
| RESEARCH ARTICLE

The Impact of Social Media Marketing on Customer Brand Engagement among Jordanian Consumers

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| ABSTRACT

Social media has changed the way businesses connect with customers and create meaningful relationships with their customers. The purpose of this study is to analyze the effect of social media marketing on the customer brand engagement on Jordanian consumers and identify its effects on the three elements of interactivity, informativeness, and entertainment. The method used was quantitative research and structured questionnaire was used to collect data from the Jordanian consumers. The data obtained were analysed by Partial Least Square Structural Equation Modeling (PLS-SEM) to evaluate the measurement model, structural model and test the proposed hypotheses. The measurement model had acceptable levels of reliability, convergent validity and discriminant validity. The model results showed that all three dimensions of SMM are positive and statistically significant in explaining the Customer Brand Engagement. Specifically, interactivity had the strongest positive effect on customer brand engagement ($\beta = 0.419$, $t = 15.816$, $p < 0.001$), followed by entertainment ($\beta = 0.372$, $t = 12.944$, $p < 0.001$) and informativeness ($\beta = 0.300$, $t = 9.843$, $p < 0.001$). Moreover, the model was found to have a high level of explanatory power ($R^2 = 0.753$) and determine 75.3% of the variance of customer brand engagement. The results point to the need for creating interactive, fun, and informative social media marketing strategies to enhance the interaction between consumers and brands. The research offers both theoretical and practical implications for researchers and marketing practitioners interested in improving customer-brand relationships in the Jordanian digital environment.

| KEYWORDS

Social Media Marketing; Interactivity; Informativeness; Entertainment; Customer Brand Engagement; Jordanian Consumers; Digital Marketing

| ARTICLE INFORMATION

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1. Introduction

Digital technologies have gone through enormous growth and the use of social media has completely revolutionised how organisations communicate with customers and how they interact with target markets. Social media have gone beyond being a mode of communication and have become a significant marketing environment where consumers can engage with brands, gain information, create experiences, share opinions, or participate in brand activities. Unlike conventional marketing where the interaction between organizations and consumers is one-way, social media provides an avenue for organizations to communicate with consumers at all times, and in multiple directions, allowing firms to build more meaningful and interactive relationships with their consumers (Kaplan & Haenlein, 2010).

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With the growing significance of social media, businesses have been compelled to include social media in their marketing plans. Social media marketing can help companies deliver brand messages, share product/service information, answer customer questions and help customers engage with brand-related material. But, rather than measuring social media marketing just by exposure or reach, the success of social media marketing is now measured by how it drives engagement from customers and how it helps build brand-customer connections. Customer engagement has been identified as an important concept in recent marketing research due to the active and multidimensional nature of customers' interaction with brands (Brodie et al., 2013).

Customer Brand Engagement (CBE) is a specific measure of digital and social media marketing success. Hollebeek et al. (2014) defined consumer brand engagement as a positively valenced cognitive, emotional and behavioural process that consumers experience when interacting with a focal brand or during the process of their interaction with the brand. They define three aspects of brand engagement with customers: 'cognitive processing', 'affection' and 'activation'. These dimensions reflect the extent to which the customer interacts with the product beyond just "likes" or "comments" on the social media post. Engagement, however, is also defined by the extent of customers' consideration of the brand, their emotional reactions to it, and their active involvement in brand-related activities (AlKhawaldeh et al., 2024).

Consumer interactions with brands can happen multiple times on a single channel such as social media that makes it an important channel for understanding the multidimensionality of customer brand engagement. Consumers can cognitively interact with a brand in a variety of ways, such as paying attention to a brand's content and thinking about what it offers in the form of products or services. They can experience emotional involvement by having an interest, enthusiasm or love for the brand. Additionally, they can show signs of behavioral engagement through liking, commenting, sharing, recommending, or engaging in any other activity related to the brand. Research has thus strongly focused on the multidimensional aspect of customer engagement as a phenomenon, rather than the one-dimensional nature of a customer's response (Hollebeek et al. 2014).

In this context, Social Media Marketing (SMM) is one of the crucial mechanisms that can increase the brand engagement of customers. The marketing efforts of social media have been shown to be multifaceted, with each dimension of social media marketing activities based on the nature and quality of content and interactions offered by brands. Kim and Ko (2012) have found five important factors in social marketing activities, such as entertainment, interaction, trendiness, customization, and word of mouth. Following research has used and adapted these dimensions as per the context of research and desired outcome.

In the present work, the concepts of Social Media Marketing are analyzed in three specific aspects: Interactivity, Informativeness and Entertainment. These dimensions were chosen as they reflect three key elements of successful social media marketing: Brands can communicate with consumers, they can deliver useful and relevant information and they can develop entertaining and appealing content.

Interactivity is the level of interaction between social media and brands. Social media has changed the nature of the marketing communication from a one-way communication process to an interactive process in which customers can ask questions, give feedback, comment on content, and join a conversation with brands. More interactive might lead to more consumer involvement in brand activities and provide opportunities for more meaningful consumer-brand interactions. In the last few decades, empirical studies have shown that interactivity is a key factor in stimulating consumer engagement. The study of social media brand pages has shown that using interactive strategies can create cognitively, emotionally, and behaviorally engaging consumers (Ma, et al. 2022).

Informativeness is the degree to which the content of social media marketing is useful, correct, relevant, and timely to consumers. As information grows plentiful, consumers are more likely than ever to turn to social media to look up information about brands, products, price, promotions, and customer experiences. Thus, informative content can be used to assist customers in making informed decisions and boost their brand interest. Empirical studies in the past have determined that informativeness is among the crucial characteristics of social media marketing and can be linked to the positive consumer responses. For example, Hanaysha et al. (2021) determined informativeness to

be a considerable determinant of brand loyalty in a survey of the fast-food industry's social media marketing features.

The entertainment value of social media marketing content is how much it is fun, interesting, amusing and pleasing to those who use it. In social media, entertainment is key, as the users do not necessarily come in with a commercial purpose. They are more likely to look for entertainment, social interaction, and engaging content, however, rather than for information. Therefore, brands that provide entertaining content may be more successful in attracting consumers' attention and encouraging them to interact with brand-related content. Kim and Ko (2012) identified entertainment as one of the fundamental dimensions of social media marketing activities, and subsequent research has shown that entertainment can lead to consumer-brand engagement, as well as value co-creation (Cheung et al., 2021).

Empirical studies also confirm the relationship between social media marketing and customer brand engagement. The impacts of social media marketing elements on consumer-brand engagement were investigated by Cheung et al. (2021) and they discovered that social media marketing characteristics could help to facilitate engagement and value co-creation. Likewise, Ma, et al. (2022) found that interactive qualities of brand posts could elicit cognitive, emotional and behavioral dimensions of engagement. The results indicate that the nature of social media content and interactions may be significant in understanding the level of customer engagement with brands.

This relationship is also emphasized by the study carried out in the Jordanian context. Algharabat et al. (2020) explored the causes of customer brand engagement and consumer-based brand equity among mobile telecommunications service providers' (MTPs) Facebook fans in Jordan. The study adapted customer brand engagement as a multidimensional construct comprising of cognitive processing, affection and activation and employed structural equation modeling to explore the hypothesized relationships. The results showed the applicability of the customer brand engagement in the Jordanian social media environment (Almarshad et al., 2024).

Further, social media marketing and brand engagement have also been shown to play a key role in understanding consumer reactions to e-commerce products more recently, in studies of Jordanian e-commerce consumers. Alrwashdeh (2025) explored the relationship between the social media marketing activities and online purchase intention among Jordanian e-commerce consumers and investigated the role of brand engagement and brand trust in this relationship. This study has relied on quantitative data gathered from 542 Saudi e-commerce customers, which further supports the increased significance of social media marketing and engagement in the Jordanian market.

While the amount of social media marketing research and studies on customer engagement with social media has increased over the years, there are some things worth further investigation. Previously, various aspects of social media marketing and any outcomes have been studied such as brand equity, brand loyalty, purchase intention, and customer equity. Secondly, a measure of customer brand engagement has often been looked at as a dependent variable of other marketing constructs, not its independent variable. Third, although the Jordanian study has been conducted, however, there is a need for empirical study in Jordan for the effect of specific social media marketing characteristics on customer brand engagement among Jordanian consumers.

Therefore, the current study is limited to examining the relationships between three dimensions of social media marketing interactivity, informativeness and entertainment and customer brand engagement among Jordanian consumers. The study considers customer brand engagement in the cognitive, emotional, and behavioral aspects. In this way, the study will investigate whether or not social media marketing helps to strengthen customer-brand relationships or simply elicit behavioral reactions.

The study aims to add to the existing body of literature on digital marketing and customer-brand relationship in emerging markets by examining these relationships. It also gives practical implications to marketers and organizations that are operating in Jordan by specifying the similarities or differences in social media marketing characteristics that could trigger the customer engagement. Demonstrating these relationships can guide organizations to craft more engaging, educational and fun social media campaigns that make customers think about, feel good about, and engage with their brands.

1.1 Problem Statement

Social media's rapid growth has opened up exciting opportunities for organisations to connect with their customers and build long term relationships to their brands. But having social media sites doesn't mean that customers will be active with a brand. While it's possible for organizations to invest significant resources and effort into creating social media content and maintaining brand pages, their customers can be passive users who are merely consuming content without cognitively, emotionally, or behaviorally engaging with the brand. An important managerial and academic question is thus what are the characteristics of social media marketing that can make passive social media users more active customers.

The situation becomes even more critical, since social media marketing has many facets to it, and not all marketing content is created equal in its ability to drive customers' engagement. The brand might give a lot of information but not evoke emotion, or interesting content might catch attention but not lead to more cognitive engagement. Likewise, brands can create content but not offer enough opportunities for customers to engage with them. Therefore, it is vital to know the relative contribution of the various dimensions of social media marketing for crafting better digital marketing strategies.

Empirical research has already proven that social media marketing has an impact on key consumer outcomes. Kim and Ko (2012) proved that activities in social media marketing such as entertainment and interaction are related to the important consequences of the customer. In the airline industry, Seo and Park (2018) concluded that social media marketing activities played significant impacts on brand awareness and brand image, which in turn impact the customer's response. Again, Hanaysha et al. (2021) revealed that interactivity and informativeness were significant predictors of brand loyalty despite the entertainment effect not being significant in their study. The gaps observed between contexts imply that the usefulness of the dimensions of social media marketing could not be generalized and need to be further explored empirically.

Moreover, past studies have shown that customer brand engagement is a multi-faceted process, consisting of cognitive, affective and behavioral reactions. There has been a validated scale for measuring consumer brand engagement in social media developed by Hollebeek et al. (2014) and recent studies have shown that engaging in social media in an interactive way can elicit a range of different types of engagement. This may indicate that a more detailed understanding of the impact of social media marketing can be gained by analysing customer brand engagement as a holistic result.

In Jordan, the issue is especially relevant in the context of social media becoming an important environment where consumers interact with brands. Algharabat et al. (2020) showed that the construct of customer brand engagement is meaningful among Jordanian telecommunications brands' followers on Facebook. Furthermore, Alrwashdeh (2025) demonstrated that the social media marketing activities are relevant to Jordanian e-commerce consumers and their intentions to make online purchases and engaged brand trust and brand engagement in the proposed model.

However, the current studies, as reviewed in the literature, did not have sufficient evidence to show the direct effect of the three dimensions of social media marketing (social media interactivity, social media informativeness and social media entertaining) on customer brand engagement for Jordanian consumers. Existing research has focused on outcomes like purchase intention, brand loyalty, brand equity or customer equity, with relatively less research having been conducted on the actual brand engagement of customers as a primary outcome of social media marketing in the context of the Jordanian consumer.

Hence, the present study aims at answering the following question: Does social media marketing have a positive effect on the customer brand engagement of Jordanian customers? Specifically, the study aims to find out that interactivity, informativeness and entertainment have significant impact on customers' brand engagement.

These relationships will be investigated and are hoped to give important theoretical and practical contributions. It is theoretically extending the existing literature on social media marketing as it covers the link between the multidimensional concept of customer brand engagement and the characteristics of social media marketing in particular. From a practical standpoint, the findings can help Jordanian organizations and digital marketers

understand the social media features that are most likely to facilitate consumers' cognitive processing of brand information, generate positive emotions, and engage in brand-related behaviors.

2. Literature Review

2.1 Social Media Marketing

Social media has changed how organizations are communicating with consumers and how they are managing their relationship with brands. Unlike traditional marketing channels, social media offers opportunities for two-way, interactive and multidirectional communication where the consumer is not only a receiver of marketing messages, but can also respond to, share, comment on, and produce material about a brand. Thus, social media has emerged as a significant marketing environment to reinforce consumer–brand relationship and to inspire consumer involvement and engagement.

Social media marketing can be generally defined as the utilization of social networking websites and other digital technologies to engage with consumers, deliver brand content, endorse products and services, and build customer relationships. Kim and Ko (2012) classified PWSMAs into five dimensions: entertainment, interaction, trendiness, customization and word of mouth. Their empirical results showed that these activities could be related to the important customer-related outcomes, such as value equity, relationship equity, and brand equity.

Other studies have also highlighted the necessity for a brand to be present on social networks, but also the nature and quality of the content and communication given to consumers, in order to make the social media marketing more effective. Social media marketing can provide opportunities for the consumer to gain beneficial information, engage with brands, enjoy, and join in discussions about the brand. These mechanisms are especially important for the development of brand engagement in customers, as the engagement process occurs as a result of meaningful and interactive consumer–brand experiences, not simply as a result of exposure to marketing information. A recent systematic review of customer engagement literature has substantiated that social media is a significant environment for consumer–brand interaction and that engagement is a focal result of social media marketing activities.

The present study aims to explore three dimensions of social media marketing: interactivity, informativeness and entertainment. These dimensions are of significance for the functional, informational and hedonic aspects of social media marketing communication and have been studied in previous empirical research as factors that influence consumer engagement. For instance, Hanaysha (2021) studied interactivity, informativeness, entertainment and perceived relevance as features of social media advertising and concluded that these were positively related to brand engagement. Therefore, studying the three dimensions gives a clear perspective to grasp the impact of the quality of the communication made through social media marketing on the customer's brand engagement among the Jordanian consumers.

2.2 Customer Brand Engagement

Customer brand engagement has become an important concept in today's marketing research because it reflects the extent and intensity of the consumers' connection with brands other than the purchase intention or satisfaction. Engagement is the degree to which consumers cognitively, emotionally, and behaviorally engage with a brand with a product or service.

Hollebeek et al. (2014) defined consumer brand engagement in social media as a positive valence state of consumers that describes the mental state of the consumer in cognitive processing, affection and activation during and in relation to consuming a brand. Their work formulated and tested a multidimensional measure scale that was developed specifically in the context of social media, which provided an important framework for further studies on brand engagement of customers in the social media.

The cognitive component is related to how consumers consider, focus on, or process brand information. Emotional dimension consumers' emotions, feelings of love, excitement, enthusiasm etc. about the brand. The behavioral dimension is an active engagement with the brand through interactions with brand content, comments, shares and other forms of engagement. Therefore, customer brand engagement is a construct that encompasses more than just a mere exposure to social media content.

Empirical evidence has also confirmed the importance of customers' brand engagement in social media in the Jordanian context. Algharabat et al. 2020 studied the customer brand engagement of the followers of the Facebook pages of mobile phone service providers in Jordan. They described customer brand involvement as a cognitive process, feelings of affection and brand activation and determined that consumer involvement, consumer participation and self-expressive brand attributes were significant predictors of engagement. The study also proved the applicability of customer brand engagement to consumer-based brand equity.

Likewise, Samarah et al. (2022) investigated social media customer brand engagement with 353 followers of Royal Jordanian Airlines on the Facebook platform. The results revealed that the perception of brand interactivity and consumer engagement positively correlated with the social media customer brand engagement. Furthermore, customer brand engagement was found to be positively correlated to brand trust and then the brand loyalty. The results are important for the current study as they offer direct empirical evidence that interactive brand communication via social media can encourage the customer's engagement with brands within the Jordanian market.

2.3 Social Media Marketing and Customer Brand Engagement

The connection between social media marketing and customer brand engagement can be understood as a result of the interaction nature of social media environment. The beauty of social media is that brands can offer content that engages consumers' cognitive attention, evokes emotion, and leads them to participate in the social media interaction. If consumers see social media marketing messages as useful, fun and interactive, they will pay attention to the brand, feel positive towards the brand and engage with the brand.

There is a general understanding from empirical studies that social media marketing activities is positively related to customer engagement. The two-wave time-lagged research design by Shang et al. (2022) confirmed that social media marketing activities had a positive impact on consumers' engagement intentions and actual engagement. Marketing initiatives using social media can stimulate consumers' involvement in the campaign, and not just be a way of pushing more ads into their face, they argue, and their findings support them.

Similarly, social media advertising attribute studies have reported that some attributes of social media communication are significant factors in brand engagement. Hanaysha (2021) studied 258 customers in the United Arab Emirates and found that interactivity, informativeness, perceived relevance and entertainment were positively related to brand engagement. The study also revealed that brand engagement had positive impacts on purchase intention. Three of these characteristics examined – interactivity, informativeness and entertainment – are directly analogous to the three dimensions in the proposed research model, making the findings of this study highly applicable to the current one.

Additional statistics can be seen in research on the brand's posts to and consumer engagement on social networking sites. Research conducted by Luarn et al. (2015) and later on social media brand content has confirmed that interactive content can stimulate interactions and have a positive effect on the number of responses to brand posts. Recent research further suggests that interactional posts and interactivity cues can trigger cognitive, emotional and behavioral level of consumer engagement.

The Stimulus Organism Response (SOR) can be used as another approach to the relationship. From this point of view, the features of social media marketing can be external stimuli that may affect the internal psychological status of consumers, which then produce a response to their behavior. Interactivity, informativeness and entertainment can then be considered as marketing stimuli that can trigger cognitive and emotional responses of the consumers to the brand and eventually lead to act responses. The (SOR) framework has been demonstrated in empirical studies for the various social media marketing activities that their effects are directly related to the intentions and behaviors of consumers.

2.4 Interactivity and Customer Brand Engagement

Interactivity is one of the most basic traits of social media that sets it apart from the one-way marketing communication. It is a measure of how much consumers and brands can communicate, react, share information and

communicate back and forth. Social media interaction can provide consumers with a feeling of involvement and help them to be active participants in brand communications.

As a consumer, interactivity can make a brand feel more responsive and social. Questions, polls, comments, direct response, live communication, and interactive campaigns give consumers chances to voice their opinions and communicate directly with brands. These opportunities can really boost consumers' attention and engagement and, as a consequence, their relationship with the brand.

This relationship has been supported by empirical research. In their study of the followers of Royal Jordanian Airlines on Facebook, Samarah et al. (2022) discovered that PBI has positive effects on social media customer brand engagement. Likewise, Hanaysha (2021) observed that the interactivity of social media advertising and brand engagement were found to be positively related. Recent studies also revealed that the interactive nature of brands' marketing campaigns on their Facebook fan pages positively affects consumers' perceptions of their experiences and their willingness to participate in the brand's activities.

This indicates that consumers can be stimulated to become more active in the activities related to a brand through dialogue and communication on social media. Thus, the more perceived interactivity an SBM has, the higher its level of customer brand engagement will be.

Based on this, the hypothesis is presented that:

H1a: Interactivity has a statistically significant positive effect on Customer Brand Engagement among Jordanian consumers.

2.5 Informativeness and Customer Brand Engagement

Informativeness is the degree to which the social media marketing content valuable information and information that is accurate, relevant, sufficient and useful to the consumers about the brand, product and/or service. Information is one of the key values of social media as consumers often use social media to not only get pleasure from socializing and leisure, but also for information, evaluating products, learning about brands, and making consumption decisions.

Helpful social media content can engage consumers' thinking process by offering information that is valuable to consider when assessing the brand. If they find the brand related information accurate, complete and valuable, then they are more likely to notice the information, engage with it, and process it more deeply. Cognitive engagement can help in developing customer brand engagement.

This is supported by previous empirical studies. Hanaysha (2021) has found a positive correlation between informativeness and brand engagement for social media users. In the same way, the study analyzing the social media marketing activities reveals that informativeness can provoke the interest of consumers in the social media communication, stimulate conversation and stimulate intention to engage in the communication, since the useful information makes social media communication more valuable for the consumer. Another study on brand social media pages has shown that the quality of the information present in social media content has a strong impact on consumers' engagement with the brand social media page.

Informative content is then likely to help the cognitive aspect of customer brand engagement, and potentially to prompt emotional and behavioral reactions from the customer. If consumers find information from a brand on social media platforms useful to them, they might also think about the brand, have an increased interest in the products, and be more likely to leave comments, share with others, or look for more information.

As a result, the following hypothesis is put forth:

H1b: Informativeness has a statistically significant positive effect on Customer Brand Engagement among Jordanian consumers.

2.6 Entertainment and Customer Brand Engagement

The hedonic value of social media marketing is the degree to which social media marketing-related content is found to be entertaining, interesting, amusing, exciting or brings pleasure and relaxation to consumers. Unlike informational communication, consumers' emotional and experiential motives are engaged by content that is entertainment oriented when communicating over social media.

Social media is, in particular, relevant to entertainment because consumers are often using social networking platforms for entertainment, relaxation, passing time and for social experiences. As a result, entertaining branded content could grab more attention and elicit more positive emotional reactions. These responses can help to build consumer receptivity to social media interactions and involvement with a brand.

Kim and Ko (2012) determined that entertainment was one of the perceived social media marketing activities core dimensions, and that social media marketing activities significantly positively affected customer related equity outcomes. More directly, Hanaysha (2021) discovered a positive relationship between entertainment and brand engagement in the case of social media promoting. Moreover, empirical studies included in the airline brand posts showed that hedonic content is an important factor in consumer engagement, both on Facebook and Twitter, and this implies the significance of hedonic content in driving consumer response to brands on social media.

Therefore, entertainment can help reinforce customer brand engagement by making the consumers feel more connected to the brand and spending more time with the brand content. Funny or emotional posts, videos, stories, contests and content can generate positive experiences that can motivate consumers to like, comment, share, and talk about brand content.

Based on this, the following hypothesis is presented:

H1c: Entertainment has a statistically significant positive effect on Customer Brand Engagement among Jordanian consumers.

2.7 Synthesis of the Literature and Research Gap

The literature review suggests that social media marketing has transformed from a one-way communication medium to a two-way communication space for creating consumer–brand relationships. The existing research overall shows that social media marketing can elicit customer participation and customer brand engagement can indicate the cognitive, emotional and behavioral aspects of consumers' brands interactions.

Theoretical and empirical studies on the individual role of interactivity, informativeness and entertainment on consumer engagement are also available. Interactivity enables a two-way flow of information and allows for greater participation; informativeness is functional and stimulates cognitive processes; and entertainment is hedonic and emotional value. The positive relationships between these social media advertising features and brand engagement has been directly supported by empirical evidence, especially in the study of Hanaysha (2021).

In this regard, the Jordanian context is an additional justification for the present study. The study of customer brand engagement has been studied in particular contexts in Jordan including mobile telecommunications and airline brands. Algharabat et al. (2020) studied the antecedents and consequences of customer brand engagement for Facebook followers of mobile service providers in Jordan, and Samarah et al. (2022) investigated the relationship between brand interactivity, brand involvement, customer brand engagement, trust and loyalty among Royal Jordanian Airlines brand followers on Facebook. However, more in-depth empirical research is still needed to investigate how brand engagement can be explained by the combination of the particular social media marketing characteristics in the context of a broader consumer.

This study contributes to bridge this gap by investigating the impact of social media marketing on customers' brand engagement in Jordanian context, focusing on interactive, informative and entertaining aspects. The proposed framework is thus combining the broader concept of social media marketing with that of the multidimensional concept of customer brand engagement, and empirically testing both the total effect of social media marketing on

customer brand engagement, and the individual effects of the three selected dimensions of social media marketing on customer brand engagement.

From the above theoretical and empirical discussion the study proposes that social media marketing positively affects customer brand engagement and that interactivity, informativeness and entertainment positively affect customer brand engagement among Jordanian consumers.

2.8 Conceptual Model

As shown in the conceptual model, the conceptual relationship between social media marketing and customer brand engagement with the Jordanian consumers is proposed. Social Media Marketing is seen as the independent variable and can be seen in three aspects: Interactivity, Informativeness and Entertainment. Customer Brand Engagement (CBE) is the dependent variable, which comprises of three components: Cognitive Engagement, Emotional Engagement, and Behavioral Engagement. The model suggests that successful social media marketing activities can boost customer interaction with brands through interaction, useful and relevant information and entertaining and engaging content. Therefore, the effect of Social Media Marketing on Customer Brand Engagement and the individual effects of the three dimensions of Social Media Marketing are investigated. The proposed relationships are used to test the following research hypotheses.

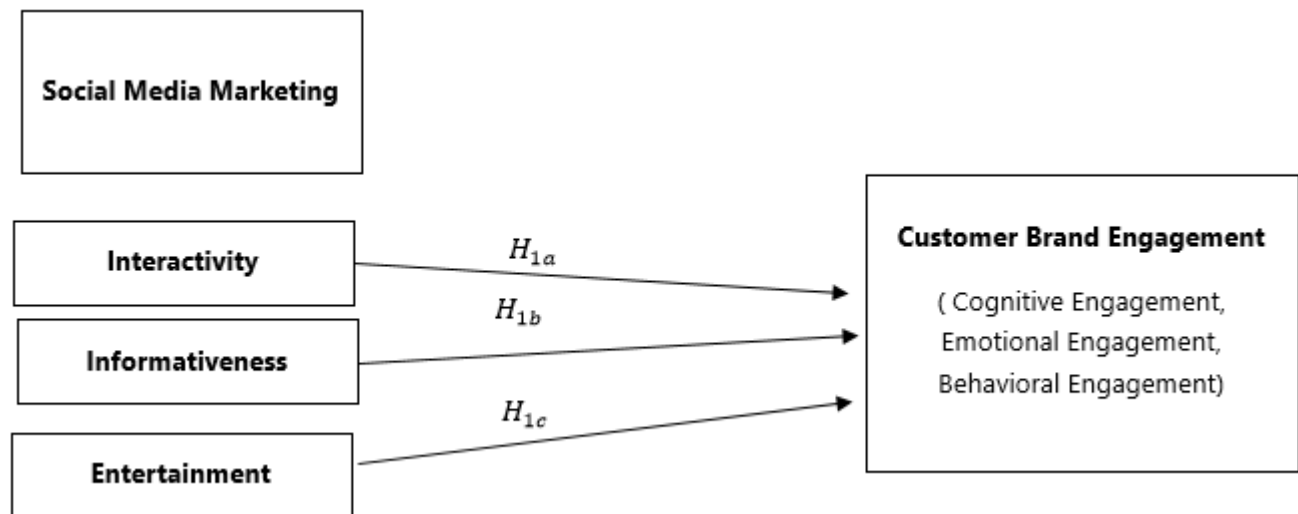


Figure 1 Conceptual Framework

3. Research Methodology

3.1 Research Design

The study is quantitative and cross sectional in nature, as it is an empirical investigation of the effect of social media marketing on customers' brand engagement in Jordan. The study measures the relationship between the clearly defined constructs and statistically tests the proposed hypotheses, making a quantitative approach suitable. The data will be gathered from Jordanian consumers by using a pre-designed self-administered questionnaire, at a one-time point.

This study is deductive because, the relationship proposed is drawn from theoretical and empirical works by previous researchers and then tested with primary quantitative data. The social media marketing is defined as the independent variable and Customer Brand Engagement is the dependent variable in the conceptual model. Furthermore, this study investigates each of the three elements of social media marketing; Interactivity, Informativeness and Entertainment on customer brand engagement independently.

3.2 Study Population

The target group is Jordanian consumers who use social media platforms and experienced with interacting with brand-related content in social media platforms. The population is suitable for the present study as the study

concentrates on the perception of the consumers over the social media marketing activities and their brand engagement.

Participants will not be limited to one platform, and the commonly used platforms (Facebook, Instagram, TikTok, YouTube and X) will be studied. It is designed to give a wider picture of the consumers' experience of social media marketing in Jordan.

3.3 Sampling Technique and Sample Size

Due to the inability to get a complete sampling frame of all Jordanian social media users, a non-probability sampling method would be used in the study, which is purposive sampling. This method is suitable since respondents need to have attributes related to research purposes, specifically experience using social media and experience reading brand-related content. A priori statistical power analysis will be used to determine the required sample size, not only by the traditional "10-times rule," but in advance of data collection. Based on methodological literature on PLS-SEM, the number of samples is suggested to be based on model complexity and statistical power needed to achieve expected effects. Hair et al. (2019) state that the 10 times rule is only approximate and suggest using statistical power as a guideline to sample size. Therefore, the final sample size will be based on G*Power, in consideration of the number of predictors of the most complex endogenous construct, the expected effect size, level of significance and the desired statistical power. The level of significance will be 0.05 and a statistical power of 0.80 will be used. If there is not enough or usable responses, extra questionnaires will be taken above the minimum sample.

4. Results

Five hundred questionnaires were sent out with a 90.0% response rate yielding 450 usable questionnaires. The sample size is deemed sufficient to perform statistical analyses proposed for the investigation of the relationships of social media marketing and customer brand engagement. The respondents were all Jordanian consumers who had access to social media and who had seen some brand-related content online via social media platforms. In terms of gender, 211 respondents represented 46.9% of the respondents, and 239 respondents constituted 53.1% of the respondents. As a percentage of the total, the highest proportion of respondents were aged 25 to 34 years (34.9%) and 18 to 24 years (22.9%) respectively, followed by 35 to 44 years (20.9%), 45 to 54 years (12.0%) and 55 years and above (9.3%). When asked about their level of education, most respondents had a Bachelor's Degree (54.2%), Master's Degree (23.3%), PhD (12.7%) and Diploma (9.8%). The occupations of the respondents included in the survey were: private sector, public sector, student, self-employed and other occupations. 31.6% of respondents said Instagram was their primary social media platform, followed closely by Facebook (26.7%), YouTube (19.6%), TikTok (17.3%) and X (4.9%). As far as daily social media consumption is concerned, the highest percentage of respondents indicated they used social media 2-4 hours a day, while 1-2 hours and more than 4 hours each day had the next highest percentages. The overall demographic characteristics suggest that the sample is reasonably varied in terms of socio-demographic factors and has high exposure to social media platforms. This will be a suitable basis to explore the role of social media marketing attributes, including interactivity, informativeness, and entertainment, in relation to the customer's brand engagement in Jordanian consumers.

Table 1 Socio-Economic Characteristics of the Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	239	53.1
	Female	211	46.9
	Total	450	100.0
Age	18–24	103	22.9
	25–34	157	34.9
	35–44	94	20.9
	45–54	54	12.0
	55+	42	9.3
	Total	450	100.0
	Total	450	100.0
Education	Diploma	44	9.8
	Bachelor's	244	54.2
	Master's	105	23.3
	PhD	57	12.7
	Total	450	100.0
Main Social Media Platform	Facebook	120	26.7
	Instagram	142	31.6
	TikTok	78	17.3
	YouTube	88	19.6
	X	22	4.9
	Total	450	100.0

As presented in Table 2, indicator reliability was evaluated by examining the outer loadings of the reflective constructs within the measurement model. Standard PLS-SEM criteria suggest that outer loadings should ideally exceed the threshold of 0.707, indicating that the construct accounts for more than 50% of the indicator's variance. The reliability of the indicators was at a very high level with the Entertainment (ENT) indicator range from 0.830 to 0.845, the Informativeness (INF) indicator range from 0.830 to 0.880, and the Interactivity (INT) indicator range from 0.832 to 0.891. The loadings of the three indicators of Customer Brand Engagement (CBE), namely behavioral (BEH), cognitive (COG) and affective (EMO) ranged from 0.660 to 0.781 for the multidimensional construct. A few items had loadings slightly lower than the theoretically ideal value of 0.707 (e.g., EMO2 = 0.660, BEH2 = 0.667), but these were kept in the model because they were above an acceptable lower limit of 0.60 and did not compromise the overall construct reliability and convergent validity.

Table 2 Outer Loading and Variance Inflation Factor (VIF)

	CBE	ENT	INF	INT
BEH1	0.731			
BEH2	0.667			
BEH3	0.720			
BEH4	0.781			
COG1	0.722			
COG2	0.723			
COG3	0.702			
COG4	0.763			
EMO1	0.738			
EMO2	0.660			
EMO3	0.692			
EMO4	0.681			
ENT1		0.831		
ENT2		0.830		
ENT3		0.845		
ENT4		0.845		
INF1			0.835	
INF2			0.878	
INF3			0.830	
INF4			0.880	
INT1				0.891
INT2				0.883
INT3				0.869
INT4				0.832

Table 3 shows the reliability and convergent validity of the constructs used in the study, namely Cronbach alpha, composite reliability (rho_a and rho_c) and average variance extracted (AVE). The measures are employed to examine the internal consistency and convergent validity of the measurement model. Results show that all constructs have high internal consistency (Cronbach's alpha between 0.858 and 0.913, which is above the criterion of 0.70, suggested by Nunnally, 1978). Likewise, the composite reliability values are acceptable as they vary from 0.859 to 0.896 for rho_a, and 0.904 to 0.926 for rho_c, with both values exceeding 0.70 as recommended by Hair et al. (2019), thus establishing the reliability of the constructs.

In addition, the AVE values lie between 0.512 and 0.755, exceeding the recommended minimum value of 0.50 (Fornell & Larcker, 1981). This offers a measure of the convergent validity because the constructs account for over 50% of the variance of the indicators. As far as constructs are concerned, Interactivity (INT) has the highest AVE score (0.755), followed by Informativeness (INF) (0.732) and Entertainment (ENT) (0.702) while Customer Brand Engagement (CBE) has an AVE score of 0.512. In general, the results show that all constructs meet the suggested internal consistency, composite reliability and convergent validity.

Table 3 Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CBE	0.913	0.915	0.926	0.512
ENT	0.858	0.859	0.904	0.702
INF	0.878	0.885	0.916	0.732
INT	0.892	0.896	0.925	0.755

The values of the Heterotrait–Monotrait (HTMT) ratio are shown in Table 4, which are used for assessing the discriminant validity of the constructs. Discriminant validity refers to the degree that each construct is empirically different from the other constructs in the measurement model. Based on Henseler et al. (2015) the values of HTMT should be generally below 0.85, with values < 0.90 being acceptable in some research context. As presented in Table 4, all the HTMT values are lower than the conservative threshold of 0.85, indicating high discriminant validity between constructs.

In particular, the correlation (HTMT) between Customer Brand Engagement (CBE) and Entertainment (ENT) is 0.771 and the correlation between CBE and Informativeness (INF) is 0.742. The HTMT value of CBE and Interactivity (INT) is 0.785. Furthermore, the HTMT values between ENT and INF, between ENT and INT and between INF and INT are 0.525, 0.466 and 0.527, respectively. All these values are under the threshold of 0.85, which shows that the constructs are sufficiently different from each other and that there is no problematic overlap between the dimensions of social media marketing and customer brand engagement. Overall, the results of HTMT showed good evidence for discriminant validity among the measurement model.

Table 4 Heterotrait-Monotrait Ratio Discriminants Validity

	CBE	ENT	INF	INT
CBE				
ENT	0.771			
INF	0.742	0.525		
INT	0.785	0.466	0.527	

The value of the coefficient of determination (R^2) and adjusted R^2 values of the endogenous construct, Customer Brand Engagement (CBE) is presented in Table 5. The R^2 value of 0.753 means that the model accounts for about 75.3% of the variance in Customer Brand Engagement and the remaining variance is due to other factors that are not accounted for in the model. Hair et al. (2019) suggested that the R^2 value indicates the explanatory power of the structural model, and a higher R^2 value is considered to have more explanatory power.

In addition, the adjusted R^2 is 0.751 suggesting that the model accounts for about 75.1% of the variance in CBE out of the total variance, after taking into account the number of predictors in the model. The very small difference between the R^2 and adjusted R^2 values (0.002) suggests that the model does not suffer from substantial overestimation of its explanatory power due to the number of predictors. Overall, the results demonstrate that the proposed model has substantial explanatory power in predicting Customer Brand Engagement among Jordanian consumers.

Table 5 Co-efficient of Determination and Predictive Measure

	R-square	R-square adjusted
CBE	0.753	0.751

Firstly, as presented in Table 6 and illustrated in Figure 1, the structural path coefficient results reveal the effects of Entertainment (ENT), Informativeness (INF), and Interactivity (INT) on Customer Brand Engagement (CBE), thereby providing evidence for testing the proposed hypotheses. The results demonstrate that all three dimensions of social

media marketing have positive and statistically significant effects on customer brand engagement among Jordanian consumers.

H1a: Interactivity has a statistically significant positive effect on Customer Brand Engagement among Jordanian consumers. The path coefficient for the relationship The β between Entertainment and Customer Brand Engagement is 0.372 with a standard deviation of 0.029, t-value 12.944 and a p-value of 0.000 ($p < 0.001$). This finding points out that Entertainment is statistically significantly and positively associated with Customer Brand Engagement. As such, H1a is supported. The positive coefficient indicates that the more entertaining and enjoyable the social media content, the greater the customers' engagement with the brands.

H1b: Informativeness has a statistically significant positive effect on Customer Brand Engagement among Jordanian consumers. The result shows that Informativeness positively and significantly affects Customer Brand Engagement with the path coefficient of $\beta = 0.300$, the standard deviation of 0.030, $t = 9.843$ and $p = 0.000$ ($p < 0.001$). Therefore, it is suggested that the H1b should be supported. This discovery suggests that giving consumers useful, accurate and relevant information via social media adds a powerful contribution to the consumers' interactions with a brand.

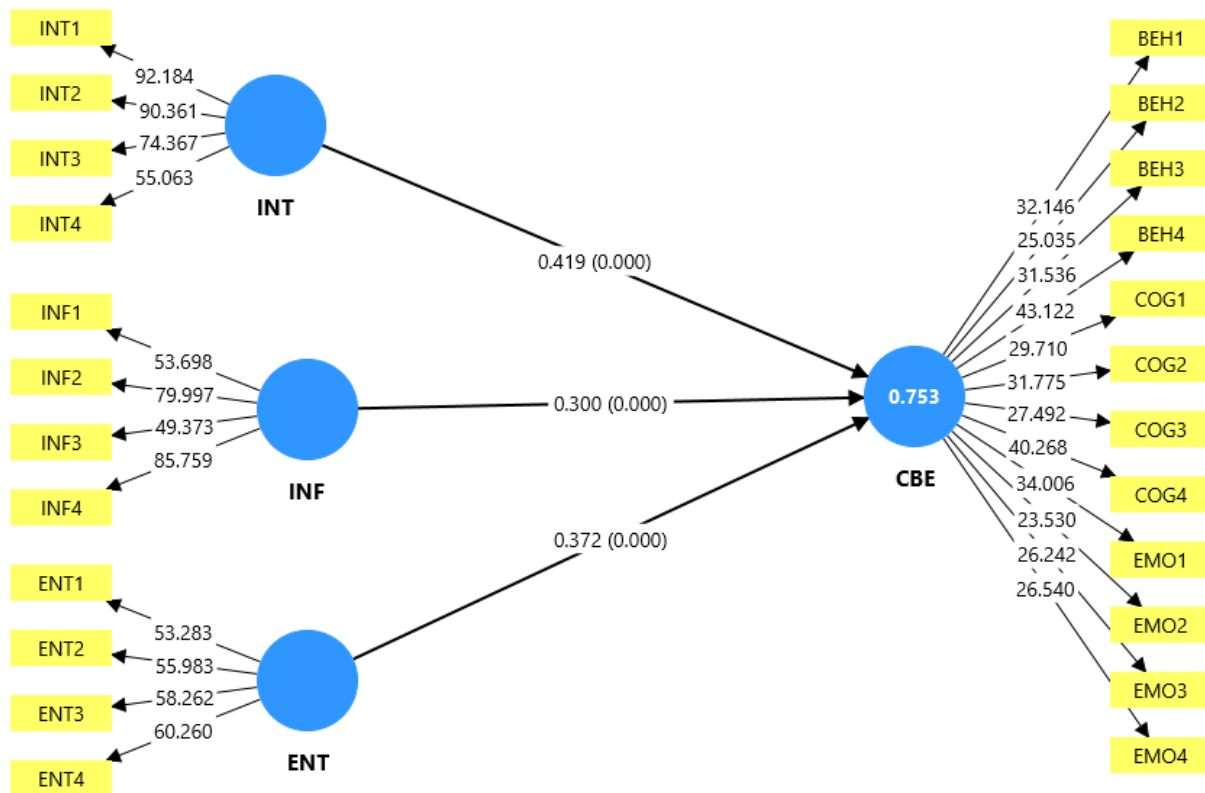
H1c: Entertainment has a statistically significant positive effect on Customer Brand Engagement among Jordanian consumers. The path coefficient value of Interactivity and Customer Brand Engagement is $\beta = 0.419$, standard deviation = 0.027, t-value = 15.816, p-value = 0.000 ($p < 0.001$). The findings triangulate with the positive and statistically significant relationship between Interactivity and Customer Brand Engagement. Thus, there is support for H1c. Opportunities for interaction, communication, feedback and participation between consumers and brands through social media are especially critical for improving customer brand engagement, as evidenced by the relatively high path coefficient.

In general, the results suggest that all three aspects of social media marketing are significant factors in Customer Brand Engagement. The three dimensions are shown to have a positive effect; with Interactivity being the highest with a β of 0.419, followed by Entertainment with a β of 0.372, and then Informativeness with a β of 0.300. This findings indicate that interactive social networks could have the largest impact on customer interaction with brands amongst Jordanian consumers.

Table 6 Structural Path Coefficient Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
ENT -> CBE	0.372	0.373	0.029	12.944	0.000
INF -> CBE	0.300	0.300	0.030	9.843	0.000
INT -> CBE	0.419	0.419	0.027	15.816	0.000

Figure 2 Graphical Representation of Structural Path Coefficient Results



5. Discussion of the Results

This study's results give empirical proof of the impact of the dimensions of social media marketing on customer brand engagement in Jordanian customers. The positive and statistically significant results of the structural model reveal that Entertainment, Informativeness and Interactivity have positive and statistically significant effects on Customer Brand Engagement. In addition, the model has a high level of explanatory power; $R^2 = 0.753$, the three dimensions accounted for about 75.3% of the variance in customer brand engagement. This discovery underscores the significance of Social media marketing in influencing consumers' connection with brands in Jordan.

The results indicate that Entertainment has a significant and positive impact on Customer Brand Engagement ($\beta = 0.372$, $t = 12.944$, $p < 0.001$) and H1a was accepted. The finding implies that social media content that is "fun, entertaining and engaging" may lead to more time spent engaging with brand content and may foster greater psychological and behavioral engagement with brands. When added to the mix, entertainment can make social media communication more appealing and engaging, which can help drive more "likes," comments, shares and other engagements from the consumer. In a Jordanian setting, where social media is considered a vital communication channel between consumers and brands, entertainment content can, in this context, play a major role in sustaining consumers' attention and fostering their ongoing engagement with the brand.

These findings also confirm H1b, as the results showed that Informativeness has a significant positive relationship with Customer Brand Engagement ($\beta = 0.300$, $t = 9.843$, $p < 0.001$). This discovery suggests that when social media content offers consumers useful, relevant, accurate, and timely information, they will be drawn to the brands. Content that is informative can help minimise information uncertainty and help consumers to make value judgments about products and services, as well as provide a sense of responsiveness and value for the brand. Therefore, social media marketing shouldn't be limited to promoting products and services, but should also offer information that fulfills consumers' practical and informational requirements.

Additionally, Customer Brand Engagement ($\beta = 0.419$, $t = 15.816$, $p < 0.001$) is positively influenced by Interactivity (Customer Brand Engagement correlation $R^2 = 0.179$). Interactivity has the largest impact on Customer Brand

Engagement of all three dimensions studied. This discovery indicates that there is a special significance in the opportunities for two-way communication, feedback, participation and direct interaction between customers and brands in fostering customer engagement. Interactive social media platforms enable consumers to go from consuming marketing messages to engaging in brand-based activities. These interactions can enhance consumers' feelings of engagement and connection to the brand.

The relative strength of the path coefficients can give another indication of the results. Interactivity is the top predictor of Customer Brand Engagement ($\beta = 0.419$), followed by Entertainment ($\beta = 0.372$), and Informativeness ($\beta = 0.300$). The ranking shows that all three are also significant, but the chance to interact with brands directly seems to have a significant impact on Jordanian consumers. The discovery highlights the social media marketing must be created as a two-way communication procedure, instead of simply a way to send out marketing information.

These results are further supported by the high level of explanatory power of the structural model. With an R^2 of 0.753, Entertainment, Informativeness, and Interactivity account for 75.3% of the variation in Customer Brand Engagement and the adjusted R^2 of 0.751 confirms that this explanatory power is nearly the same after adjusting for the number of the predictors. The R^2 and adjusted R^2 are extremely close to each other, suggesting a stable model that explains a significant amount of the variance. Thus, the results show that the chosen social media marketing dimensions are highly explanatory of customer's brand engagement in the context of Jordanian consumers.

In general, the results show that social media marketing is not a simple endeavor. Instead, it is up to the brands to offer an interactive, entertaining and informative experience, to make it successful in creating customer brand engagement. The findings highlight the need to provide opportunities for consumers to engage with brands and in brand-related activities. Therefore, from a managerial point of view, it is recommended for Jordanian brands to focus on interactive social media strategies, offering entertaining and informative contents to enhance consumers' interaction with their brands and thus build more meaningful relationships between the consumers and the brands.

6. Conclusion

The aim of this study was to investigate the effect of social media marketing on customer brand engagement from Jordanian consumers' perspective in terms of three dimensions; entertainment, informativeness and interactivity. The results offer compelling evidence of the empirical impact of all three dimensions as positively affecting Customer Brand Engagement. In particular, Interactivity was the best predictor of customer brand engagement ($\beta = 0.419$), followed by Entertainment ($\beta = 0.372$) and Informativeness ($\beta = 0.300$). These results suggest that brands are more likely to be engaging to consumers when there is an opportunity to interact, enjoy, and learn from the brands in social media.

The structural model also showed high level of explanatory power as the R^2 value was 0.753 and adjusted R^2 value was 0.751, which proved that the three dimensions explain about 75.3 % of the variance in Customer Brand Engagement. The measurement model also showed good reliability and convergent discriminant validity, which confirms the reliability of the results of the study.

After studying this, the researchers have come to the conclusion that a push message is not the only way to be successful with social media marketing. Brands need to create digital environments that allow consumers to interact, participate, get valuable information and enjoy content in an interactive and engaging way. By focusing on interactive communication and providing entertaining, informative content, businesses in Jordan can work towards enhancing their consumer-brand interactions. The results then, underscore the strategic value of social media marketing as a relationship development tool between brands and consumers in the Jordanian market, to make the relationship stronger and deeper.

6.1 Implication of the Study

This study has theoretical and practical implications for understanding the role of social media marketing in improving customers' brand engagement in Jordanian consumers.

6.1.1 Theoretical Implications

This study theoretically advances the social media marketing and customer brand engagement literature by empirically confirming that Entertainment, Informativeness, and Interactivity, are important dimensions of social media marketing, which positively affect Customer Brand Engagement. The findings add to existing knowledge by establishing that these dimensions are valid in the Jordanian consumer context and hence the empirical evidence that has been obtained in an emerging-market environment. The findings also show that the use of social media marketing must not be perceived as a simple marketing tool as it is a multidimensional marketing tool. The effect of Interactivity ($\beta = 0.419$) is more significant than that of Entertainment ($\beta = 0.372$) and Informativeness ($\beta = 0.300$), suggesting that customer brand engagement is explained better by the active involvement of consumers and two-way communication than by Entertainment and Informativeness. Furthermore, the extent of the model's predictive ability ($R^2 = 0.753$) implies that these dimensions are also well theorized to explain the differences in customer brand engagement.

6.1.2 Practical Implications

The results have some implications for businesses and marketing practitioners in Jordan in a managerial context. So, interactive social media strategies should be the main concern of managers, as it was the strongest predictor of Customer Brand Engagement. Brands can increase interaction by making sure they reply to consumer comments and inquiries quickly, encourage consumer discussion, initiate polls and questions, and offer consumers a way to engage in brand-related activities. Second, businesses need to create engaging and imaginative writing that will get consumers' attention and drive them to engage with brand messages. This can be in the form of interesting videos, interactive campaigns, stories, competitions and other content that provide fun experiences.

Third, organisations should make sure that the information presented on their social media is informative, relevant, accurate and useful. Consumer value of brand communication is enhanced and improves their engagement if they receive clear information about products, services, price, features, promotions and consumer related issues. Last but not least, the results indicate that these three dimensions should be combined and not considered separately. Successful strategy on social media must be a mixture of entertaining experiences, valuable information and interactive communication, in order to create a more engaging consumer-brand environment.

6.1.3 Implications for Jordanian Businesses

The findings are particularly relevant for Jordanian businesses operating in an increasingly digital and competitive marketplace. Businesses can use social media platforms not merely as advertising channels but as relationship-building platforms that facilitate continuous communication with consumers. The strong explanatory power of the model indicates that improving the quality of entertainment, informativeness, and interactivity in social media marketing can potentially contribute substantially to customer brand engagement. Therefore, marketing managers should allocate resources toward developing customer-centered social media strategies that encourage participation, provide meaningful information, and create positive digital experiences.

6.2 Limitations of the Study and Future Studies

While this study yielded a few significant findings, there are a few limitations to keep in mind. First of all, the findings of the study might not be applicable to consumers in other countries or cultural setting. Since these cultural variations exist, relationships between social media marketing and customer brand engagement can be impacted by cultural differences, digital behaviors, social media usage patterns, and consumer preferences. Further research might thus be conducted in other Arab countries and other cultural settings to determine the extent to which the results hold in such other settings.

Second, the study is a cross sectional research design, with the data was collected at a particular time. Therefore, the results indicate that there are significant relationships among the study variables but cannot determine how the relationships could be different in the future. Longitudinal designs can be used in future research to see how consumer engagement changes and whether the impact of social media marketing dimensions is constant throughout various time periods.

Third, this study focuses on three aspects of social media marketing: Entertainment, Informativeness, and Interactivity. While these dimensions show strong explanatory power on Customer Brand Engagement, other factors may also influence the Consumer's engagement with the Brand. The model can be expanded in future research to include other variables, including customization, credibility, electronic word of mouth, perceived value, personalization, social presence or consumer trust.

Fourth, the study is based on self-reported data from consumers that can have a response bias and common method bias. The answers respondents may give may be based on what they think or remember doing on social media platforms, not what they actually did. Survey data could be used along with behavioral or digital metrics such as engagement rates, comments, shares, likes, click-through rates, or actual purchases to offer a more complete picture of customer brand engagement, which could be used in future research.

Lastly, future studies could explore moderating and mediating variables, which could help in the understanding of the relationship between social media marketing and customer brand engagement. For instance, whether the effect of these on consumer trust, brand attitude, perceived value, or brand identification is mediated could be explored; and whether demographic characteristics, social media usage intensity, age or type of social media platform moderates their effects could be investigated. This extension would add to the understanding of social media marketing's impact and how and when it relates to customer's brand engagement.

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