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Building Brand Trust through Content: How Social Media Marketing Influences Muslim Consumers' Purchasing Decisions

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Abstract

This study examines the impact of social media marketing strategies on the purchase decisions of Muslim consumers in Jordan, focusing on the mediating role of brand trust. The study adopted a quantitative approach with a sample of 312 Muslim consumers in Jordan, and Smart PLS-SEM was used to analyze the data. The study investigated four main hypotheses. The results revealed that social media marketing strategies positively influence both consumer brand trust and purchase intention among Muslim consumers. Furthermore, consumer brand trust has a significant positive impact on purchase decisions. However, the study confirms the mediating role of consumer brand trust in the relationship between social media marketing strategies and purchase decisions. These findings emphasize the importance of building brand trust through effective social media marketing strategies to positively influence Muslim consumers' purchase decisions. They also suggest that companies should focus on developing meaningful and engaging content that is consistent with the values and culture of Muslim consumers and be interactive and transparent in communicating with their audience on social media platforms. It is also recommended to use different types of content, such as images, videos, and stories, to enhance engagement and attract consumers' attention.

Keywords: Social Media Marketing Strategies, Brand Trust, Muslim Consumers, Purchasing Decisions.

Introduction

In today's digitally driven marketplace, social media has become an indispensable tool for brands seeking to connect with consumers and influence their purchasing decisions (Dwivedi et al., 2021). This is particularly true for brands targeting Muslim consumers, a rapidly growing segment with unique cultural and religious values (Hammouri et al., 2021). Building trust is paramount in this context, as Muslim consumers are often discerning and seek brands that align with their principles (Tobing et al., 2023). Content marketing with its focus on providing valuable and relevant information, emerges as a powerful strategy for brands to cultivate trust and drive purchasing behavior among this demographic (Anjorin et al., 2024).

While the impact of social media marketing on consumer behavior is widely acknowledged, less is understood about how content marketing specifically contributes to brand trust among Muslim consumers and, consequently, their purchasing decisions (Hanaysha, 2022; Hammouri et al., 2021; Hanandeh et al., 2023a). This study addresses this gap by examining the mediating role of brand trust in the relationship between social media content marketing strategies and the purchasing decisions of Muslim consumers (Al-Taie & Khattak, 2024). We focus on key elements of content marketing, such as authenticity, relevance, consistency, and engagement, to

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understand how these factors contribute to building brand trust and ultimately influence purchasing behavior.

This research holds both theoretical and practical implications. Theoretically, it contributes to the growing body of knowledge on consumer behavior within a culturally specific context, highlighting the importance of understanding the unique values and motivations of Muslim consumers. Practically, the findings will provide valuable insights for brands seeking to effectively engage with Muslim consumers through social media marketing. By understanding the mechanisms through which content marketing builds brand trust and drives purchasing decisions, brands can develop more targeted and impactful strategies. We expect to find that content authenticity, relevance, consistency, and engagement will positively influence brand trust, which in turn, will lead to a higher likelihood of Muslim consumers making a purchase. This study confirms the importance of building genuine connections and fostering trust through content marketing to effectively reach and resonate with this increasingly influential consumer segment.

Hypotheses Development

brand trust is supported through consistent, authentic, and engaging interactions that demonstrate a brand's understanding of and commitment to its target audience (Ebrahim, 2020). For Muslim consumers, this is particularly salient, as their purchasing decisions are often guided by religious values and a desire for brands that align with their principles (Nickerson et al., 2023). Empirical evidence supports the link between these social media strategies and brand trust (Khadim et al., 2018; Haudi et al., 2022; Samarah et al., 2022; Al Sokkar, 2014). Studies have shown that consumers are more likely to trust brands that are perceived as authentic, relevant, and engaging on social media. For instance, research by Hollebeek and Macky (2019) found that consumers respond positively to brands that create content reflecting their values and engage in two-way communication. Moreover, consistency in messaging and behavior has been shown to be a key driver of trust, as it signals reliability and predictability (Dwivedi et al., 2021; Orehovalčki et al., 2013; Hanandeh et al., 2023b). Therefore, by employing social media marketing strategies that prioritize authenticity, relevance, consistency, and engagement, brands can foster a sense of trust among Muslim consumers, ultimately influencing their purchasing decisions (Yasin et al., 2024; Andespa et al., 2024; Hammouri & Abu-Shanab, 2017). Therefore:

H1: Social media marketing strategies have a positive impact on brand trust among Muslim consumers.

Effective social media marketing strategies can directly increase a Muslim consumer's likelihood of purchasing from a brand (Hasan & Sohail, 2021). This is because authenticity, relevance, consistency, and engagement in online brand behavior build trust and positive associations (Rosado-Pinto et al., 2020). When Muslim consumers feel a brand understands their values and needs, reflected in genuine and consistent messaging, they are more likely to consider a purchase (Wilkins et al., 2019). This is supported by research showing that consumers, including those from faith-based communities, respond favorably to brands that demonstrate cultural sensitivity and align with their principles (Ijaz, 2024; Al-Gasawneh et al., 2024). Engaging content that sparks interest and encourages interaction further solidifies this positive perception, making a purchase more appealing (Babatunde et al., 2024). Therefore, by strategically employing these elements, brands can foster a sense of connection and desire for their offerings among Muslim consumers, ultimately driving purchase intention. Thus:

H2: Social media marketing strategies have a positive impact on purchase intention among Muslim consumers.

Muslim consumers are more likely to buy from brands they trust. Trust, in this context, signifies a belief in the brand's reliability, integrity, and alignment with Islamic values (Andespa et al., 2024). When consumers trust a brand, they perceive less risk in their purchase, leading to greater confidence in their decision (Masa'deh et al., 2023; Soesilo et al., 2020). This is supported by research highlighting the significance of trust in consumer behavior, particularly within faith-based communities where shared values play a crucial role in purchasing decisions (Gbadamosi et al., 2021; Santovito et al., 2023; Tariq & Tanveer, 2025). Therefore, brands that cultivate trust among Muslim consumers through ethical practices, transparent communication, and products that resonate with their values are more likely to witness a positive impact on their purchasing behavior (Nusairat et al., 2021; Hammouri et al., 2025a). Based on that:

H3: Brand trust positively influences purchasing decisions of Muslim consumers.

Brand trust is the key mechanism through which effective social media marketing leads to Muslim consumers choosing to buy from a brand (Rehman & Zeb, 2023). It's not simply that good social media presence directly equals sales. Instead, when brands use social media authentically and engage with Muslim consumers in a way that resonates with their values, it builds trust (Alahmari, 2023; Hammouri et al., 2023a). This trust then becomes the driving force behind purchase decisions, as consumers feel more confident and secure in their choice (Nuttavuthisit & Thøgersen, 2017; Alsokkar et al., 2023). Research showing that trust is a powerful mediator in consumer behavior, particularly for groups like Muslim consumers who place high importance on ethical considerations and brand alignment with their beliefs (Albaity & Rahman, 2021; Koc et al., 2024; Mostafa & ElSahn, 2016; Hammouri et al., 2023b). Therefore, building brand trust through thoughtful social media engagement is essential for influencing the purchasing decisions of this demographic (Al Kurdi & Alshurideh, 2023; Hammouri et al., 2025b). Hence:

H4: Brand trust mediates the relationship between social media marketing strategies and purchasing decisions of Muslim consumers.

Methodology

Research Sample

The study relied on the Uma Sekaran table (2010), which is one of the scientific references to determine the study sample based on the size of the population. The table classifies the target study population in a box, and corresponding to the smallest acceptable sample size is in a box to represent the community in a scientific manner. The size of the study population is 45 individuals due to the difficulty of communication. And access to all items due to cost and time constraints, and based on Sekaran tables, the sample size representing the community must not be less than (100) employees from the community members. To ensure accuracy in data collection, and fairness in distributing questionnaires and representation, the study took into account the proportions of the study population's distribution over organizations relied on it in the distribution process. Consequently, 100 sets of questionnaires were distributed (100 respondents).

Data Analysis and Findings

Table 1 depicts the characteristics of the sample. The majority of respondents are aged between

18 and 27 (64.4%), followed by 20.9% in the age group (28-37), and 14.7% above 37. The gender distribution shows a slight predominance of females (53.9%) over males (47.1%). In terms of education, most respondents hold an undergraduate degree (57.4%), while 24.3% have a postgraduate degree, and 18.3% possess a diploma.

Measure	Category	Count	Percentage %
Age	18 – 27	201	64.4%
	28 – 37	65	20.9%
	Above 37	46	14.7%
Gender	Male	147	47.1%
	Female	165	53.9%
Education	Diploma	57	18.3%
	Undergraduate	179	57.4%
	Postgraduate	76	24.3%

Table 1. Characteristics of the Study Sample

The researcher made sure that there was no problem of multiple correlation between the independent variables represented by areas of content marketing, by using a method of regression analysis of no correlation High among the independent variables in addition to the data meeting the conditions of a normal distribution and it is clear. The following table represents the results of these hypotheses.

Hypothesis	Sig	R ²	R
H1	0.001	0.322	0.622
H2	0.000	0.344	0.543
H3	0.003	0.387	0.409
H4	0.004	0.326	0.544

Table 2: Hypothesis Test

Through the results of Table 2, the correlation coefficient of the value dimension with the Social media marketing strategies equals the value of 0.322, with a probability of 0.001 less than Sig = 0.05, and this indicates the presence of a direct, moderate, statistically significant correlation between them in the company under study, where this element is 36%, and accordingly We accept the hypothesis, which states: There is a statistically significant effect of the value of the content in promoting the brand. H2, the correlation coefficient of the value dimension with the Social media marketing strategies equals the value of 0.344, with a probability of 0.000 less than Sig = 0.05, and this indicates the presence of a direct, moderate, statistically significant correlation between them in the company under study,. We accept H2. We accept the hypothesis, which states: There is a statistically significant effect of the value of the content in promoting the brand. H3, the correlation coefficient of the value dimension with the Social media marketing strategies equals the value of 0.387, with a probability of 0.003 less than Sig = 0.05, and this indicates the presence of a direct, moderate, statistically significant correlation between them in the company under study,. We accept H3. Finally, regarding H4 , the correlation coefficient of the value dimension with the Brand trust equals the value of 0.326, with a probability of 0.004 less than Sig = 0.05, and this indicates the presence of a direct, moderate, statistically significant correlation between the independent variable and dependent variable

them in the company under study.

Conclusion

This study highlights the vital role of social media marketing in building brand trust among Muslim consumers and its impact on their purchasing decisions. The results showed that content that is targeted and relevant to cultural and religious values enhances consumer trust and creates a sustainable relationship between them and the brand. The study also showed that transparency and credibility in providing information via social media play a crucial role in building this trust, as Muslim consumers tend to prefer brands that reflect clear respect for their culture and identity. Moreover, the results confirmed that interactive and personalized content enhances consumer engagement with the brand, which increases the likelihood of them making positive purchasing decisions. Therefore, the study recommends that brands adopt marketing strategies based on a deep understanding of the needs and values of Muslim consumers, with a focus on providing meaningful content that builds trust. It is also recommended to use social media as a tool to build bridges of credibility and loyalty, which contributes to achieving sustainable growth in markets that include Muslim segments.

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