

Mediating Role of e-Trust on the Relationship between Visual Social Media Marketing and Purchase Intention in Jordan

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Received: 12 March 2025

Accepted: 02 July 2025

DOI: <https://doi.org/10.32479/irmm.19456>

ABSTRACT

Jordanian real estate companies are currently dealing with difficult marketing conditions as the environment is becoming more competitive. The effect of visual social media marketing (VSMM) on customer purchase intention involving Jordanian real estate companies, was examined in this study, considering the mediating role of e-Trust. The Elaboration Likelihood Model (ELM) and Trust Model guided the development of the research framework. The research used quantitative survey techniques. A purposive sampling strategy was used in sample selection and online questionnaires were distributed via Google Forms on social media platforms. The link to the questionnaire was shared in social media groups related to Jordan's real estate sector, resulting in 250 valid responses. To analyse the data and assess the hypotheses, partial least squares structural equation modelling (PLS-SEM) was used. The findings provide empirical evidence of the influence of VSMM and e-Trust on purchase intention. Additionally, the relationship between VSMM and purchase intention was mediated by e-Trust. This study theoretically fills gaps in the literature by integrating ELM and the Trust Model. Practically, the results of this study assist real estate companies in developing strategies to enhance purchases among potential customers. The results suggested that managers in the real estate companies need to focus on building e-Trust and VSMM.

Keywords: Visual Social Media Marketing, Purchase Intention, e-Trust, Real Estate, Jordan

JEL Classification: M31, M37

1. INTRODUCTION

The real estate sector serves as a cornerstone for achieving sustainable and inclusive economic growth, driving the creation of decent jobs, fostering economic stability, and paving the way for true, long-term development (Ying, 2020). Real estate investments offer the potential for financial returns through income and other tangible benefits, making them an attractive choice for entrepreneurs (Ifebi et al., 2021). Furthermore, investing in real estate can ensure access to adequate housing, essential amenities like water and electricity, proper sanitation systems, and a high-

quality environment across various property categories, including residential homes, commercial and agricultural lands, water houses, office spaces, shopping centres, and malls (Elile et al., 2019).

Jordan, strategically located in Asia and the Middle East, has witnessed a remarkable transformation in its real estate market. The growth of the real estate sector is the result of a few factors. Firstly, the development of the Jordanian economy has played a pivotal role. Moreover, investors from Gulf nations with surplus capital due to heightened oil revenues have seen profitable prospects in the Jordanian sector. Furthermore, political turmoil

in neighbouring countries has driven population growth in Jordan, thereby increasing the demand for housing and related services. Lastly, Jordan's substantial young population has naturally increased the demand for real estate. Nevertheless, Alheet et al. (2021) state that the Jordanian real estate market has undergone a significant downturn in demand in recent years.

Ooi et al. (2023) assert that successful marketing is vital for attaining corporate objectives, and that precise marketing techniques customised for certain items are necessary. Erlangga (2021) state that digital promoting has picked up prominence in capturing the interest of potential consumers and facilitating communication between manufacturers, marketers, and consumers. The paradigm of digital marketing has engendered substantial alterations in worldwide marketplaces, augmenting the impact and purchasing power of consumers. As a result, advanced business technologies have been implemented to adapt to these changes (Alwan and Alshurideh, 2022; Alqurashi et al., 2023).

According to Erlangga (2021), social media as well have emerged as a prevalent medium for marketing. In Jordan, by January 2024, the population was 11.32 million, with 6.61 million social media users, highlighting the significant reach of these platforms (Kemp, 2024). Social media platforms offer visually appealing content, including text, images, and videos, which provide economic value to users. For businesses, leveraging social media platforms can facilitate product and service promotion, reputation and brand awareness building, and customer loyalty and retention (Shi et al., 2021). Consumers' enhanced ability to process visuals compared to verbal content influences the shift towards visual elements in advertising (Clow and Baack, 2018).

The real estate companies generate information for the customer to link them to their dream properties and give the best alternatives to guarantee the monetary value to them. The real estate company's online platforms help the customer with the inspections for information, providing relevant details, and users looking for avenues and more realistic information. It has been claimed that sponsored advertising is not trusted by 71% of online users (Ullah et al., 2021). Meanwhile, e-Trust represents an individual's own conviction that online providers of products and services will be credible in their sales commitments to customers (Wilis and Nurwulandari, 2020). Additionally, Rahmawaty et al. (2021) referred to e-Trust as the completion of trust in technical competence in addition to credibility and honesty in dealing and the ability to provide benefits.

Consumers' choice of getting items or services predicated on the idea that these items or services can satisfy their wants and expectations are known as purchase intention. It serves as the initial step in the purchasing process. In the real estate market, purchase intention is intricately linked to actual buying behaviour (Karunarathne and Ariyawansa, 2015; Chia et al., 2016).

Jordan's real estate market has always served as a significant indication of the nation's economic performance. However, the lack of comprehensive data on the exact growth of the sector, from both public and private sources, makes it challenging to assess its

current state accurately. Market players concur that the real estate sector has seen a consistent downturn the last few years although there has been a substantial expansion in previous years (Fraihat et al., 2021).

The Jordanian real estate market downturn and its difficulty in generating value necessitate more research (Sowaity, 2022). Furthermore, Jordan's real estate industry has encountered challenging marketing conditions and a highly competitive marketplace. Moreover, product advertising is regarded a significant element shaping Jordanian clients' intents to acquire real estate and encouraging them to engage in the real estate business (AL-Haddad, 2020; Delmendo, 2019). For Jordanian real estate companies, this situation demonstrates the obligation to adopt innovative and communicative marketing tools to succeed in the marketplace, given that their utilisation of digital marketing remains at an intermediate level (Dibs, 2020). Furthermore, Yaseen et al. (2019) indicate that the implementation of digital marketing remains nascent Jordanian enterprises, attributed to insufficient knowledge and expertise in digital marketing and technological instruments.

Today, understanding and leveraging consumers' purchasing intentions and using modern marketing techniques, including digital marketing, are essential for companies' success (Alwan and Alshurideh, 2022; Khraiwish et al., 2022). Markedly, Jordanian consumers' communication preferences have shifted towards social media platforms, and social media page visits are now a daily routine for Jordanian buyers, reflecting the modern lifestyle where visual content is highly effective in capturing attention and building relationships (Al-Haddad et al., 2021; Al-Nsour and Tarofder, 2022; Kujur and Singh, 2020). In fact, promotion using visual content may result in three times as many leads, and marketers indicated that soon, visual content will be heavily utilised by 80% of companies (Mayahi and Vidrih, 2022).

Trust in the accuracy and credibility of the information is most important for consumers on online platforms, which is why information on real estate companies' online platforms should be trustworthy (Ullah et al., 2021). If a buyer lacks faith in a particular service or product, their purchasing intention diminishes, but perceived trust of information regarding the product might enhance their confidence, hence reinforcing the correlation between intents and purchasing behaviour (Ghalandari, 2021).

This research enriches the academic discourse on the role of VSMM, impact on developing e-Trust, which will subsequently influence purchase intention. Al-Gasawneh et al. (2023) indicate a deficiency of targeted study on VSMM and its aspects within the real estate sector. The authors thus advised investigating additional factors that may influence the association between VSMM and purchase intention, indicating a necessity for more research specific to the real estate market.

This study seeks to accomplish four key objectives. Initially, it analyses the influence of VSMM on e-Trust. Secondly, it analyses VSMM impact on purchase intention. Thirdly, it analyses the e-Trust influence on purchasing intention. Ultimately, it

investigates e-Trust mediating function in the correlation between VSMM and purchase intention, providing deeper insights into how VSMM and e-Trust shape consumer behaviour in the sector of real estate.

This research presented will add to the existing knowledge about VSMM, e-trust, and purchasing intention, especially in the area of real estate. Furthermore, it provides a theoretical addition in aggregating some models, especially the Elaboration Likelihood Model (ELM) and the Trust Model, accentuating their relevance in the fast-changing digital world of real estate. In terms of practical contribution, the outcomes of this study will provide real estate firms with some very useful insights when refocusing their digital marketing strategies according to the VSMM dimensions of informative, entertainment, and remunerative content combined with consumer preferences. Moreover, fostering and nurturing e-trust offers consumers a seamlessly integrated digital experience and facilitating secured environments for transactions.

2. REVIEW OF LITERATURE

2.1. Theoretical Background

2.1.1. Elaboration likelihood model (ELM)

ELM represents a fundamental structure in social psychology that reveals the fundamental processes of persuasive messages. The model stands as the primary framework for consumer research because it receives the most citations (Shahab et al., 2021). Richard E. Petty and John Cacioppo established ELM as a theory for attitude change evaluation through dual processes when they presented it in 1986 (Yang, 2015). ELM separates message processing into two distinct routes where central processing means deep message analysis and peripheral processing means basic reaction to environmental cues. The two processing paths included in ELM affect how people develop their behavioural attitudes and intentions (Abbasi et al., 2023).

Wan and Ren (2017) proved ELM serves as the essential theoretical framework to understand the methods people process and respond to persuasive content in social media communications. Users encounter different forms of social media content because advertising networks provide both directly promotional material alongside subtly constructed branded material. The ELM of motivated information processing enables researchers to identify what kinds of content engagement differentiates users who investigate informational content deeply (central route) from users driven by peripheral cues such as aesthetic (peripheral route). By integrating ELM with social media researchers gain subtle knowledge about digital persuasion methods which depends on unique platform design aspects and user engagement behaviours (Chiu, 2022). The study on the dimensions that measure VSMM shows a relationship between informative content, entertaining content, and remuneration content. Informative content is understood as appealing to the central route of ELM, where one pays full attention to the materials in order to derive valuable information. However, entertainment content is often processed peripherally with aesthetic or emotional attraction leading the other route than the central message in a discussion. Depending on the individual's motivation, the remuneration dimension

which offers rewards or incentives could motivate users through either of the two routes. Thus, this would mean that the analysis of the dimensions of multi-faceted VSMM thoroughly makes sense through understanding and envisaging the process with which ELM casts its light on the complexity of controlling user engagement and attitude change in the emerging digital age (Abbasi et al., 2023).

2.1.2. Trust model

A clear understanding of the complex dynamics of e-Trust on online platforms comes within Mayer et al. (1995) trust model. According to this model, trustworthiness is identified and defined into three constructs: integrity, benevolence, and ability (Mayer et al., 1995). These then precede the forms of manifestation in the distinct contexts that uniquely appear in different digital environments such as social media platforms. Ability, as specific, states that website's robustness, speed, and security features, ensuring smooth and safe user experiences. Benevolence delves into the ethical dimensions, examining how businesses manage user data, their responsiveness to user queries, and the overall intent driving their online strategies. Meanwhile, integrity entails the transparency and adherence of businesses to their stated online terms, their ethical standards, and the consistency with which they fulfil the promises they make to users. Due to the fast expansion of digital marketing, e-Trust has become a pivotal factor influencing user engagement and ensuing behaviour (Hendrawan and Zorigoo, 2019).

2.2. Purchase Intention

Along with the consumers' attitudes and likings, purchase intention refers to a consumer's choice to obtain goods or services as they believe that the said products or services will meet their needs and align with their philosophy fully (Al-Adamat et al., 2020).

Recognised as the initial step towards actual purchasing behaviour, purchase intention is a cognitive component that indicates the level of certainty an individual has in acquiring a specific brand (Pauzi et al., 2017). Yaseen and Jusoh (2021) argued that purchase intention via social media closely resembles traditional purchasing methods. Likewise, Karunarathne and Ariyawansa (2015) emphasised that intentions—defined as the deliberate commitment to undertake a particular action—drive individuals towards making purchasing choices. These choices encompass both the willingness and determination to proceed with a purchase.

Within the real estate sector, particularly in the context of home acquisition, there exists a strong correlation between intention and actual purchase behaviour. Simply put, individuals with a deep aspiration to own a home are more likely to take decisive steps towards completing the purchase. Consequently, house purchase intention can be described as the extent to which prospective buyers are motivated to invest in a property (Chia et al., 2016).

2.3. Visual Social Media Marketing (VSMM)

VSMM essentially involves the application of video, photos, infographics, and other visual content to create noticeable messages that efficiently reach the intended audience. The latest form of visual social media avenues categorise content into three

types: photographs, videos, and live streaming. Social media denotes online platforms which allow consumers to develop semi-public profiles for interaction and the exchange of ideas or experiences in a virtual setting (Appel et al., 2020).

According to Ismail (2017), customers are progressively utilising social media to get information regarding goods or services and platforms such as Facebook, Instagram, Twitter, and YouTube are transforming the manner in which individuals engage with brands, as well as businesses (Al-Sarayreh, 2020). McMurray (2021) also claimed that visual content marketing adopts infographics, videos, and images to disseminate and present pertinent information to viewers. Visual communication uses symbols and images to express ideas, and it can have an emotional or intellectual impact on viewers—or both at once (Hellberg, 2015).

When using visual aspects like pictures, videos, and infographics, the messages are undoubtedly more appealing and engaging to the general online viewers. The use of visual content may enhance views, engagement, and social followings, while also rendering the content appealing to the target audience and so fostering their involvement (Singh et al., 2018). As stated by Kujur and Singh (2020), social media marketing employs visual content that encompasses three dimensions:

2.3.1. Informative content (IC)

Informative advertising positively influences customer attitudes, and the informational value of a company's website directly impacts the target market's perceptions of the firm and its products. Informative content refers to the capacity to educate customers about items, facilitating their ability to make purchases that maximise happiness (Hashim et al., 2018). Compared to plain text, visual content conveys brand-related information to users more quickly and effortlessly. Its visual appeal allows elements such as infographics, slideshows, videos, graphs, and charts to effectively summarise key information, making it more accessible and engaging for social media audiences (Kujur and Singh, 2020).

2.3.2. Entertainment content (EC)

Entertainment content refers to the extent of enjoyment and stimulation that influences customers' intents to re-engage with social media and their inclination to disseminate favourable brand messaging in general (Dolan et al., 2016). Muhamad and Shahrom (2020) assert that entertainment content influences the pleasure and enjoyment derived from online media by consumers. Moreover, individuals could be attracted to intriguing information seen as stimulating, pleasurable, fashionable, and even humorous. Araujo et al. (2022) assert that advertisements may provide pleasurable and gratifying amusement.

2.3.3. Remunerative content (RC)

Remunerative content includes economic incentives, such as monetary incentives, attainment of direct discounts and coupons, access to sales promotions, or personal wants (Al-Gasawneh et al., 2023). Muhamad and Shahrom (2020) define remunerative content as the degree to which social media offers financial or incentive advantages, gives economic advantages, and garners interest via its services. Remunerative too pertains to scenarios where

users engage with social media with the anticipation of receiving rewards like monetary compensation, professional advantages, or personal objectives.

2.4. e-Trust

The importance of trust in electronic shopping and purchasing processes surpasses that of traditional shopping and purchasing processes. Trust is established via direct human interactions between the vendor and the buyer, leading customers to believe that electronic purchases are not as transparent as traditional purchases. Therefore, the level of e-Trust increases with the increasing interactions customers have with service providers (Yousaf et al., 2018).

Miao et al. (2022) explained that e-Trust refers to the personal belief of a customer that online product and service providers will have credibility in their obligations during the sales process. Direction (2018) defined e-Trust as a customer's total confidence in virtual stores in terms of technical competence, credibility, and honesty in dealing, as well as the ability to provide benefits. Ben Mansour (2016) defined e-Trust as the psychological state of an electronic customer, which translates into the hope that the other party to the electronic commercial transactions will fulfil their obligations. While Radionova-Girsa and Lahića, (2017) defines e-Trust as trust in electronic stores based on technical competence, credibility, honesty in dealing, and the ability to provide many benefits, e-Trust is also associated with psychological aspects such as comfort and perception. Consequently, e-Trust is a fundamental component in the domain of electronic commerce (Chen and Barnes, 2007; Sadeghi et al., 2019).

Establishing a relationship between the vendor and the buyer is essential for online purchase intention. In the realm of e-commerce, trust encompasses the anticipations associated with an online vendor. Purchasing decisions of customers are influenced by their faith in the goods, especially in the salesperson and the firm (Meskaran et al., 2013). Customers must trust vendors in a variety of ways when making online purchases. This is because they (customers) feel vulnerable when they shop online. Correspondingly, consumers submit their personal information through the Internet as a means of communication. In this regard, Kharel (2018) highlighted the need for users to feel secure and that their information will not be used in a manner that contradicts their will.

Additionally, when making a purchase, a customer would choose a payment option and trust that the website will reliably secure the transactions. A sustained association between a firm and a client is essential for fostering consumer trust and satisfaction. Fundamentally, customer trust constitutes the paramount element of an online shop. Consumer trust in online sources significantly influences the success or failure of e-commerce endeavours in the market (Wijoseno and Ariyanti, 2015).

2.5. Development of Hypotheses

2.5.1. VSMM and purchase intention

Laksamana (2018) carried out an investigation to study social media marketing effect on intention to purchase, revealing its

efficacy in enhancing purchase intention. Dewi et al. (2022) investigated the social media marketing effect on brand awareness and, subsequently, on purchase intention, concluding that social media marketing affects customer purchase intention through brand awareness. Conversely, several research have examined the visual content of social media and its influence on purchase intention. Al-Gasawneh et al. (2023), for example, examined the impact of VSMM on purchase intention and found a strong direct effect of VSMM on purchase intention. According to Araujo et al. (2022), their research focused on the relationship between the effects of video advertisements on TikTok, which in turn lead to purchase intention changes and customer behaviour. They demonstrated that these videos strongly affected the behaviours and intention for purchase from consumers. Furthermore, the study conducted by Gesmundo et al. (2022) similarly concluded that brand recall was very much influenced by awareness in the marketing advertisement campaigns posted on TikTok when viewed by potential customers with a huge impact on their purchase intention.

Thus, according to Majeed et al. (2021), the study pointed out that both information and remuneration exercise positive and significant effects on brand equity; moreover, a strong and positive correlation is found among brand equity and consumer purchase intentions.

Similarly, Moslehpour et al. (2020) found that the entertainment aspect of social media marketing had a direct and substantial impact on purchase intention. In another study, Setiawan et al. (2021) demonstrated that both entertainment and informational value significantly influenced consumers' purchase intentions. Additionally, Hashim et al. (2018) established that the entertainment appeal of advertising messages shapes consumers' perceptions of mobile phone advertisements. Building upon these findings, the researcher formulated the following hypothesis:

H₁: Visual social media marketing positively influences purchase intention.

2.5.2. VSMM and e-Trust

Utilising social media for marketing may efficiently cultivate client relationships. These relationships will create trust while eradicating uncertainties that might impede the intention of customers to engage with brands. Henceforth, customers regard social media as a reliable information source which enhances their marketing practices. Haudi et al. (2022) identified the beneficial effect of social media marketing on online brand trust.

Trust significantly enhances consumer-brand partnerships. This aligns with the function of SMMA in the provision of superior communication for marketing departments or firms, as well as in establishing long-term customer-firm relationships. Ibrahim et al. (2021) demonstrated a strong favourable effect of SMMA on online brand trust.

Indeed, the sense of trust in the interaction with companies is essential for customers. Consequently, in the establishment, enhancement, and maintenance of customer-seller connections, trust emerges as a critical element, as evidenced by several prior studies, including the research conducted by Seyyedamiri and

Tajrobehkar (2021), which identified a favourable correlation between social content marketing on social media and e-Trust. Rahimnia and Hassanzadeh (2013), in a pertinent study, examined the influence of information content on consumer e-Trust, and the evidence findings indicated a direct correlation between information content on customer e-Trust. Sohail et al. (2020) established a substantial positive correlation between entertainment on social media and online brand trust. The authors further mentioned that social media marketers who utilise entertainment content will generate positive user experience. Besides that, Hanaysha (2022) indicated that entertainment on social media positively influences brand trust. Irshad et al. (2020) found a significant positive impact of remuneration motivation on trust. In addition, Kujur and Singh (2020) discovered that lucrative material on social media influenced the establishment of trust in consumer-brand connections via customer interaction. Therefore, it was hypothesised that:

H₂: Visual social media marketing positively influences e-Trust.

2.5.3. e-Trust and purchasing intention

The research by Moslehpour et al. (2020) showed how trust in social media marketing built up customers' purchasing intention strength. According to Sakti et al. (2020) online trust proves essential for driving consumers to buy fashion products through Instagram. The authors stressed that developing consumer relationships requires building trust because it carries substantial value. Research by Putra and Rahmiati (2019) demonstrated that online buying intent of consumers is directly influenced by trust which proves trust plays a vital role in directing purchase intentions. The authors formed this research hypothesis:

H₃: e-Trust positively influences purchase intention.

2.5.4. e-Trust as mediation

Alnaim et al. (2022) determined through their study that e-Trust functions as a substantial mediating force between e-service quality and e-loyalty. Al Daabseh and Aljarah (2021) detected e-Trust acts as a mediator between customer value creation and online sales pathways while performing their investigation. Bulut and Karabulut (2018) conducted research to study how e-Trust acts as a mediator linking e-WOM to repurchase intention while establishing its strong effect on this behavioural relationship. Studies proved that e-Trust functioned as a mediator which affected the connection between e-WOM and repurchase intention.

People now recognise e-Trust as a fundamental element for protecting online communications due to rising security threats and decreased trust levels among customers. This study investigates e-Trust as a mediating variable in the relationship between the key components of VSMM (informative content, entertainment content, and remunerative content) and purchase intention within the real estate sector in Jordan. Accordingly, the following hypothesis was proposed:

H₄: e-Trust positively mediates the relationship between visual social media marketing and purchase intention.

Model is presented in Figure 1.

3. METHODOLOGY

This study employed a quantitative method, utilising surveys for data collection. The survey contained a two-part questionnaire, with the initial part gathered demographic information (gender, age, educational attainment, and income), and the latter part assessed the constructs of the study model. The subsequent sections of the questionnaire were utilised to evaluate each construct.

The research measured VSMM as reflective second order variables that included IC, EC and RC. Researchers in Al-Gasawneh et al. (2023) previously developed the items which were modified for this study. The measurement included ten constructs that divided into four items for IC dimension, four items for EC dimension, and two items for RC dimension. The researchers adopted four items that stemmed from Al-Gasawneh et al. (2023) to measure purchase intention at the first-order reflective level. The analysis evaluated e-trust as reflective first order through eight questions taken from Akroush et al. (2021). The authors Podsakoff et al. (2012) maintain that different assessment measures between dependent and independent variables help reduce common method variance (CMV). The study utilised a five-point Likert scale to measure both independent variables together with the mediator variable using a response scale of 1 for “strongly disagree” up to 5 for “strongly agree”. The dependent variables adopted a distinct five-point Likert scale with different headers running from “Very Unlikely” to “Very Likely,” according to Ngah et al. (2023).

In this study, the online survey used Google Forms and shared through social media platforms as its distribution method. Social media groups focused on the Jordanian real estate market received the link to the survey questionnaire. The researchers used PLS-SEM to examine the data in this study.

The research population was delineated as Jordanian consumers. For the sample, the current study selected Jordanian customers interested in purchasing real estate (Al-Gasawneh et al., 2023). The study samples were chosen using a rather common sampling technique known as non-probability sampling, which is used when the lists of the entire targeted population cannot be ascertained (Ramayah et al., 2010). This study employed purposive sampling, a non-probability sampling technique, to select the sample.

The sample size for this study was determined using G*Power software. Based on the G*Power analysis, the minimum sample size required was 68. The study employed the F-statistical test, a

0.05 error probability, a 0.80 power standard, and two predictors (Alotaibi and Roussinov, 2016).

PLS-SEM may produce valid results with smaller sample sizes. Nevertheless, it is advisable to utilise bigger samples wherever feasible, since this improves the findings’ reliability and generalisability, enabling more firm conclusions regarding the wider population (Hair and Alamer, 2022; Kock and Hadaya, 2018). Therefore, the survey was distributed to a sample size larger than the minimum requirement to ensure sufficient data collected.

4. RESULTS

In the present study, the dependent variables used different headers to minimise common method variance (CMV) is mandated between these two constructs (Halimi et al., 2022; Mansor et al. 2022). Statistically, the full-collinearity analysis was conducted

Table 1: Full collinearity analysis

Construct	IC	EC	RC	e-Trust	PI
VIF	1.581	1.518	1.251	1.984	2.016

Table 2: Convergent validity

Construct	Items	FL	CR	AVE
IC	IC1	0.789	0.842	0.572
	IC2	0.820		
	IC3	0.696		
	IC4	0.714		
EC	EC1	0.649	0.832	0.554
	EC2	0.821		
	EC3	0.786		
	EC4	0.711		
RC	RC1	0.939	0.94	0.887
	RC2	0.945		
VSMM	IC	0.830	0.813	0.595
	EC	0.826		
	RC	0.644		
e-Trust	e-Trust1	0.733	0.924	0.604
	e-Trust2	0.767		
	e-Trust3	0.801		
	e-Trust4	0.742		
	e-Trust5	0.784		
	e-Trust6	0.846		
	e-Trust7	0.756		
	e-Trust8	0.784		
PI	PI1	0.795	0.899	0.69
	PI2	0.893		
	PI3	0.857		
	PI4	0.773		

Figure 1: Research Model

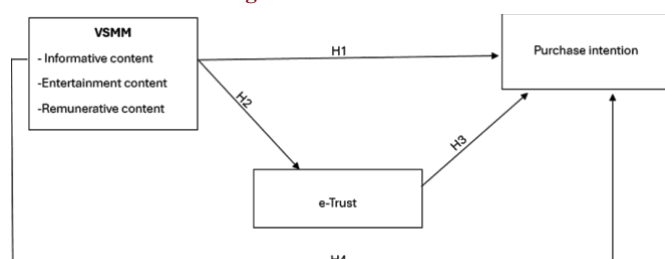


Table 3: HTMT Outcomes for the Discriminant Validity of the Overall Measurement Model

Variable	EC	IC	PI	RC	e-Trust
EC					
IC	0.656				
PI	0.521	0.641			
RC	0.451	0.405	0.416		
e-Trust	0.565	0.541	0.754	0.408	

Table 4: Structural Model

Hypotheses	Relationships	S. β	S. D	T-value	P values	LLCI	ULLCI	Decision
H ₁	VSMM -> PI	0.271	0.061	4.426	0.000	0.173	0.375	Supported
H ₂	VSMM -> e-Trust	0.557	0.049	11.429	0.000	0.468	0.629	Supported
H ₃	e-Trust -> PI	0.514	0.058	8.834	0.000	0.406	0.599	Supported
Hypotheses	Relationships	S. β	S. D	T-value	P values	LLCI	ULLCI	Decision
H ₄	VSMM -> e-Trust -> PI	0.286	0.039	7.369	0.000	0.224	0.351	Supported

as recommended by Kock (2015). The study data did not display evidence of CMV if $VIF < 3.3$ (Kock, 2015), and from Table 1, all VIF values below this threshold imply that no bias exists.

4.1. Measurement Model

The study adhered to the two-step approach suggested by Hair et al. (2019). As such, the measurement model was constructed, incorporating convergent and discriminant validity, before undertaking structural model analysis. While convergent validity ensures that the indicators of a specific construct measure the intended thing accurately, discriminant validity confirms that each construct is separate from others (Mansor et al., 2022). In addition, the two-stage methodology where first-order constructs served as indicators for second-order constructs was used by the study to derive Average Variance Extracted (AVE) and Composite Reliability (CR) for higher-order construct (HOC) (Becker et al., 2012).

4.2. Convergent Validity

Convergent validity is defined as the extent to which measurement items truly represent the intended latent variable and correspond with other measures of the same construct (Hair et al., 2014). According to Hair et al. (2014), convergent validity is established if factor loadings (FL) are equal to or over 0.6, composite reliability (CR) is equal to or above 0.7, and average variance extracted (AVE) at 0.5 or above. All factor loadings, AVE, and CR values exceed the threshold levels recommended by Hair et al. (2014) so that it proves convergent validity of this study as shown in Table 2.

4.3. Discriminant Validity (HTMT Ratio)

Duarte and Raposo (2010) define discriminant validity as the degree to which a specific latent construct is distinct from other latent constructs. Henceforth, Franke and Sarstedt (2019) recommended using the hetero-trait mono-trait (HTMT) ratio to evaluate discriminant validity, particularly when the attained HTMT values are ≤ 0.85 . As displayed in the following Table 3, the HTMT values are all < 0.85 , indicating no issues relating to discriminant validity in this investigation.

4.4. Structural Model

The evaluation of the inner model assessment was conducted subsequent to the establishment of the external measurement model. The structural models were evaluated to determine their ability to predict one or more target constructs (Hair and Alamer, 2022). According to Becker et al. (2023), the hypothesis testing involved the use of the PLS technique and bootstrapping for structural model estimation, implementing a bootstrapping procedure with 10,000 samples.

The path coefficients of the individual constructs' beta values must align with the hypothesised direction and meet the significance

criteria ($P < 0.05$, t-statistics ≥ 1.645). Furthermore, to establish the study's outcome, the confidence interval values should not carry a zero value. The study must also be free from multicollinearity (Mansor et al., 2022).

The present study proposed testing two (2) direct hypotheses, one for PI and one for e-Trust, as well as one (1) mediator hypothesis. The analysis revealed a positive correlation between VSMM and PI ($\beta = 0.271$, t-value = 4.426), hence corroborating the research's H₁. The analysis revealed a significant correlation between VSMM and e-Trust ($\beta = 0.557$, t-value = 11.429), hence corroborating the research's H₂. In addition, the analysis indicated a positive correlation between e-Trust and PI ($\beta = 0.514$, t-value = 8.834), hence corroborating H₃.

For mediation analysis, the authors used the technique by Preacher and Hayes (2008), which involves bootstrapping the indirect impact. The analysis showed that VSMM->e-Trust -> PI ($\beta = 0.286$, t-value = 7.369; LL = 0.224, UL = 0.351). Additionally, the confidence intervals (LL and UL) did not show any intervals straddling a 0. Furthermore, both studies showed no null values, showing that H₄ was supported. The results are summarised in Table 4.

5. DISCUSSION AND CONCLUSION

This study tested four hypotheses. The primary aim of the study was to examine the impact of VSMM on consumer purchase intentions in estate firms of Jordan. The study verified H₁, demonstrating that VSMM featuring informational, entertainment, and remunerative content exerted a positive, direct, and substantial influence on purchase intention. This result aligns with prior studies indicating that VSMM with three-dimensional affects purchase intention (Hashim et al., 2018; Laksamana, 2018; Moslehpour et al., 2020; Majeed et al., 2021; Setiawan et al., 2021; Gasawneh, 2023). Furthermore, the results obtained by the current study support (Abbasi et al., 2023; Yang, 2015), which stated that ELM describes two specific pathways through which individuals process persuasive messages and change their attitudes: the centre path and the periphery way. Both the central and peripheral channels influence attitudes and motives in human conduct. This outcome indicates the influence of VSMM on consumer purchasing intentions among real estate firms in Jordan. Clearly, social media offers a plethora of information; nevertheless, to conserve time and enhance smooth interaction, users frequently prefer communications with visual material. Moreover, visual information may educate consumers regarding products. Informative content, such as property prices, locations, and features, provides valuable insights. Entertainment content, including engaging videos and high-quality visuals, enhances user

engagement. Remunerative content, offering financial incentives like discounts and flexible payment plans, attracts potential buyers. Collectively, these VSMM dimensions strengthen digital marketing effectiveness, shaping purchase intentions in the competitive real estate market.

Hypothesis H₂ represent the second goal, which was to research how VSMM affected e-Trust within Jordanian real estate enterprises. The results supported Hypothesis H₂, suggesting that VSMM with informative, entertaining, and remunerative content positively impacts e-Trust. These findings are in line with what other research has found about how VSMM affects e-Trust (Kujur and Singh, 2020; Ibrahim et al., 2021; Irshad et al., 2020; Seyyedamiri and Tajrobehkar, 2021; Sanny et al., 2020; Hanaysha, 2022; Sohail et al., 2020; Rahimnia and Hassanzadeh, 2013). According to this finding, VSMM affects e-Trust in Jordanian real estate companies. Through information, entertainment, and remunerative content, VSMM satisfies the customer and influences the building of e-trust. The results underscore the significance of VSMM components in establishing e-Trust within the real estate industry. Informative content, providing details on prices, locations, and property specifications, enhances e-Trust by offering credible and transparent information. Entertaining content fosters e-Trust by creating an engaging user experience, allowing real estate companies to showcase innovation and adaptability in the digital space. Remunerative content, including discounts and flexible payment options, strengthens e-Trust by reassuring customers of the company's commitment to their best interests. Together, these dimensions enhance consumer confidence and reinforce e-Trust in real estate transactions.

Hypothesis H₃ represented the third objective, which entailed examining the influence of e-Trust on consumer purchase intention among Jordanian real estate firms. The results verified this prediction, proving the existence of a direct and considerable positive impact of e-Trust on purchase intentions, whereby the entire referential evidence is consistent with previous research findings that e-Trust affects purchase intention (Moslehpour et al., 2020; Putra and Rahmiati, 2019; Sakti et al., 2020). The study's findings indicate that e-Trust does have an effect on purchasing intentions in real estate firms in Jordan. Future purchases will rely on e-Trust for information about the online purchases and transactions. The current study confirms what Mayer et al. (1995) and Hendrawan and Zorigoo (2019) found: that the trust model breaks down the construct of trustworthiness into three main attributes: ability, benevolence, and integrity. Thus, e-Trust has become an important factor to consider as digital marketing has begun to evolve. Real estate companies that build e-Trust by providing complete details of properties for sale, quality pictures, and transparent pricing while fulfilling commitments on time can increase purchase intention. The display of properties with integrity and in line with customer expectations reduces uncertainty and helps buyers build relationships and e-Trust in purchase decisions.

The fourth objective sought to find out whether e-Trust acts as a mediator between VSMM and purchase intention in Jordanian real estate companies; hence, it was designated as H₄. The results

indicated that the concept was true. This goes toward the findings of other studies where e-Trust acted as a mediator in relationships (Alnaim et al. 2022; Bulut and Karabulut 2018; Al Daabseh and Aljarah 2021), indicating the mediation role of e-Trust in enhancing and multiplying social media customer purchase intentions. Furthermore, when VSMM contains informative, entertaining, and remunerative material, it strengthens e-Trust in real estate purposes. Credible information ensures the information source is credible, entertaining material increases engagement, and remunerative material provides value; when considered together, these aspects boost e-Trust and impact purchase intentions positively.

The competitive pressures in the Jordanian real estate sector are increasing in terms of purchases and purchase intent. This study examines the impact of VSMM comprising (informative content, entertaining content, and remunerative content) on purchase intention through e-Trust in the Jordanian real estate market.

The study aims to achieve four objectives by testing four hypotheses. It examines the influence of VSMM on e-Trust and purchase intention, as well as the mediating function of e-Trust in these dynamics. The framework of the study combines the ELM with the Trust Model, highlighting the mechanisms by which consumers interpret marketing communications and the role of e-Trust in augmenting competitive edge and purchase intention.

Using PLS-SEM 4, the study finds that VSMM positively influences purchase intention. However, VSMM positively impacts e-Trust, which in turn significantly mediates the association between VSMM and purchase intention. In light of the industry's competitive landscape and cybersecurity issues, e-Trust becomes essential for enhancing customer interactions and positioning in the market.

5.1. Theoretical Implications

The three primary theoretical contributions of this study warrant further discussion. Prior research has indicated that the relationship between VSMM (informative content, entertainment content, and remunerative content) and purchase intention remains ambiguous. This study is unique as it is the first to examine the individual impact of each VSMM component on purchase intention, addressing a knowledge gap in the literature concerning VSMM's influence on purchase intention within the real estate sector (Araujo et al., 2022; Al-Gasawneh et al., 2023; Gesmundo et al., 2022; Kujur and Singh, 2020). The findings confirm that VSMM components are significantly correlated with purchase intention in this industry.

Secondly, the present investigation utilised the combined ELM and Trust model as a theoretical framework, which, to the authors' knowledge, has not been previously applied in conjunction in studies concerning VSMM and e-Trust, particularly within the real estate industry. Moreover, the present study advanced by integrating the perspectives of the ELM and the Trust Model. This was achieved through applying individual processes of persuasive communications and messages, including central and peripheral routes, in order to help real estate companies build trust and attain

superior effects on customer purchase intention. Thus, the study substantiates ELM theory within the realm of the real estate sector.

This study explored the mediating effect of e-Trust in the relationship between VSMM and purchase intention. This study addresses the research gap identified by Al-Gasawneh et al. (2023) and suggests further examination of additional factors that may mediate the relationship between VSMM and purchase intention.

5.2. Practical Implications

Regarding the practical contribution, the findings provide guidance for real estate firms seeking to enhance their digital marketing strategies. In addition, the application of a directed method to examine VSMM influence on purchase intention, with e-Trust as a mediator, may assist managers in the real estate sector in their decision-making processes. The study was planned to provide practical directions and solutions to the Jordanian real estate sector towards practical use of VSMM; this concern focused on three dimensions: informative content, entertainment content, and remunerative content. In addition, with the overwhelming digital presence, the finding provides valuable understandings on real estate companies in Jordan regarding the effectiveness of the influence of VSMM; real estate companies leverage the proposed model's ability to generate informative but also entertaining and remunerative content. Furthermore, it will help understand the digital marketing purchase intention drivers to allow businesses to optimise their focus toward the social media presence and marketing. The trust of e-consumers in the current world of cyber threats and ever-increasing scepticism is vital. Creating and sustaining the trust of the e-consumers has made transaction on a better digital and more possible environment for these consumers to transact without fear. The emergence of e-Trust will, therefore, put more significance on the importance of e-Trust in mediating the relationship between VSMM and purchase intention. By building e-Trust, real estate companies can strengthen customer relationships, enhance loyalty, and increase purchase intention.

Apart from that, the results of the study assist real estate firms in optimising their digital strategies, ensuring they stay industry leaders and efficiently address the demands and preferences of contemporary property purchasers. This can also result in more effective and targeted marketing campaigns, improved customer reach, and increased brand visibility and awareness.

5.3. Limitations of the Study and Recommendations for Future Studies

The sample size and unit of analysis constitute limitations of the present study. Consequently, future studies may encompass a wider array of participants to yield more thorough insights. In addition, the study's cross-sectional design inhibits the monitoring of alterations in purchase intention and VSMM aspects throughout time. Moreover, the reliance on a quantitative approach from the user's perspective may limit the findings. Therefore, longitudinal studies using other methods, such as qualitative approaches, could enrich the understanding of these issues. Furthermore, the effect of VSMM could be examined in relation to other dependent variables within real estate firms. Replicating this study across different countries, businesses, and industries may generate

valuable insights, further enriching the body of knowledge. Such investigations would facilitate the identification of possible differences in the utilization of VSMM components to purchase intentions using e-Trust as a mediator. The inclusion of e-Trust as a mediator offers a clearer understanding of how real estate companies can effectively implement VSMM and reveals its impact on purchase intention. Therefore, future research is encouraged to explore alternative mediators that may influence this relationship, further broadening the theoretical and practical implications of VSMM, e-Trust, and purchase intention.

ACKNOWLEDGEMENT

The authors would like to thank Universiti Malaysia Terengganu for supporting this research.

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