While the next section covers the research methods used. And the results of the data analysis and the subsequent discussion are presented in the last sections.

## 2. Literature review and hypotheses

### 2.1 Social Media and Purchase Intention

Social media platforms serve as a vital media element for marketing staff of companies, enabling them to analyze the preferences of their target audience and identify their interests. Consequently, businesses can offer tailored advertising to their audience that is relevant to their needs and expectations. Through social media platforms, producers can effortlessly interact with potential customers and address their target audience through effective advertising. The primary objective of such ads is to capture the attention of the consumer, inform them, and enhance the brand's reputation and purchase intent (Todi, 2008: 7; Wang et al., 2009: 67)

According to Colliander et al. (2015), blogs have a more significant influence on purchase intention than online newspapers. Viral marketing on Facebook can improve brand image and value, resulting in a higher intention to purchase for consumers (Dehghani & Tumer, 2015: 599). Balakrishnan et al. found that online advertising, online communities, and electronic word-of-mouth (E-WOM) on social media platforms have a positive impact on purchase intention. However, Schivinski and Dąbrowski (2016) reported that content generated by both the company and the user has no significant effect on purchase intention on Facebook (2013: 10). Overall, Godey et al. (2016) found that marketing activities on social media platforms have a positive impact on purchase intention.

**H<sub>1</sub>:** *Social media marketing has a positive effect on purchase intention.*

### 2.2 Brand image

Social media is an online platform that allows users to communicate, collaborate and share information, and also helps businesses with direct sales, customer acquisition and retention, according to Bilgin (2018). Successful businesses often employ social media marketing as a strategy to connect with online consumers, as highlighted by Elaydi (2018) who found that digital word of mouth is a major driving force behind this growing marketing phenomenon. Social media marketing involves dimensions such as entertainment, interaction, trendiness, customization, and word of mouth, as described by Godey et al. (2016) and Bilgin (2018). The customer's perception of a brand, which is shaped by affective, cognitive, and evaluative processes, is referred to as brand image, as stated by Leong et al. (2019). Social media marketing has become an important tool for building brand image, according to Godey et al. (2016), and research supports the idea that social media marketing activities have a significant positive effect on consumers' brand image, as shown by Bilgin (2018) and Seo & Park (2018).

The impact of brand image on consumer purchase intention is discussed in this section. A high brand image can lead to the perception of a higher quality product compared to those from companies with a lower brand image. Thus, brand image has the biggest positive effect on consumer purchase intention, as it correlates with perceived product quality (Erida & Rangkuti, 2017). Ali et al. (2013) found that brand image has a positive impact on consumers' purchase intention, and Razy & Lajevardi (2015) also suggest that brand image has an influence on consumer purchase intention. They propose that the stronger a product's brand image, the greater the purchase intention.

**H<sub>2</sub>:** *Social media marketing has a positive effect on brand image.*

**H<sub>4</sub>:** *Brand image has a positive effect on purchase intention.*

### 2.3 Brand trust

Social media has a significant impact on consumers' marketing experience and can enhance their trust in brands. Building trust and commitment are vital in establishing long-term relationships between businesses and consumers. Effective interactive communication, customization of products, a wide range of product options, transparency in pricing, and knowledge of brand history can help maintain these relationships (Mosavi & Kenarehfar, 2013; Takaya, 2019). Brands can interact and communicate with their customers through social media platforms, which can positively impact brand trust (Elaydi, 2018). Therefore, social media marketing is a potentially effective strategy for building trust in brands.

A study by Aydin et al. (2014) showed that national brands can increase their purchase intention by building brand trust. This implies that when brand trust is established, it can have a positive effect on purchase intention (Takaya, 2019). Another study by Punyatoya (2016) suggested that brand trust leads to higher purchase intention. Furthermore, Limbu et al. (2012) found that a positive relationship between trust and purchase intention can be developed through effective and proactive marketing communication.

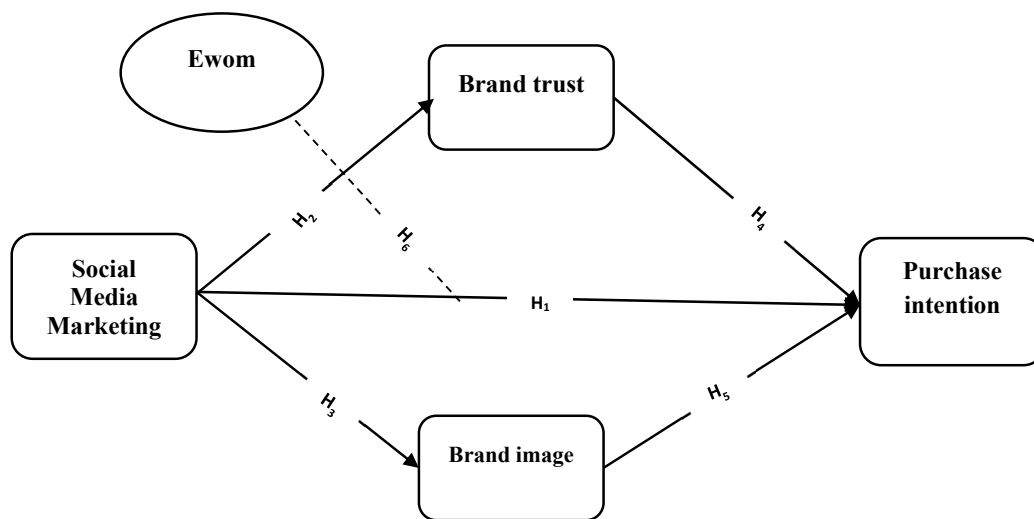
**H<sub>3</sub>:** *Social media marketing has a positive effect on brand trust.*

**H<sub>5</sub>:** *brand trust has a positive effect on purchase intention.*

### 2.4 Ewom

E-WOM, as defined by Hennig-Thurau et al. (2004) refers to any expression, positive or negative, made by potential, real, or former customers about a product or company, which is made available to a broad audience via the Internet. Social media provides an ideal platform for E-WOM. Luo et al. concluded that social networking applications have a positive impact on the consumer-brand relationship and the relationship between consumers, resulting in higher brand loyalty. The use of brand communities in social media has a positive effect on the consumer-product relationship, consumer-brand relationship, consumer-company relationship, and the relationship between consumers, ultimately leading to increased brand trust and brand loyalty (Laroche et al., 2013: 79; Mousavi et al., 2017). Furthermore, individuals who spend time on social media are more likely to recommend products frequently.

**H<sub>6</sub>:** *Ewom has a positive moderate SMI and purchase intention.*



**Fig. 1.** research model

### 3. Research methodology

This article examines the effect of social media marketing on purchase intention and the mediating effect of brand trust and image. Simultaneously, it examines the effect of electronic word-of-mouth moderation on the relationship between social media marketing on the purchase intention of beauty center clients in Jordan. In this study, we used five predictors of social media marketing based on (Kim & Ko, 2012), and four for each of brand trust and brand image from Kim et al. (2019), as well as the customer's intention to buy from (Husnain & Toor, 2017). Finally, we used six E word-of-mouth predictors from (Goyette et al., 2010), and the moderating variable instrument was adopted from (Goyette et al., 2010). Table 1 illustrates a list of variables and predictors of measurement. The study collected primary data from the questionnaire from visitors to beauty centers in Jordan. Data was collected from clients of beauty centers in Amman, the capital. This is because the largest percentage of beauty centers are concentrated in Amman, which is a great opportunity to obtain the highest volume of data. The sample was selected using simple random samples. The questionnaire was distributed through social networks, as well as by visiting beauty centers and distributing questionnaires after requesting permission from the center's management. The total number of respondents was approximately 451 respondents. After data entry and screening (missing data, Constant responses, increasing and decreasing scale in responses, Binary responses and high and low values in responses), 77 questionnaires were excluded, and the number of valid questionnaires for analysis reached 374, representing a response rate of approximately 83%.

**Table 1**  
Construct measurement

Variable	Statement	Item Code	Source
Social media marketing	It is possible to share information with others.	SMM1	Kim & Ko, 2012
	It's easy to deliver my opinion about the brand.	SMM2	
	The content shared in SMM of particular brand is the updated information.	SMM3	
	the brand provides the information that I needed.	SMM4	
	I like the way the ads this brand has posted on SMM.	SMM5	
Brand trust	This brand tries to keep the information of their customers secure and anonymous.	BT1	Kim et al. (2019).
	This brand always fulfills its commitments.	BT2	
	I trust the employees of this brand for service provision.	BT3	
	I feel that I can trust this brand completely.	BT4	
E-WOM	I contacted of this company much more frequently than about any other company.	EWOM1	Goyette et al., 2010
	I recommended of this company to family and friends.	EWOM2	
	I am proud to be one of customer of this company.	EWOM3	
	I mostly say positive to others.	EWOM4	
	I mostly say negative to others.	EWOM5	
	I discuss the variety of products offered.	EWOM6	
Brand image	The product or service provided meets the needs of the consumer.	BIMG1	Foster, B. (2016).
	Using the product or service makes me feel confident.	BIMG2	
	The product is a reliable skin care & beauty product.	BIMG3	
	The product is value for money.	BIMG4	
Purchase intention	I prefer to buy this product or service more than any other available company.	PUINT1	Husnain & Toor, 2017
	I am willing to recommend others to buy from this company.	PUINT2	
	I have a high intention to purchase product or services in the future.	PUINT3	
	I would strongly recommend this company to others.	PUINT4	

### 4. Finding

To check the reliability and validity of the items, we used Smart-PLS to achieve this objective and tested the correlation between variables. According to Hair et al. (2019), Smart-PLS is appropriate for obtaining better results even in the case of complex and large sample sizes, and it is considered the best estimation tool for primary data. Smart-PLS helps evaluate the validity and reliability of the measurement model. To inspect the reliability, Smart-PLS provides the possibility to use a factor loading indicator and the average variance extracted (AVE) to obtain the convergent validity, in addition to the composite reliability (CR) to evaluate the reliability and Cronbach alpha to evaluate the internal consistency. In contrast, discriminant validity is assessed by measures such as Fornell Larcker, cross-loading, and heterotrait monotrait (HTMT) ratio. Also, Smart-PLS helps evaluate the structural model, examine correlations, test direct and indirect paths, and analyze mediation and moderation's effect. The results in Table No. 2 indicated that the loading coefficients are more than 70%, and several items have been dropped because the loading coefficients are weak, which are (SMM5, BT4, BIMG1, BIMG3, PUINT3, and EWOM5, EWOM6). The results show convergent validity, indicating the correlations between the items with loading coefficients greater than 70%. CR greater than 0.7 and AVE values greater than 0.5 indicate of convergent validity. Finally, Cronbach's alpha values are also more than 70%, which reveals internal consistency between the paragraphs, no errors in results, and the reliability of the measurement model is high.

**Table 2**  
Convergent validity evaluation

Construct	Item Code	F. Loading
Brand image (CR= 0.815, AVE= 0.843, Alpha= 0.814)	BIMG2	0.91
	BIMG4	0.927
Brand trust (CR= 0.88, AVE= 0.710, Alpha= 0.796)	BT1	0.834
	BT2	0.846
	BT3	0.848
Purchase intention (CR=0.931, AVE= 0.818, Alpha= 0.889)	PUINT1	0.923
	PUINT2	0.871
	PUINT4	0.919
	SMM1	0.87
Social media marketing (CR= 0.955, AVE= 0.841, Alpha= 0.937)	SMM2	0.934
	SMM3	0.93
	SMM4	0.932
	EWOM1	0.876
E-WOM (CR= 0.955, AVE= 0.841, Alpha= 0.937)	EWOM2	0.834
	EWOM3	0.899
	EWOM4	0.886

The correlation between variables was assessed to evaluate discriminant validity, and variable reliability was reviewed using the Fornell-Larcker procedures. The results in Table 3 indicate that the first value (the square root of AVE) in the first column is greater than the values of the other correlations, as is the case for the rows, as the square root value of the AVE in each row is higher than the rest of the correlation values in the same row. The discriminant validity was also confirmed by examining the results of cross-loading (see Table 4), as the values did not show a high correlation with other variables but only in the variable itself, which is considered a good indication that the values of discriminant validity are acceptable. Finally, the results of the HTMT ratio in Table 5 revealed that all correlation values between constructs are less than 0.85; thus, the low correlation indicates discriminant validity. Fig. 2 demonstrates the outer loading coefficients' results for the measurement model's constructs.

**Table 3**  
Fornell Larker results of discriminant validity

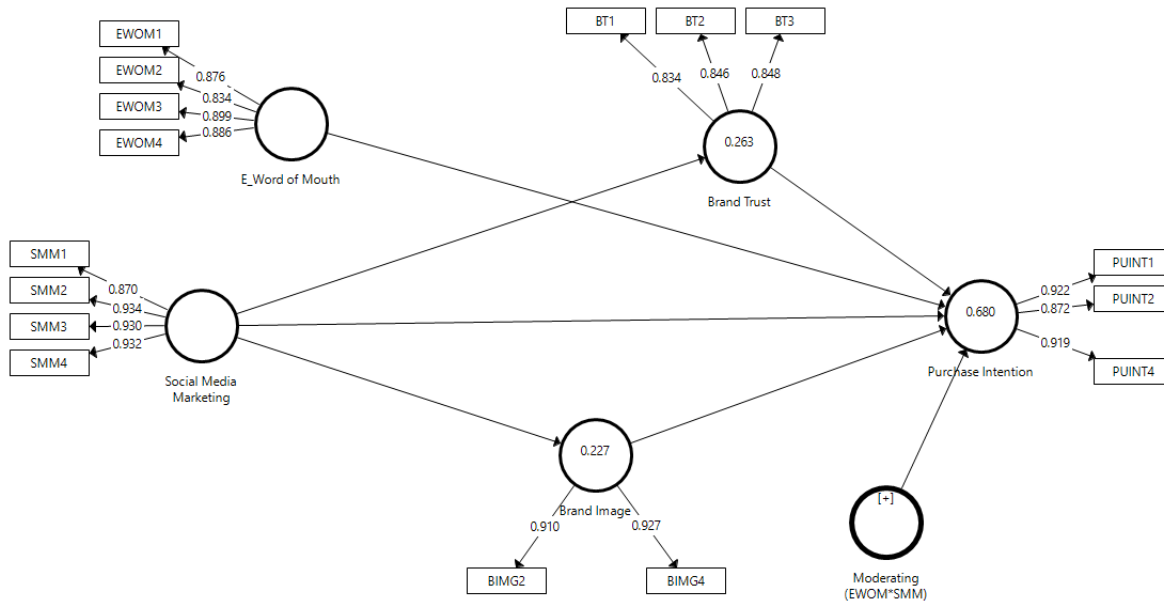
	1	2	3	5	6
Brand Image	<b>0.918</b>				
Brand Trust	0.458	<b>0.843</b>			
E_Word of Mouth	0.42	0.417	<b>0.874</b>		
Purchase Intention	0.817	0.436	0.439	<b>0.905</b>	
Social Media Marketing	0.476	0.513	0.5	0.424	<b>0.917</b>

**Table 4**  
The results of Cross-loadings

	Brand Image	Brand Trust	E_Word of Mouth	Purchase Intention	Social Media Marketing
BIMG2	<b>0.91</b>	0.408	0.4	0.701	0.433
BIMG4	<b>0.927</b>	0.433	0.373	0.794	0.442
BT1	0.382	<b>0.834</b>	0.317	0.379	0.428
BT2	0.416	<b>0.846</b>	0.383	0.392	0.437
BT3	0.358	<b>0.848</b>	0.353	0.327	0.431
EWOM1	0.357	0.394	<b>0.876</b>	0.37	0.463
EWOM2	0.387	0.318	<b>0.834</b>	0.383	0.429
EWOM3	0.379	0.362	<b>0.899</b>	0.403	0.428
EWOM4	0.344	0.386	<b>0.886</b>	0.379	0.432
PUINT1	0.77	0.385	0.388	<b>0.922</b>	0.415
PUINT2	0.671	0.375	0.392	<b>0.872</b>	0.364
PUINT4	0.769	0.422	0.412	<b>0.919</b>	0.371
SMM1	0.365	0.468	0.386	0.326	<b>0.87</b>
SMM2	0.472	0.533	0.496	0.427	<b>0.934</b>
SMM3	0.45	0.439	0.469	0.403	<b>0.93</b>
SMM4	0.452	0.437	0.475	0.392	<b>0.932</b>

**Table 5**  
The results of Heterotrait-Monotrait Ratio (HTMT)

	Brand Image	Brand Trust	E_Word of Mouth	Purchase Intention	Social Media Marketing
Brand Image					
Brand Trust	0.567				
E_Word of Mouth	0.491	0.493			
Purchase Intention	0.655	0.516	0.492		
Social Media Marketing	0.543	0.592	0.544	0.462	



**Fig. 2.** The results of the outer loading coefficients for the measurement model

4.1 Testing the structural Model

The structural model evaluates the relationships between the dependent, independent, mediator, and moderating variables (see Fig. 3). The results of assessing the structural model and examining the direct paths in Table 6 reveal that the brand's image positively affects the purchase intention (Beta= 0.753, T value= 22.249, P= 0.000, LL= 0.682, UL=0.818; does not cross zero), and electronic word of mouth also significantly affects the purchase intention (Beta= 0.109, T value= 2.786, P= 0.005, LL= 0.032, UL=0.192; does not cross zero), which means accepting the hypotheses. At the same time, the impact of social network marketing has a significant positive effect on the brand image (Beta= 0.476, T value= 10.278, P= 0.000, LL= 0.381, UL=0.562; does not cross zero) and, simultaneously, on brand trust (Beta= 0.513, T value= 13.012, P= 0.000, LL= 0.439, UL=0.592; does not cross zero), which means acceptance of hypotheses. On the contrary, the results did not support the effect of brand trust on purchase intention, which means rejecting the hypothesis. At the same time, the results also did not support the impact of marketing through social networks on purchase intention, which means rejecting the hypothesis.

**Table 6**  
Direct path coefficient, mean, STDEV, t-values and p-values

	Beta	Sample Mean (M)	STDEV	T (Beta/STDEV)	Statistics	P Values	LL (0.025)	UL (0.975)
Brand Image → Purchase Intention	0.753	0.753	0.034	22.249	0	0	0.682	0.818
Brand Trust → Purchase Intention	0.055	0.058	0.045	1.231	0.219	0.219	-0.034	0.143
E_Word of Mouth → Purchase Intention	0.109	0.111	0.039	2.786	0.005	0.005	0.032	0.192
Moderating (EWOM*SMM) → Purchase Intention	-0.012	-0.013	0.032	0.37	0.712	0.712	-0.081	0.053
Social Media Marketing → Brand Image	0.476	0.478	0.046	10.278	0	0	0.381	0.562
Social Media Marketing → Brand Trust	0.513	0.515	0.039	13.012	0	0	0.439	0.592
Social Media Marketing → Purchase Intention	-0.02	-0.024	0.041	0.493	0.622	0.622	-0.108	0.052

We applied bootstrapping test mediation relationships, the indirect association in the structural model was evaluated (see Table 7). The results of the indirect paths showed that the brand image positively mediates the effect of social media marketing on the purchase intention (Beta= 0.359, T value= 8.844, P= 0.000, LL= 0.288, UL=0.441; does not cross zero). In contrast, the results did not support the mediation effect of brand trust on the relationship social media marketing and purchase intent (Beta= 0.028, T value= 1.189, P= 0.235, LL= -0.109, UL=0.072, Confidence interval cross zero).

**Table 7**  
The results of some basic statistics and indirect path coefficients

	Beta	Sample Mean (M)	STDEV	T (Beta/STDEV)	Statistics	P Values	LL (0.025)	UL (0.975)
Social Media Marketing → Brand Image → Purchase Intention	0.359	0.361	0.041	8.911	0	0	0.282	0.441
Social Media Marketing → Brand Trust → Purchase Intention	0.028	0.029	0.024	1.189	0.235	0.235	-0.019	0.072

4.2 Testing the moderation effect

Returning to Table 6, the results show that the moderation of electronic word of mouth on the relationship between social media marketing and purchase intention is not significant (Beta= - 0.012, T value= 0.375, P= -0.708, LL= -0.072, UL=0.052, Confidence interval cross zero), which means that we reject the hypothesis, that is, electronic word of mouth does not contribute to enhancing the effect of social media marketing on Purchase intention. However, the impact of electronic word of mouth on purchase intention independently is positive and significant. Fig. 4 indicate EWOM strengthens the negative relationship between social media Marketing and Purchase Intention.

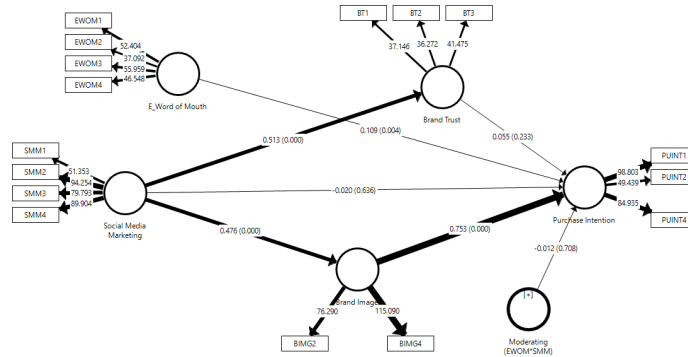


Fig. 3. Structural model depicting direct, indirect and moderation effect value with regression coefficients.

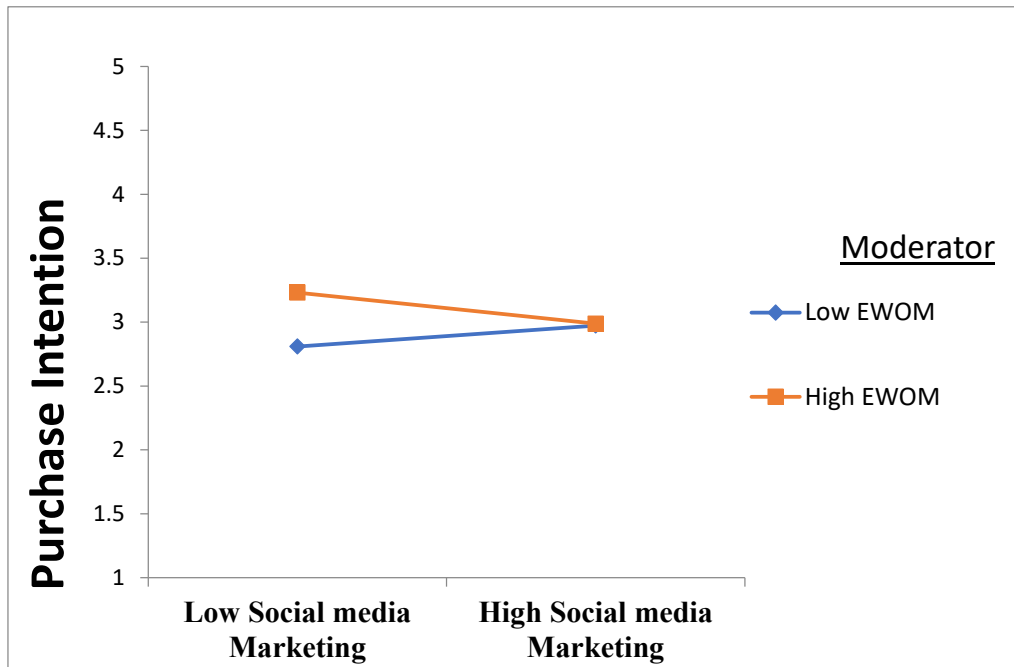


Fig. 4. Moderation effects of EWOM on the social media marketing and purchase intention

4.3 Goodness of fit (GoF) index

In contrast to CB-SEM, PLS-SEM does not produce Goodness of Fit (GoF) fitness indices. The researchers (Hair et al., 2019) adapted the value of R2 to evaluate the explanatory power of the structural model and AVE to evaluate the variance, whereby the following equation can be used:  $(GoF = \sqrt{(AVE \times R2)})$  to diagnose Goodness of Fit (GoF) in PLS-SEM. We used the same approach in this study, with a Goodness of Fit (GoF) value greater than 0.1, 0.25, and 0.36 referring to GoFsmall, GoFmedium, and GoFlarge, respectively. In Table 8, the results demonstrate the value of the GoFlarge index where it reached (0.557), this indicates that the proposed structural model has a perfect GoFlarge fit.

**Table 8**

Calculation of goodness of fit (GoF) index

Latent Construct(s)	AVE	R <sup>2</sup>
Brand Image	0.843	0.227
Brand Trust	0.71	0.263
E_Word of Mouth	0.765	
Purchase Intention	0.818	
Social Media Marketing	0.841	0.68
Average Scores	0.795	0.39
AVE * R <sup>2</sup>	0.31	
GoF = $\sqrt{(AVE \times R^2)}$	0.557	

Note: GoF<sub>small</sub>=0.1; GoF<sub>medium</sub>=0.25; GoF<sub>large</sub>=0.36.

## 5. Discussion

The study explored how social media marketing impacts brand image, brand trust, and consumer buying intentions. The findings revealed that social media marketing plays a significant role in stimulating consumers' purchasing intentions. Specifically, social media marketing activities were found to have a significant influence on the buying behavior of Jordanian consumers. This supports earlier studies by Yadav and Rahman (2017) and Khan (2019), which suggest that social media marketing enhances customers' trust in brands, leading to an increase in their willingness to purchase. Social media provides a platform for consumers to engage with brands, which can lead to an increase in brand trust. This is consistent with research conducted by Godey et al. (2016) and Yadav and Rahman (2017). Brand trust was found to have a significant impact on social media marketing and purchase intentions, which is in line with earlier research by Seo and Park (2018) that suggests brand trust has a positive effect on electronic word-of-mouth (e-WOM). By establishing sustainable and efficient social media channels, customers can become more knowledgeable about products and services, which can encourage them to spread positive e-WOM. A more interactive social media system enables consumers to share information about products and services more freely, resulting in wider and faster dissemination of information. Additionally, the increasing popularity of social media in Jordan may prompt consumers to turn to social media as a source of information about products and services, which could also lead to an increase in consumer purchase intentions.

## 6. Conclusion

Social media has become an essential aspect of modern life, providing a platform for individuals to share their consumption patterns, product preferences, opinions, and experiences with others. This vast realm of communication, where consumers interact with each other, presents significant opportunities for businesses to promote their products at a lower cost, with greater speed, and to a larger audience. Companies have recognized this potential and are creating their own social media profiles to engage consumers by sharing product information, discounts, advertisements, and promotions through various activities. This research aimed to examine the impact of social media marketing on purchase intention, brand image, and brand trust among Instagram users in Jordan. The study found that strong brands with effective social media marketing strategies are more likely to attract consumers to spread positive e-WOM messages and influence others to purchase or not purchase their products. Specifically, promoting products through Instagram can enhance brand image and build brand trust, leading to increased consumer engagement and interaction. Therefore, businesses should incorporate social media strategies in their marketing plans to expand their brand network, foster community development, and increase interaction between brands and consumers.

In order to enhance profits and build lasting brand trust, it is advisable for businesses to inform consumers about their products or services through social media, particularly Instagram, and establish strong relationships with customers through online communities. This study provides insights for Jordanian academics and practitioners on the impact of social media marketing, specifically on Instagram. The results indicate that Jordanian consumers heavily rely on social media messages during their purchasing decision-making process. Therefore, it is crucial for beauty centers and businesses in Jordan to recognize the significance of Instagram as an effective marketing tool and integrate Instagram activities into their marketing strategies. The findings suggest that social media marketing, particularly on Instagram, can be an effective channel to reach Jordanian consumers and promote products.

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