

# Content Is King: The Impact Of Content Marketing On Online Repurchase Intention

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## ABSTRACT

Content marketing (CM), which tries to increase customer brand engagement and trust, is expanding as online customer/company interactions increase. However, despite its rising use as a contemporary marketing technique, research on it is limited, resulting in an important knowledge gap. This study aims to investigate the impact of (CM) on online repurchase intention (ORPI) through brand trust (BT) and customer brand engagement (CBE) in online apparel shopping. In general, this study's findings found a significant positive direct impact for CM on BT, CBE, and ORPI. Furthermore, CBE has a significant positive impact on BT. Additionally, BT and CBE significantly and positively impacted ORPI. From the mediation analysis results, it was found that CBE did not mediate the positive impact of CM on ORPI. Furthermore, it was found that BT mediates the positive impact of CM on ORPI. As a result, this study provides useful insights into online apparel shopping may increase ORPI by achieving BT, CBE, and presenting suitable marketing content.

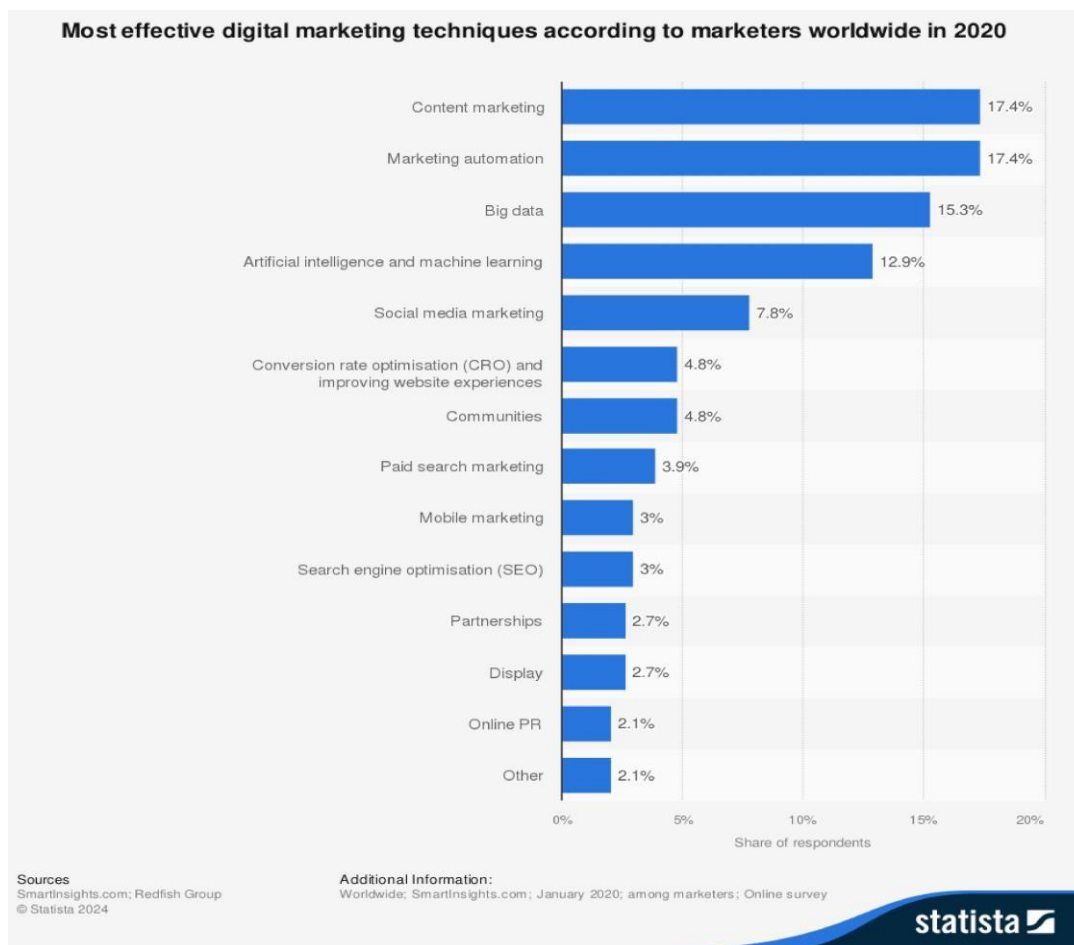
**Keywords:** Content Marketing (CM), Brand Trust (BT), Customer Brand Engagement (CBE), Online Repurchase Intention (ORPI)

## INTRODUCTION

Content marketing is a strategy that involves producing and distributing useful and valuable content in order to attract, acquire, and relate to a well-defined and known target audience, with the aim to generate customer profit and foster customer brand engagement and loyalty (Lou & Xie, 2021). This concept places a focus on the significance of producing and disseminating valuable, pertinent material that allows for user interaction. Instead of only being concerned with instantly increasing sales, it seeks to establish a long-lasting, mutually beneficial partnership (Lopes & Casais, 2022). Along with the advent of social media, content marketing has emerged as one of the finest strategies for stimulating online interaction (Elissa, 2020).

In online environments, a company should focus on a pull marketing approach instead of a push marketing strategy since it will encourage more customer interactions and involvement (Vinerean, 2017). To this end, content marketing may offer a useful avenue for every business that also has an internet presence. The text that makes up webpages is considered content, as is rich media content like movies, podcasts, and user-generated content (Mgbame & Iyadi, 2022). "Content is King" refers to the idea that success comes from content. The phrase "Content is King" exemplifies the importance of producing high-quality content with the goal of expanding consumer awareness. Content marketing is a strategy for attracting, engaging, and inspiring customers to make a rational purchase and engagement through content that focuses on varied interests and behaviours (Bunpis & Haron, 2014). Providing good information is more effective than traditional advertising (Saud & Fadel, 2022). In terms of keeping readers' interest and boosting brand loyalty, content marketing has advantages. The idea behind content marketing is that through informing consumers, a company may establish itself as an authority in their field (Suchet & de Moerloose, 2019). The usage of content marketing online is widespread. Content is the enabling agent for engagement, and it has grown to be a very potent tool that marketers must employ in their businesses (Lopes & Casais, 2022). Also, it is clear that digital content marketing is becoming more and more important because 70% of buyers globally say

they prefer to learn about product and service details through content marketing rather than traditional advertising (Muhic & Klico, 2022). According to figure 1 content marketing will be the most effective digital technique. This shows that this matter is an important thing in digital marketing.



**Figure. 1** The Most Effective Digital Marketing Strategies

**Source:** (Statista, 2020)

The practice of content marketing is a recent development in the field of digital marketing. It involves the creation of compelling content that attracts and retains the attention of users, which differs significantly from the conventional responsibilities assigned to marketers. Claesson and Jonsson (2017) have reported that several companies tend to allocate insufficient resources towards content marketing. The lack of clarity surrounding the definition and significance of content marketing has resulted in confusion among individuals regarding its nature and the rationale for its adoption as a marketing approach. Academic research on content marketing is currently insufficient, primarily due to its novelty in academic study's. There is currently a dearth of research in the field of content marketing owing to its relatively recent emergence (Weerasinghe, 2019).

## LITERATURE REVIEW

### Content Marketing

Content marketing is a marketing technique that includes producing and distributing relevant and quality content to attract, acquire, and engage a clearly defined and understood target audience with the goal of driving lucrative consumer action (Gabbianelli & Conti, 2018). Content marketing is the dissemination of information about goods and companies that encourages others to engage in purchasing actions that establish a meaningful connection between consumers and brands (Cut Nurvajri et al., 2022). Brands are beginning to understand that without a content marketing strategy at its core, all of the technological tools at their disposal are useless (Ivanova, 2021). Increased revenue, lower expenses, and more loyal customers are the main reasons why businesses are turning to content marketing (Forrest, 2019).

Content marketing also serves as a strategy for establishing and maintaining relationships, by releasing useful contents to a target audience. It improves the buying process through providing more value to consumers (Kee & Yazdanifard, 2015). The most crucial method for attracting consumer attention to a product is to providing quality content to establish consumer engagement, which will result in future purchase intentions

(Weerasinghe, 2019). At the moment, producing useful content outperforms traditional advertising. Along with the advent of social media, content marketing has emerged as one of the finest strategies for stimulating online interaction (Elissa, 2020). However, some marketers may mistakenly believe that content marketing entails producing a lengthy message. The truth is that customers will remember the content and have an experience, and the content will be used again when necessary (Bunpis, & Haron, 2014).

Producing content marketing is not simply writing in general; it is the production of valuable content that may engage consumer, provide valuable information to customers, and promote brand loyalty and future sales (Kajtazi & Zeqiri, 2020). To let customers access brands more readily and for less, content marketing is used to draw in customers, engagement is made possible through content (Nagi & Mohammed, 2021). Compared to advertising, content marketing offers cheaper costs (He et al., 2021). It can quickly capture the interest of potential customers (Lopes & Casais, 2022). Also, content marketing definitely may establish the special relations with audiences as target to develop favourable brand image and raise awareness of the brand among the target segment, and automatically boost its loyalty to the company by informing and educating the target audience (Qurtubi et al., 2022). The perceived worth of the products among followers has increased as a result of several content marketing strategies, including blogger and Internet celebrity material. According to Wang and Yang (2014), clients may easily obtain useful information about a good or service through content marketing displayed on an e-commerce platform, making their buying efforts much simpler.

Useful content should be the cornerstone of your content marketing approach (Cassano, 2022). The identification and comprehensive understanding of target markets are crucial to content marketing. After this is completed, content addressing a particular interest, resolving a specific issue, etc. may be created and shared, either on the business's social media, blog, or website, or on groups that already exist on social media or other digital venues (Forrest, 2019). Kasperski (2018) distinguished three characteristics of digital content marketing: not-paid, paid, and social. As can be seen in table 1, Not paid for content is readily available online, whereas paid for content is a digital product like an e-book. Social is a subset of content marketing that occurs in communities on social media. These categories differ in terms of the content originator, content users, and content users' major objective.

**Table 1.** Characteristics of Digital Content Marketing

Characteristics of DCM	Originator of content	Originators' key aim	Users of content	Users' key aim
<b>"Not-paid for" DCM</b>	- Organization	- Customer engagement	- client	- Business purchase decision
		- Building partnerships	- Organizations-	- Making Business intelligence
		- Building Knowledge	- Consumers	- Consumer decision making and purchase
		- Selling products and service		
<b>"Paid for" DCM</b>	- Organization	- All of the- aforementioned but in additionally, sales of the DCM	Consumers	-Good experience regarding the digital platforms and its distribution
<b>"Social" DCM</b>	Brand community members	- To share opinions - To gain knowledge from the company and other users.	- Organization	Competencies in understanding markets, convincing others, relationship and community building

**Source:** (Kasperski, 2018)

### Brand Trust

Brand trust is the rational as well as emotional dedication of customers to a specific brand (Salkovic & Freidenvall, 2022). Brand trust is the customers desire to rely on the brand and its promises, which is a key factor in brand loyalty (Atulkar, 2020). Customers develop a close relationship with a business through trust, which is developed when a business promises to deliver on its product promises (Mabkhot & Shaari, 2017). Consumers who buy products frequently and experience consistent satisfaction build brand trust. Satisfaction is reflected in the brand, the brand trust that they had anticipated will develop if the product consistently delivers a very high-quality product that meets or exceeds their expectation (Mahardika & Warmika, 2021). In addition to boosting customer loyalty, brand trust also builds and controls the

relationship between the brand and the business (Kemec, 2020).

Customers build brand trust based on their expectation of the product's performance and the company's behavior (Budi, Hidayat, & Mani, 2021). The concept indicates that the consumers feel the brand will take an action that benefits the relationship partner, making it an active member relational partner. In other words, brand trust is an expectation based on the relationship partner's attributions of his or her intentions, behaviors, and traits (Goncalves, 2019). Customer satisfaction, which in turn leads to brand loyalty, is strongly tied to trust (Surjana, Purba, & Budiono, 2020). The internet, particularly social media, are crucial channels for gaining customers' trust in a business, and building trust in a brand on social media may give a considerable competitive advantage. Transparent and honest interactions between the brand and the customer through social media will

increase the sense of trust against the brand and will also mediate the formation of a brand loyal community (Kemec & Yuksel, 2021). Buyers who lack trust are less likely to make purchases online since they don't feel confident in the seller mostly due to concerns of seller opportunism (Guo et al., 2018). The dangers and uncertainties associated with the brand are reduced through increasing brand trust. Because of this, people favor trustworthy brands (Kemec, 2020).

Surjana et al. (2020) claim that in order to influence consumer purchase intentions, companies must still include brand trust into their marketing strategy. If the company's approach for building brand trust is not well-thought-out and ingrained, purchase intention will not be developed. Obviously, this will result in losses for the business. A customer will not return to a shop if they do not trust it, logically speaking. This holds true for both physical and online stores. When customers are happy with a company's direction, they are more inclined to keep purchasing from that store (Zhu, Kowatthanakul, & Satanasavapak, 2020).

### **Customer Brand Engagement**

The phenomenon of customer brand engagement has garnered significant interest from scholars and experts in the domain of marketing (Algharabat et al., 2020). The advent of the internet has enabled companies to establish a continuous dialogue with their customers and cultivate an online brand experience (Sadek & Mehelmi, 2020). The concept of customer brand engagement pertains to the establishment of a more profound connection with customers, ultimately leading to the attainment of customer loyalty (Ho & Chung, 2020). In their study, Zaidun, Muda, and Hashim (2020) investigated the concept of customer brand engagement. They provided a definition of this concept as the degree to which an individual's state of mind is motivated by brand-related factors and is context-dependent. This state of mind is characterised by specific levels of cognitive, emotional, and behavioural activity that occur during direct brand interactions.

Businesses employ customer engagement tactics to establish brand-customer relationships, owing to the widespread availability of the internet (Santini et al., 2020). Enhancing customer brand engagement can augment the value of a product and foster customer loyalty, thereby playing a crucial role in boosting online customer retention and repurchasing. The engagement of customers with a brand can serve as a protective measure for the brand, while also preserving its competitive edge. According to Bumpis and Haron (2014), marketers can gain insight into the future direction of business development through the use of this tool. The emotional connection between a company and its customers, known as customer brand engagement, has been identified as a crucial factor. As a result, companies are increasingly prioritising the competition for consumers' social attention to drive customer engagement, one way they are achieving this is by integrating social media into their marketing strategies (Mohammad et al., 2022).

According to Hollebeek et al. (2014), customers' brand engagement refers to their level of their cognitive, emotional, and behavioural engagement with brands across communication channels. The term "cognitive engagement" pertains to the level of interest or concern exhibited by consumers towards a particular brand. This reflects their capacity to comprehend and acknowledge various aspects of the brand in question. Emotional engagement pertains to the favourable emotions that consumers experience towards a particular brand, such as happiness, love, or pride, as a result of their interactions with the brand (Cheung et al., 2021). Behavioral engagement pertains to the exertion, vigor, and duration of consumers' involvement in their interactions with brands and customers (Hollebeek et al., 2014).

### **Online Repurchase Intention**

The concept of online repurchase intention pertains to the evaluative probability that a consumer will engage in continued purchases of a product from a particular online vendor or that they will opt to purchase products or services from the same company again (Majeed et al., 2022). Certainly, online repurchase intention has garnered significant interest in contemporary times, owing in part to its potential to confer a competitive edge. Pham et al. (2018) have demonstrated that the intention to repurchase is a crucial marketing behavioural objective that guarantees customers' willingness to buy from the same online store or seller again. Lim, Aw, and Teoh (2018) emphasised that enhancing customers repurchase intention is a crucial approach to achieving greater profits for online vendors.

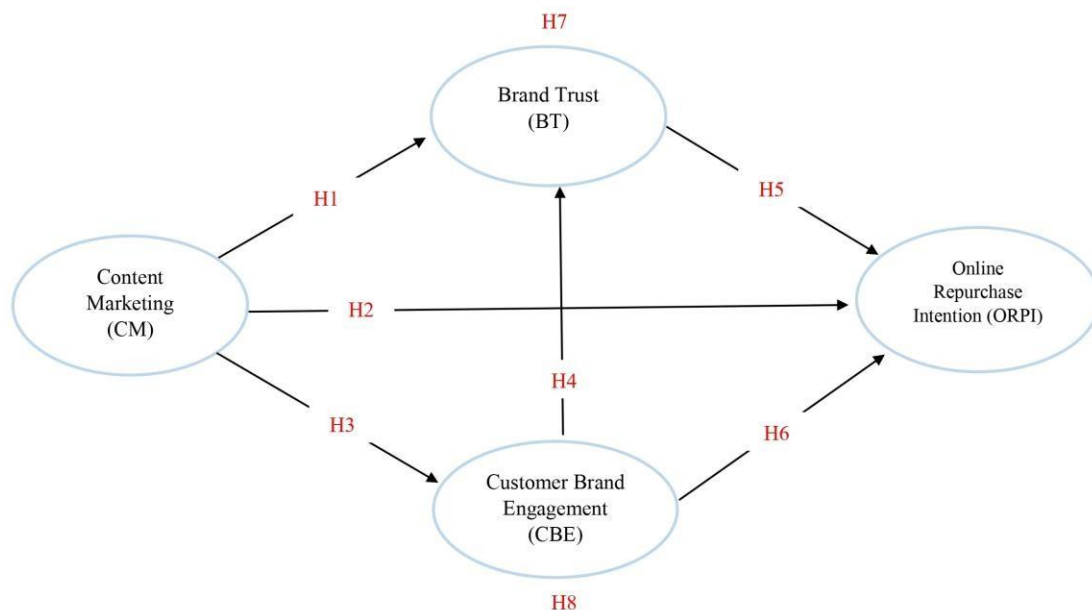
According to Cut Nurvajri et al. (2022), online repurchase intention is indicative of a customer's future desire to make a purchase. Repurchase intention occurs as a result of external stimuli that motivate consumers, there is a positive correlation between consumer satisfaction and their intention to repurchase (Priscillia &



Budiono, 2020). Moreover, the intention to repurchase is regarded as a fundamental measure of a customer's loyalty to a company or brand. The concept of online customer loyalty can be understood as the manifestation of consumers' inclination to repurchase online products or services (Turkmendag & Uygur, 2020). Furthermore, the intention to repurchase is subject to the impact of various factors, including but not limited to customer satisfaction, service quality, business image, and image congruity (Khan et al., 2015). The utilisation of online resources by consumers to gather information pertaining to products and services has witnessed a notable surge, this trend has been observed to be an integral component of their decision-making process while making purchases (Le Hoang, 2020). Understanding consumer behavior and the factors that drive repeat purchases is of great interest to sellers. The act of repurchasing serves as the primary revenue generator and facilitates the establishment of enduring relationships for retail enterprises. The generation of revenue for a firm is not the only benefit of this practice. It also establishes a favorable perception among consumers, potentially leading to positive word-of-mouth and increased customer loyalty for the firm (Ali, 2016).

### Conceptual Framework

The practice of content marketing is a recent development in the field of marketing. Academic research on content marketing is currently insufficient, primarily due to its novelty in academic circles. There is currently a dearth of research in the field of content marketing owing to its relatively recent emergence (Weerasinghe, 2019). To address the problem of this study, it is imperative to establish a suitable conceptual framework that accurately represents the context in which this investigation is being carried out (Bougie & Sekaran, 2019). As a result, the development of the theoretical framework presented in Figure 2 was based on the literature review of existing literature, as well as the consideration of various theoretical and empirical assumptions.



**Figure 2.** Theoretical framework

### RESEARCH HYPOTHESES

#### The Impact of Content Marketing on Brand Trust

In contemporary times, marketers have shifted their focus towards content marketing as opposed to advertising, owing to the fact that it is considered to be the most effective approach towards building brand awareness, fostering positive brand perception, and establishing brand trust amongst consumers (Bunpis & Haron, 2014). The establishment of trust is a crucial component in the success of content marketing (Ezekiel, 2022). According to Forrest (2019), the act of a marketer openly and honestly sharing content fosters trust, which is a key objective of content marketing. The aim of content marketing is to effectively engage consumers in a manner that is both valuable and trustworthy.

The role of content marketing in building brand trust is noteworthy, as it is perceived as a convenient and effective means of disseminating up-to-date information to social media users. Hence, content marketing can serve as a means for companies to engage in communication, share knowledge, and showcase their offerings, thereby fostering trust and constituting a fundamental component of the organization's brand-building tactics. Previous research found that brand trust is significantly impacted by content marketing (Fog & Indra, 2022). Thus, the researcher of this study hypothesized that:

*H1: Content Marketing has a significant positive impact on Brand Trust*

### **The Impact of Content Marketing on Online Repurchase Intention**

The primary aim of content marketing is to enhance purchase intention and generate profits for the organisation. Additionally, it can facilitate the development of a favourable attitude towards the brand among consumers. The fundamental principle of content marketing is to provide customers with valuable information. The objective is to enhance customers' inclination towards online purchases and future repurchases (Bunpis & Haron, 2014). The study conducted by Al-Gasawneh and Al-Adamat (2020) demonstrated that content marketing had a favorably effect on customers' online purchase intention and increased their level of awareness. According to Musa, Ahmad, and Janiffa (2020), the attitudes and online purchase intentions of consumers were impacted by content marketing. Thus, the researcher of this study hypothesized that:

*H2: Content marketing has a significant positive impact on Online Repurchase Intention*

### **The Impact of Content Marketing on Customer Brand Engagement**

The employment of content marketing has proven to be an effective approach in encouraging customer brand engagement and has coincided with the ascent of social media. The utilisation of this marketing strategy has become a prevalent trend in contemporary business practises, with the primary objective of enhancing profitability (Mgbame & Iyadi, 2022). According to Weerasinghe (2019), the creation of persuasive content is crucial in achieving effective engagement. According to Nagi and Mohammed (2021), engagement is facilitated by content. According to Hollebeek and Macky (2019), the development of appealing content has the potential to establish a strong connection between a brand and its customers. Through content marketing, a brand can increase awareness and encourage customer engagement. According to Brinkman's (2018) findings, content marketing appears to be a highly effective strategy for firms seeking to establish or improve customer brand engagement. Thus, the researcher of this study hypothesized that:

*H3: Content marketing has a significant positive impact on Customer Brand Engagement*

### **The Impact of Customer Brand Engagement on Brand Trust**

According to the social exchange theory, trustworthy relationships between brands and customers are established through positive interaction and engagement over time. This is achieved through a continued exchange of reciprocal appreciation and favourable interactions. customers who are actively involved in brand interactions are more inclined to establish trusting relationships with the brand, which subsequently fosters their brand commitment (Khan et al., 2020). The establishment of brand trust is a consequential result of customer brand engagement (Hollebeek & Macky, 2019). Consumers who actively participate in brand communities get to know the brand's goods better. This is especially true of customer brand engagement that is accompanied with interactive experiences. As a result, customers can address issues regarding the usage of these products. Customers thus have more confidence in the company as a result of feeling less uncertainty about using its products (Kwon et al., 2021). Thus, the researcher of this study hypothesized that:

*H4: Customer Brand Engagement has a significant positive impact on Brand Trust*

### **The Impact of Brand Trust on Online Repurchase Intention**

Prior research has examined potential factors influencing customers' intention to repurchase online, primarily from the perspective of buyer relationships, with brand trust and satisfaction being identified as two significant predictors (Majeed et al., 2022). According to Jadil, Rana, and Dwivedi (2022), there exists a positive correlation between customers' trust in a brand and their intention to make future online purchases. The study conducted by Sanny et al. (2020) found a correlation between brand trust and purchase intention. Specifically, an increase in brand trust was found to correspond with an increase in purchase intention. According to Larasetiati and Ali (2019), the establishment of brand trust serves as the fundamental foundation for fostering enduring relationships between customers and companies. Furthermore, the authors suggest that a heightened level of trust can potentially enhance consumers' inclination to engage in online repurchasing activities. Thus, the researcher of this study hypothesized that:

*H5: Brand Trust has a significant positive impact on Online Repurchase Intention*

### **The Impact of Customer Brand Engagement on Online Repurchase Intention**

Nyadzayo, Leckie, and Johnson (2020) suggest that the level of customer brand engagement can have a significant impact on customers' purchasing decisions, ultimately leading to increased online repurchase intentions towards the brand. Furthermore, the engagement of customers with a brand has been shown to positively influence their intention to repurchase online (Molinillo, Anaya, & Liébana, 2020). Kumar and Nayak (2019) have proposed that consumers who exhibit high levels of engagement are inclined towards investing significant resources in comparing their preferred brands with other competing brands, particularly when they intend to repurchase. According to the research conducted by Algharabat et al. (2020), consumers who are actively involved in social media brand communities are more inclined to invest their time and resources in engaging with others. This, in turn, enhances their inclination to use the same brand in the future. Thus, the researcher of this study hypothesized that:

*H6: Customer Brand Engagement has a significant positive impact on Online Repurchase Intention*

### **Content Marketing, Brand Trust and Online Repurchase Intention**

In contemporary times, marketers have shifted their focus towards content marketing as opposed to advertising, owing to its efficacy in fostering brand trust amongst consumers (Bunpis & Haron, 2014). According to Fog and Indra's (2022) research, it was found that brand trust is notably influenced by content marketing, and Hidayati (2021) who proposed that brand trust has a significant and favorable effect on online repurchase intention. Thus, when customers have a higher level of brand trust, they may be more willing to repeatedly purchase products or services (Istanbulluoglu & Sakman, 2022). Thus, the researcher of this study hypothesized that:

*H7: Brand Trust mediates impact of Content Marketing on Online Repurchase Intention*

### **Content Marketing, Customer Brand Engagement and Online Repurchase Intention**

The provision of quality content to foster customer brand engagement is deemed the most crucial approach for capturing consumer attention towards a product, ultimately resulting in future purchase intentions. In addition, the production of high-quality content has the potential to impact consumer behaviour towards a brand, thereby necessitating the creation of engaging content that can sustain customer traffic to a business's website and foster purchase intent (Weerasinghe, 2019). Trivedi (2022) proposed in his research that customer brand engagement has a mediating effect on the relationship between content marketing and customer purchase intentions. Thus, the researcher of this study hypothesized that:

*H8: Customer Brand Engagement mediates impact of Content Marketing on Online Repurchase Intention*

## **METHODOLOGY**

### **Measures and Instrumentation**

In the investigation, questionnaire items were created using the measurement scale from an earlier study. The questions for the CM variable was measured by 7 items adapted from the scale of Pektas and Hassan (2020). The questions for the BT variable was measured by 7 items adapted from the scale of Febrian and Fadly (2021). The questions for CBE were measured by 10 items adapted from the Chi et al. (2022). Finally, the questions for the ORPI variable was measured by 5 items adapted from the scale of Ali and Bhasin (2019). Close-ended questions are asked in each of the items. Some researchers employed a seven-point Likert scale in earlier research investigations. Instead, responses to the items in this study ranged from "1" (totally disagree) to "5" (totally agree) using a five-point Likert scale. According to Sekaran and Bougie (2019), a rating scale with five points is as good as any other scale, and adding seven or nine points to the scale does not make the ratings more reliable. Furthermore, using the same scale for all questions makes it convenient for participants to answer the questionnaire and for researchers to analyze the findings (Hair et al., 2010). The questionnaire was given out in Arabic for this reason, and a reverse translation procedure was used to make sure the items were translated accurately. A questionnaire with five sections has also been created. The first portion is concerned with gathering demographic data, the second with gathering data on CM, the third with gathering data on BT, the fourth with gathering data on CBE, and the fifth with gathering data on ORPI.

### **Population and Data Collection**

The questionnaire was given out in Amman, Jordan, and data was gathered through the administration of a structured questionnaire with a random sample of 384 respondents. The population of this study includes all the Jordanian online apparel shoppers who use social media platforms to purchase apparel over the internet. The questionnaire was uploaded to the Google Forms website, and then the questionnaire link was shared with the respondents via social media platforms. Have you ever purchased apparel online? was the filter question used to ensure that the respondents were eligible to participate in the study. The data collection took place over the course of 30 working days. Out of the 384 surveys that were distributed, data from 337 surveys were ultimately deemed usable.

### **Data analysis**

Descriptive analysis of participant demographics and relationships between all research variables was carried out using SPSS 26. As recommended by (Henseler, Ringle, & Sinkovics, 2009), employed SMART-PLS3 to carry out a two-step method to structural equation modelling (SEM). The measurement model must first be analysed in order to do confirmatory factor analysis (CFA), which verifies the construct validity of each measurement. In order to examine causal and mediation effect hypotheses, the second stage involves tests the structural relationships among the latent constructs.

## **RESULTS**

### **CFA Findings**

The convergent validity and discriminant validity of the CFA are its two key evaluation criteria. According to Hair et al. (2010), convergent validity refers to how well different attempts to assess the same idea agree with one another. The results are shown in Table 2.

**Table 2.** Convergent Validity and Internal Reliability

Construct Variable		Item	Factor Loading	Average Extracted (AVE)	Variance Composite Reliability (CR)	Internal Reliability Cronbach Alpha
Content Marketing (CM)		CM1	.835	.659	.914	.913
		CM2	.836			
		CM3	.831			
		CM4	.806			
		CM5	.828			
		CM6	.74			
		CM7	.8			
Brand Trust (BT)		BT1	.828	.641	.922	.908
		BT2	.857			
		BT3	.825			
		BT4	.77			
		BT5	.761			
		BT6	.768			
		BT7	.79			
Customer Brand Engagement (CBE)		CBE1	.786	.594	.953	.931
		CBE2	.708			
		CBE3	.788			
		CBE4	.769			
		CBE5	.778			
		CBE6	.786			
		CBE7	.836			
		CBE8	.773			
		CBE9	.763			
		CBE10	.712			
Online Repurchase Intention (ORPI)		ORPI1	.842	.689	.894	.886
		ORPI2	.846			
		ORPI3	.799			
		ORPI4	.735			
		ORPI5	.918			

As can be shown in Table 2, all of the items' standardised factor loadings, which should be over 0.6 according to Hair et al. (2006), varied from .702 to .918. The Average Variance Extracted (AVE) values, which show the overall amount of variation in the indicators that the latent construct accounts for, varied between 0.536 and 0.689 and were all over the cut-off of 0.5 as proposed by Hair et al. (2006). The composite reliability (CR) values, which show how well the construct indicators predict the latent construct, were higher than Peterson & Kim's (2013) suggested value of 0.6 for all constructs and varied from 0.894 to 0.953. The Cronbach's Alpha values, which indicate how error-free a measure is, were higher than the 0.7 cut-off point recommended by Nunnally and Bernstein (1994), and they varied from 0.886 to 0.938.

The constructions' scale, means, and levels are shown in Table 3. Discriminant validity, which refers to the question of how truly distinct a construct is from other constructs, is also discussed in Table 3 using two methods: Fornell and Larcker (1981) approach to compare the standardised correlations and square root of AVE, and Henseler, Ringle, and Sarstedt (2015) approach to assess the results of Heterotrait - Monotrait ratio of Correlations (HTMT).

**Table 3.** Descriptive Statistics & Discriminant Validity, using Fornell and Larcker Approaches and HTMT

Variable	Mean	Level	BT	CM	CBE	ORPI
Brand Trust (BT)	4.15	High	<b>.800</b>	.805	.535	.829
Content Marketing (CM)	4.08	High	.765	<b>.812</b>	.545	.830
Customer Brand Engagement (CBE)	4.13	High	.579	.575	<b>.771</b>	.562
Online Repurchase Intention (ORPI)	4.13	High	.607	.644	.571	<b>.830</b>

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

According to Table 3, which is based on research by Hair et al. (2010), the square root of the average variance



retrieved for each construct is larger than the correlations of that construct with other constructs. Additionally, all correlations between components fell below the threshold of 0.85 and varied between .571 and 0.765, showing that the constructs had good discriminant validity (Kline, 2023). The latent constructs' HTMT values, which varied from 0.535 to 0.830, were less than 0.90. As a result, it supports the claim made by Henseler et al. (2015) that each latent construct measurement was completely discriminating from the others. Table 3 also includes the constructs' descriptive statistics, such as the mean values of all constructs that are higher than the midpoint of the Likert scale's three to five-point range. The lowest mean belonged to Content Marketing (CM) (4.08) while the highest mean belonged to Brand Trust (BT) (4.15). The overall mean levels of all constructs were high.

## Hypotheses Finding

### Causal Effects

The structural model was assessed after the measurement model's good results. Coefficient values and the significant level were used to confirm or disprove the claimed relationships. The *t* values of the model were also calculated using a bootstrapping technique with 5000 sample size, with values of *t* equal to or greater than 1.645, indicating that the hypothesised relationship is significant at a *p*-value of less than 0.05 (Hair et al., 2019). The amount of variance explained (R-square) was used to assess the model's predictive power. The coefficient of determination (R<sup>2</sup>) values for Brand Trust (BT), Customer Brand Engagement (CBE) and Online Repurchase Intention (ORPI) were 0.640, 0.340 and 0.808 respectively. All values are classified as substantial with respect to Cohen (1988). The findings of the analysis of the causal effect hypothesis (i.e. H1 thru H6) are displays in Table 4.

**Table 4.** Results of Path Analysis to Examine Causal Effect Hypotheses

Path: IV→DV	$\beta$	SE	t	p
H1) CM → BT	.478***	.064	7.417	.000
H2) CM → ORPI	.455***	.046	9.826	.000
H3) CM → CBE	.416***	.080	5.214	.000
H4) CBE → BT	.185***	.032	5.690	.000
H5) BT → ORPI	.296***	.037	7.920	.000
H6) CBE → ORPI	.094**	.029	3.248	.001

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

As shown in table 4, Content Marketing (CM) has significant positive effects on Brand Trust (BT) ( $\beta$  = 0.478, *t* = 7.417, *p* < 0.001, supports H1), Online Repurchase Intention (ORPI) ( $\beta$  = 0.455, *t* = 9.826, *p* < 0.001, supports H2) and Customer Brand Engagement (CBE) ( $\beta$  = 0.416, *t* = 5.214, *p* < 0.001, supports H3). Customer Brand Engagement (CBE) was found to has significant positive effects on Brand Trust (BT) ( $\beta$  = 0.185, *t* = 5.690, *p* < 0.001, supports H4) and Online Repurchase Intention (ORPI) ( $\beta$  = 0.094, *t* = 3.248, *p* < 0.01, supports H6). The impact of Trust (BT) on Online Repurchase Intention (ORPI) was also found as significantly positive;  $\beta$  = 0.296, *t* = 7.920, *p* < 0.001, supports H5. Therefore, all proposed causal effect hypotheses H1 thru H6 were supported.

### Mediation Effects

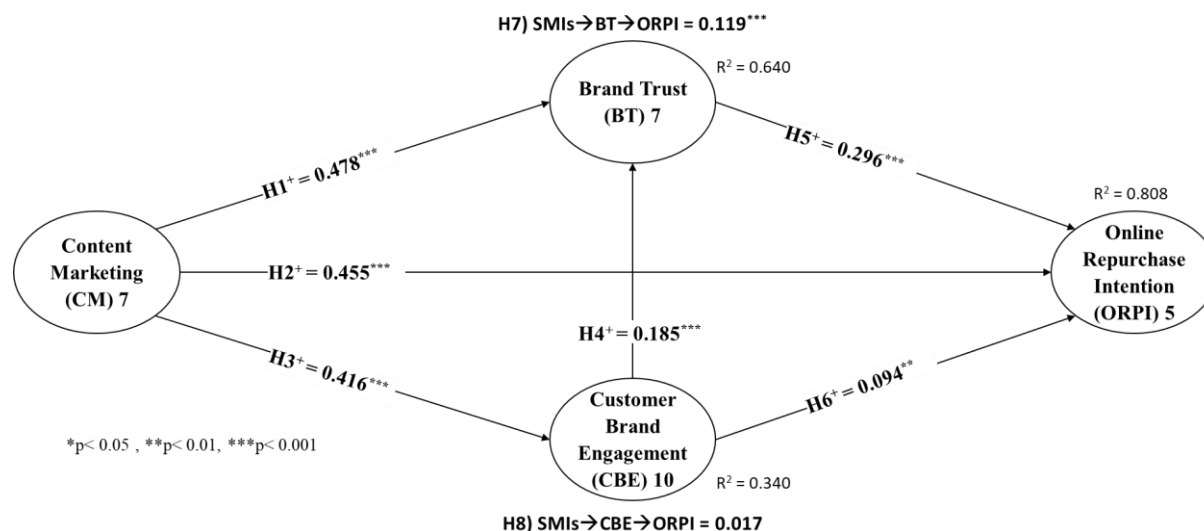
A reliable technique for doing mediation analysis was to bootstrap using 5000 samples (Hayes, 2017). This approach uses several, expensive iterations to calculate the sampling distribution. First, the entire effect (path model) was evaluated using the bootstrapping method without the mediator. The impacts of the direct and indirect channels are assessed based on that sampling distribution (Awang, 2015). Hair et al. (2016) propose the mediation strength VAF (variance accounted for) score to evaluate the mediation's strength. Only when the indirect influence is large is VAF calculation taken into account (Hair et al., 2016). If the VAF value is greater than 80%, it is considered full mediation, according to Hair et al. (2016). Partial mediation is used when the VAF is between 20% and 80%, whereas no mediation is used when the VAF is below 20%. Table 5 presents the results of examining Mediation effect hypothesis (i.e. H7 and H8).

**Table 5.** Results of Path Analysis to examine mediation Effect Hypotheses

Path: IV→M→DV	$\beta$	SE	t	p	VAF %
H7) CM→BT→ORPI	.119***	.024	4.919	.000	2.18
H8) CM→CBE→ORPI	.017	.013	1.316	.094	26.15

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

As presents in Table 5 the results indicated that Content Marketing (CM) has significant positive indirect effect on Online Repurchase Intention (ORPI) through Brand Trust (BT);  $\beta = 0.119$ ,  $t = 4.919$ ,  $p < 0.001$ . Therefore, hypothesis H7 was supported. The VAF was 2.18, below the threshold of 20%. The phenomenon indicated no mediation effect. Content Marketing (CM) has not any significant indirect effect on Online Repurchase Intention (ORPI) through Customer Brand Engagement (CBE);  $\beta = 0.017$ ,  $t = 1.316$ ,  $p > 0.05$ . Therefore, hypothesis H8 was rejected. Nevertheless, the VAF was 26.15%, within the range of 20% thru 80%. The phenomenon demonstrated partial mediation. The model of findings and the outcomes of examining research hypotheses are shown in Figure 3.



**Figure 3.** Model of Findings & Estimation Results

## CONCLUSIONS

The current study looked at the effects of CM on BT, CBE, and ORPI in online apparel shopping. Previous research suggests that the major factor in obtaining BT and CBE is CM. The current study expanded on this body of work by putting out a theoretical framework that included CM, which was adapted as an extra direct factor in attaining BT and CBE in addition to ORPI. This is done in order to better explain and comprehend how the CM affects BT and CBE, which improves ORPI in online apparel shopping. In general, this study's findings showed a significant positive direct impact from CM on BT, CBE, and ORPI. Furthermore, CBE has a significant positive impact on BT. Additionally, BT and CBE significantly and positively impacted ORPI. From the mediation analysis results, it was found that CBE did not mediate the positive impact of CM on ORPI. Furthermore, it was found that BT mediates the positive impact of CM on ORPI.

## IMPLICATIONS OF RESEARCH FINDINGS

### Theoretical Implications

The study's findings have important theoretical implications for the body of knowledge in several aspects. First, the current study contributes to the marketing literature by presenting as one of the few empirical studies that measures the influence of CM on BT and CBE, which in turn results in better ORPI in online apparel shopping. The results of this study support the notion that CM plays a significant determining role in online apparel shopping. Second, the current study offers a wide variety of conclusions about important factors that have a substantial impact on online apparel shopping. The results of this study have various significant implications for online apparel shopping in Jordan and other developing countries as a result.

### Managerial Implications

This research does provide numerous important insights for managers of online apparel shopping who want to enhance their BT, CBE, and ORPI. The findings of this study can help managers of online apparel shopping comprehend and value the important relationship between CM, BT, CBE, and ORPI. The empirical evidence presented in this study highlights the significance of CM in increasing BT, CBE, and ORPI across online apparel shopping. Therefore, managers in online apparel shopping shouldn't disregard the crucial function of CM. Additionally, incorporating CM as integrated marketing strategies should be embraced and given due attention.

The findings of this study also suggest that management of online apparel shopping should improve and enhance the content of their websites and social media platforms in order to lower online shopper's perceptions of risk in online apparel shopping credibility. Due to intense competition in the internet industry, consumers frequently switch brands. Decision-makers should also raise public awareness of goods and

services by describing how to use them and the additional services that may be obtained. Each company competes fiercely with other businesses on the internet, and to draw in as many customers as possible, they all endeavour to compress content for consumers totally. This is because content is the most crucial element in creating internet media.

### Limitations and Future Research

Although our study adds to the literature and practise of marketing, it has a few limitations. The usage of a single country is the study's initial limitation. The use of samples from a single country (Jordan) might result in conclusions that are culturally distinctive and challenging to extrapolate to other contexts. As a result, more empirical research involving data gathering regarding different businesses and countries, particularly Arab countries, is advised in order to gain greater details and an explicit overall picture on this issue. Also, while the present study investigates the relationship between CM, BT, CBE, and ORPI in the online apparel shopping, it does not include other industries, such as hospitality, beauty, health care industries. Consequently, it is difficult to generalize these findings to other service industries. Since the current study offered an innovative framework for investigating the mediating role of BT and CBE between the CM and ORPI. Future researchers can add other independent variables to their research, such as the virtual influencers, online customer reviews. Moreover, other mediating variables such as consumer attitude and brand loyalty. Also, future research could include a comparative analysis of the data results of one nation with those of other countries in order to significantly contribute to the body of literature already in existence. This would make it possible for scholars to comprehend the various public impression patterns regarding content marketing in various countries.

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