GLOBAL ACADEMIC RESEARCH INSTITUTE

PONTA DELGADA, PORTUGAL | COLOMBO, SRI LANKA



GARI International Journal of Multidisciplinary Research

ISSN 2659-2193

Volume: 12 | Issue: 03

On 30th September 2026

http://www.research.lk

Author: Prof. Tareq N. Hashem

Applied Science Private University, Jordan

GARI Publisher | Marketing | Volume: 12 | Issue: 03

Article ID: IN/GARI/ICBME/COI/2026/110/JUL | Pages: 05-26 (21)

ISSN 2659-2193 | Edit: GARI Editorial Team

Received: 30.04.2026 | Published: 30.09.2026

ORCID: 0000-0001-9564-931X | DOI:https://doi.org/10.63572/gari1570

CC BY-NC 4.0

HOW SOCIAL MEDIA ALGORITHMS CAN AFFECT CONSUMER PURCHASE INTENTION: MODERATING ROLE OF BRAND TRUST

Prof. Tareq N. Hashem

Marketing Department, Faculty of Business,

Applied Science Private University, Jordan

ABSTRACT

The main aim of current research study is to explore how social media algorithms (Personalized Content Delivery, Enhanced Engagement and Interaction, Social Proof and Peer Influence, Targeted Advertising, FOMO (Fear of Missing Out), Reduced Cognitive Load, Emotional and Visual Appeal) affect consumer purchase intention and in particular, explore how brand trust can be used to moderate the effects of social media algorithms. By adopting a quantitative method, (342) customer responded to an online questionnaire and primary data were screened depending on SPSS. Results obtained show that social media algorithms have a positive influence on intention to purchase. Moreover, the brand trust is considered an important moderating variable that intensifies the influence of the algorithm-based content on consumer behavior. The results show the role of emotively powerful and aesthetically appealing content, social proof, and FOMO to be the most powerful in determining purchasing behavior, whereas over-involvement and a cognitive overload can be counterproductive. The study concludes on the necessity of balancing technological personalization and the establishment of trust as the means of maximizing the results of marketing. The practical implications of the research findings are that marketers ought to concentrate on developing emotionally attractive content, building consumer trust in a brand, and keeping it at the optimal rate of engagement to effectively change consumer purchase intentions. Study recommended increasing the attention on emotional and visual content that will appeal to the emotions and aesthetic tastes of the consumers since these are the most effective in making purchases. Further recommendations were presented in the study.

Keywords: Social Media, Personalized Content Delivery, Enhanced Engagement and Interaction, Social Proof and Peer Influence, Targeted Advertising, FOMO (Fear of Missing Out), Reduced Cognitive Load, Emotional and Visual Appeal

INTRODUCTION

In the age of digitalization, social media have emerged as a market-leading platform in marketing and consumer interactions. The ways in which the content is delivered through these platforms involve algorithms which are important determinants of consumer perceptions and behaviors. Nevertheless, the extent to which such social media algorithms affect the purchase intentions of the consumers, especially in light of diverse brand trust, remains poorly understood. This knowledge gap presents a problem to marketers who would like to ensure they are optimizing their approaches in order to effectively shape consumer choices without tainting the credibility and trust of the brands (Al-Duwailah, & Hashem,2019).

This research seeks to explore how social media algorithms (Personalized Content Delivery, Enhanced Engagement and Interaction, Social Proof and Peer Influence, Targeted Advertising, FOMO

CC BY-NC 4.0

(Fear of Missing Out), Reduced Cognitive Load, Emotional and Visual Appeal) affect consumer purchase intention and in particular, explore how brand trust can be used to moderate the effects of social media algorithms (Hashem,2016). The study, in turn, aims to determine the relationship between the willingness of consumers to buy and the various approaches to content management that rely on algorithms and how the degree of trust towards a brand might shift this correlation. Current study was carried out under the premises of Brand Trust Theory (BTT). This is one of the fundamental concepts which emphasize on the role of trust in consumer behavior. It offers an explanation of the interactions between trust and algorithm-based content in shaping purchase intent to point out the importance of trust as a moderator variable.

It was expected from current study to have both practical and theoretical implications. From a practical perspective, results of the study will assist brands and marketers to understand the role of the social media algorithm on consumer purchase decisions, and therefore, they can formulate more efficient content strategies that will lead to the creation of trust and increase engagement which will result in more sales. From a theoretical perspective, the proposed study enhances the current body of knowledge by contributing to research on the moderating effect of brand trust on the connection between social media algorithm-mediated content and a consumer purchase intention and providing an intricate perspective on how brand trust can moderate or intensify the influence of social media algorithms.

LITERATURE REVIEW

Purchase Intention

According to Zeqiri et al. (2024) purchase intention can be defined as the potential or the possibility of a consumer to buy a specific product or service after some time. Ying et al. (2025) stated that purchase intention is one of the most important indicators of the real buying behavior, as it is an intermediate action, which signifies that a consumer is ready and willing to make a buying decision. Such a concept is usually evaluated based on consumer attitudes, preferences, and perception of value, quality, and relevance of a product to their needs or desires. According to Mohamed Sadom et al. (2024), knowing the purchase intention will enable the marketers and businesses to predict the sales, customize their marketing plans, and also discover the potential customers who have a higher probability of becoming actual purchasers. From Ahn and Lee (2024) perspective, purchase intention depends upon a number of factors such as product attributes, brand reputation, price, perceived quality and marketing communications. Over the recent years, consumer intentions have been dominated by social influences of peer recommendations, reviews, and social media content. The online space, particularly social media sites, give consumers a lot of information and social clues which may greatly influence their buying behavior. Also, other psychological variables such as trust, perceived risk and emotional attachment to a brand are also important in the determination of whether a consumer will or will not make a purchase (Jamil et al., 2024; Banat et al., 2024).

Rizomyliotis et al. (2024) saw that purchase intention is a useful measure to a business since it provides information on consumer behavior prior to the actual purchase. While Liu and Zheng (2024) confirmed that purchase intention allows firms to determine the possible obstacles to purchase and create specific measures to raise the conversion rates. As an example, one can say that the purchase intentions can be positively affected by strengthening brand trust or additional details about product. Although purchase intention does not necessarily translate to

purchase behavior, it continues to be a good predictor of future sales and assists in the development of sound marketing and sales tactics that satisfy consumer wants and preferences (Foroughi et al., 2024).

Brand Trust and Purchase Intention

Isac et al. (2024) argued that brand trust is defined as the trust consumers place into the reliability, integrity and the capability of a brand to fulfill their expectations. It is a mindset in which consumers are highly convinced that the brand produces quality, honesty and worth hence breeding a feeling of security and loyalty. Once consumers have a trust in a brand, they are apt to be comfortable with making the repeated purchases, referring the brand to others, and refusing to be influenced by the offerings of competitors. Trust is considered a pillar in the establishment of long-term customer relationships, especially in the market which has many options available to a consumer and possible risks (Kinawy, 2025; Hashem, 2024). According to Najar et al. (2024), brand trust has a strong interconnection with the purchase intention. The more consumers are able to trust the brand, the higher the chances they will have of planning to buy its products or services. Hairani et al. (2024) stated that trust diminishes the perceived risks related to the purchase, including the quality of goods and reliability of services or the existence of hidden expenses. This means that consumers are likely to make decisions to purchase a brand that they know and trust rather than an unknown competitor even where there is competitive or uncertain conditions. This favorable attitude increases the desire to purchase and acts on their intention to buy thus turning their attitudes into buying behavior (Ruslim, 2024).

Latifah and Fikriah (2024) confirmed that brand trust may also act as a moderator enhancing or maintaining the effect of other drivers on purchase intention. To use an example in the sphere of social media algorithms and content marketing, a high level of brand trust can reinforce the impact of personal or algorithm-generated content on the consumer readiness to purchase. Consumers are willing to accept messages, discounts and pitching by other users when the brand is trusted, thereby enhancing their desire to buy the product. In general, creating and building brand trust is crucial in transforming the consumer perceptions into a real purchase and achieving long-term customer loyalty (Teangsompong and Sawangproh, 2024; Hashem, 2016).

Marketing Algorithms in Social Media Marketing

Singh et al., (2023) noted that algorithms in social media marketing are the systems and rules through which platforms personalize and streamline the content, advertisements and user experiences depending on the individual user data. These algorithms process huge data sets including user behavior, preferences, activity, and demographics in order to figure out what information is of most interest and relevance to a particular user. Musiyiwa and Jacobson (2023) added that this way, social media platforms are able to provide specific advertisements and organic content that align with the interests of the users, subsequently raising the chances of interaction, engagement, and consequently, conversions on the behalf of the brands and marketers.

From perspective of Kedi et al., (2024) and Shauly et al. (2023), these algorithms are very important in defining the success of social media marketing campaigns. They help companies target very specific audiences with customized messages, which enhances the performance of ads and returns on investment. Also, organic content visibility is dependent on algorithms, so the number of users who can view the posts of a brand can be

affected. Gupta (2023) confirmed that marketers should learn how to use these evolving systems and, in many cases, employ the use of data-driven knowledge as well as A/B testing methodology to optimize their content and targeting strategies. In sum, marketing algorithms are effective instruments that enable maximizing relevance and effect of social media marketing initiatives in the world of an ever-tightening competition in the digital sphere (Ibrahim and Aljarah, 2024).

Personalized Content Delivery

Individualized content delivery is essential to the social media algorithm, and it alters what appears on a customer screen according to their unique tastes, actions, and activities. Through analytics of past likes, shares, comments, and browsing history, algorithms select a feed that is similar to the users' interests. This customization makes content more relevant and thus users are more likely to interact with posts, spend more time and have a better attachment with brands that provide them with content that appeals to their interests (Danieli, 2025).

Enhanced Engagement and Interaction

Ibrahim and Aljarah (2024) said that increased engagement and interaction is provided by the algorithms that consider the content that will receive responses of the users. Social media sites make users like, comment, share, and engage through posts that generate more engagement or are more likely to generate dialogues by promoting such posts. This brings a sense of dynamism where the brands can create a community, establish relationship and augment their presence through natural interaction, and this eventually leads to the higher level of engagement which is beneficial to both the user and the marketer.

Social Proof and Peer Influence

The algorithms take advantage of social proof and peer influence by displaying popular or widely shared content in the user network or the greater platform. When people know that other people have interacted with a post, e.g. by liking, commenting, or sharing it, they are more likely to value the content or to trust it. Such a phenomenon makes people interact even more and strengthens such behaviors as buying or following a brand because users are likely to be affected by the behavior and opinion of their colleagues in their social circle (Patwa et al., 2024).

Targeted Advertising

Ilsha et al. (2024) saw that targeted advertising is one of the key functions that are made possible by social media algorithms where the brand can target a specific audience with very specific advertisements. With the help of specific user information, such as demographics, interests, and browsing habits, algorithms can make sure that an ad is relevant to a particular person. Such accuracy raises the likelihood of the ad effectiveness, improves the user experience by minimizing irrelevant information, and optimizes the marketing ROI by putting the resources in the hands of the most effective prospects.

FOMO (Fear of Missing Out)

FOMO (Fear of Missing Out) is a mental phenomenon enhanced by social media algorithms that highlight trending topics or offers, or time-limited events. Users are frequently influenced by popular or time-based content through algorithms that make them feel that they are supposed to be involved so as not to miss an important update or social experience. This urgency will promote more visits to the platform, more consumption of its contents, and a higher chance of engagement in the promoted activities or buying decisions because of perceived scarcity or exclusivity (De Battista, 2024).

CC BY-NC 4.0

Reduced Cognitive Load

Reduced Cognitive Load is obtained as a result of algorithms, which simplify the process of user experience by showing the content that corresponds to personal preferences, hence, reducing the efforts spent on the search of the necessary information. Algorithms allow users to see what they really need faster and with more fun, which is associated with sifting out the posts that are not of their concern and then showing them the posts that matter to them the most. In the case of brands, this implies that they will have a higher chance of distributing their content to willing audiences without bombarding the user with too much or irrelevant information (Pittman and Haley, 2023).

Emotional and Visual Appeal

The Emotional and Visual Appeal is increased through algorithms that focus on visually appealing and emotionally appealing information. By studying engagement patterns, platforms tend to advertise the posts that cause a strong reaction, e.g., awe, humor, or inspiration. Such emphasis on emotionality and prettiness leads to users not continuing to scroll but engaging with posts, sharing content, and overall, makes the user experience more meaningful and memorable. In the case of marketers, the use of strong and emotionally stimulating content is more likely to attract attention and create brand affinity (Bui et al., 2025).

Notes from Around the World

Social media algorithms have been successfully used by some of the international organizations to change consumer purchase intentions positively and increase brand trust. As an example, the World Health Organization (WHO) used social media algorithms to spread correct information about health in the context of the COVID-19 pandemic, prevent misinformation, and spread prevention practices (Mühlhoff and Willem, 2023). Through the personalization of content to various groups of people depending on the interaction and preferences of people, WHO enhanced engagement and credibility across the various demographic groups in the world. Personalization of the platform through the algorithm also made sure that important health information was delivered to the correct people at the correct time and eventually led to healthier choices and trust towards the credibility of the organization (Thapliyal et al., 2024). The other good example is Unilever, which is a global consumer goods company that used social media algorithms to enhance the development of brand trust and purchase decisions in different markets. Unilever was able to optimize its content to appeal to the consumers on emotional levels by examining user data and engagement patterns, emphasizing sustainability programs and product quality, and social responsibility. Their personalized content delivery and targeted advertising gave them a feel of authenticity and reliability and made the consumers more loyal and more willing to purchase. These organizations also prove that in order to create positive perceptions among consumers and create long-term trust at the global level, it is possible to make effective use of social media algorithms (Dzuhrina, 2023).

From the presented previous literature and in-depth exploration of study's variables; we were able to build a model that facilitated formulating the study's hypotheses as in

CC BY-NC 4.0

figure 1:

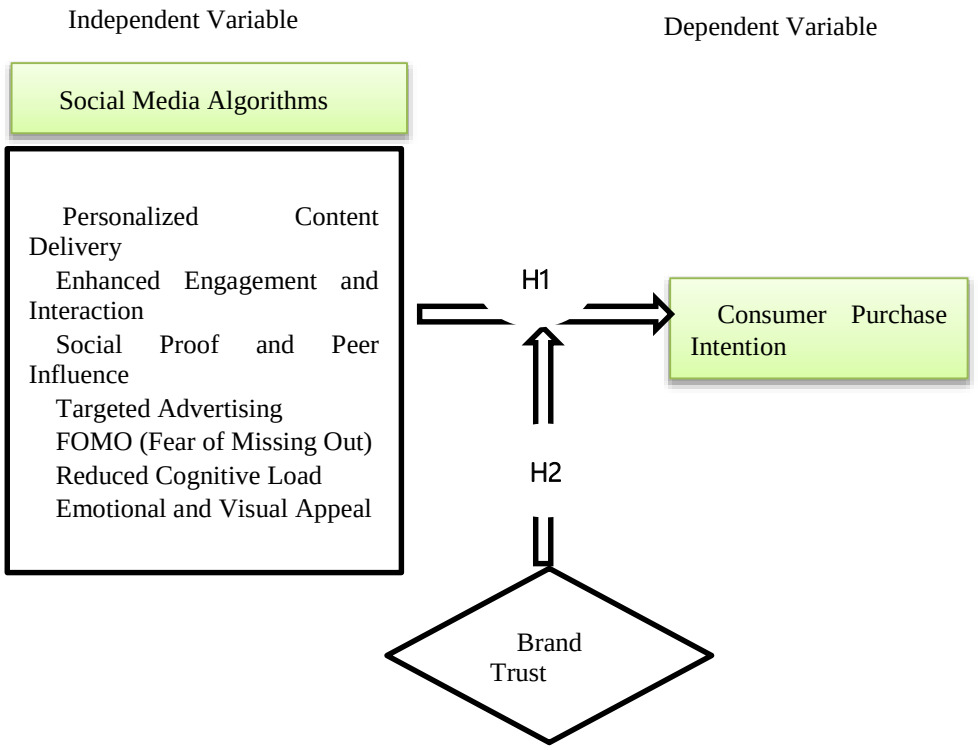


Figure 1. Conceptual Framework (De Battista, 2024; Vidani, 2024; Sharma et al., 2024)

From the model above, we reached the hypotheses:

H1: Social media algorithms have a statistically significant influence on consumers' purchase intention from perspective of customers

H2: Brand trust moderates the relationship between social media algorithms and consumer purchase intention from perspective of customers

METHODS AND MATERIALS

Methodological Approach

Quantitative methodology was used in order to realize and achieve study's goal and objectives. It was found that quantitative methodology is best suited as researcher were more able to collect primary data from a larger sample size. This would better help generalizing results.

Tools of Study

Collecting primary data was done depending on a questionnaire. The questionnaire was developed through the aid of previous studies including (De Battista, 2024; Vidani, 2024; Sharma et al., 2024). The questionnaire consisted of two main sections. The first took into perspective demographics of study sample, while the other section presented items related to study's variables and sub-variables including (Personalized Content Delivery, Enhanced Engagement and Interaction, Social Proof and Peer Influence, Targeted Advertising, FOMO (Fear of Missing Out), Reduced Cognitive Load, Emotional and Visual Appeal). Checking validity of questionnaire was

CC BY-NC 4.0

done through arbitration. A group of scholars and academics in the field reviewed the questionnaire and criticized its items. We managed to rearrange the questionnaire as according to their recommendations. In its final version, the questionnaire consisted of (41) items on likert point-5 scale.

Population and Sampling Technique

Population of study consisted of all customers in Jordan. In order to obtain a sample of the total population of consumers in Jordan, the first step that researchers took was to set the particular attributes of the target population, i.e. age, purchasing habits, and then construct the sampling frame, i.e. consumer lists, survey panels. Then they choose the systematic sampling technique, whereby every person on a sorted list was selected. The method selected relied on the objectives of the research and data that was available. A probability sample was produced, and it was possible to generalize the results to the whole population. The questionnaire was uploaded online through Google Forms and was left online for total of 8 consecutive weeks. We were able to collect primary data from (385) and it was found that (342) questionnaires were properly filled and illegible for statistical screening and processing. This meant that were able to retrieve (88.3%) of the sample as statistically accepted ratio.

Screening and Analysis

Statistical package for social sciences (SPSS) was chosen to deal with collected primary data. First, we have used Cronbach's Alpha test in order to check reliability and consistency of study tool as in table 1 below were all variable scored an alpha that was higher than 0.70.0 this meant that the study tool was reliable and consistent (Sekaran & Bougie, 2016). Other statistical tools included frequencies, percentages, multiple and linear regression.

Table 1. Alpha Value

variable	α
Personalized Content Delivery	0.767
Enhanced Engagement and Interaction	0.708
Social Proof and Peer Influence	0.876
Targeted Advertising	0.753
FOMO (Fear of Missing Out)	0.758
Reduced Cognitive Load	0.744
Emotional and Visual Appeal	0.755
Consumer Purchase Intention	0.775
Brand Trust	0.856

CC BY-NC 4.0

ANALYSIS AND DISCUSSION

Demographics

Percentages and frequencies were calculated for sample demographics. Insights gained from demographic analysis indicated that the sample was female-dominated, with 56.7% females and 43.3% males. This meant that the majority of respondents are females. Most respondents were private sector employees (45.6%), followed by housewives (18.4%). And regarding income, it was seen that most respondents fall into the lower to middle-income 38.0% earn less than $1000. As for educational qualification, it was noted that almost half of the sample holds a Bachelor's degree (45.6%).

Respondents were asked close-ended questions regarding their purchase behavior on social media. It was found that a significant majority (84.2%) of individuals do have accounts on various social media referring to a high level of engagement. When they were asked about their purchases through social media, results indicated that a substantial portion (65.8%) of respondents make purchases via social media. Regarding the attraction of social media as a marketing venue, results indicated that (81.6%) of the sample feel that these platforms have become attractive marketing venues for them as consumers.

Table 2. Demographic Results

		f	%
Gender			
Valid	Female	194	56.7
	Male	148	43.3
Occupation			
Valid	Have my own business	42	12.3
	House wife	63	18.4
	military	12	3.5
	Retired	24	7.0
	Private sector	156	45.6
	Governmental sector	45	13.2
Income			
Valid	More than $2000	84	24.6
	Less than $1000	130	38.0
	$1001-$1999	128	37.4
Qualification			
Valid	BA	156	45.6
	Diploma or less	6	1.8
	PhD	114	33.3
	MA	66	19.3
	Total	**342**	**100.0**

		f	%
Do you have accounts on various social media platforms currently known?			
Valid	Sometimes	30	8.8
	No	24	7.0

CC BY-NC 4.0

	Yes	288	84.2
Do you make purchases through social media?			
Valid	Sometimes	81	23.7
	No	36	10.5
	Yes	225	65.8
Do you feel that these platforms have become an attractive marketing venue for you as a consumer?			
Valid	Sometimes	51	14.9
	No	12	3.5
	Yes	279	81.6
	Total	**342**	**100.0**

Questionnaire Analysis

Mean (μ) and standard deviation (σ) were used in order to analyze data of questionnaire items. It was noticed that all statements scored a mean that was higher than mean of scale 3.00 indicating that all statement were positively received by respondents. The study's findings revealed that all participants viewed the survey items positively. Every question scored higher than the center point of 3.00 on the scale; these scores were not random. Except for Q 32, the mean is smaller than the scale's mean of 3.00

Table 3. Questionnaire Analysis

Statement	μ	σ
Most of the ads I see seem to be personalized according to my needs	3.781	.826
My 'for you page' on social media knows my preferences and desires	3.693	.930
I get a lot of recommendations for products that matches my search history	4.140	.634
Sometimes, I see an ad for a product that I was thinking of	4.289	.673
Every time, the recommendations I get on my social media are closer to my interests	3.956	.789
Personalized Content Delivery	3.972	.560
I pay attention to interactive content on social media platforms, such as polls.	3.596	.846
I find comments useful in condensing product information.	4.105	.789
Social media ads always make me emotionally connected to many products.	3.649	.796
The marketing experience is more engaging with direct messaging and effective communication.	3.991	.601
Direct interaction makes me more likely to make and implement a purchase decision.	4.114	.660
Enhanced Engagement and Interaction	3.891	.506
I consider reviews and comments to be a guide to determining whether a product is suitable for me.	4.105	.681
Reading about others' experiences influences my purchase intentions.	4.246	.630
My impressions of a product change when I follow various comments and reviews.	4.149	.787

CC BY-NC 4.0

I believe that reviews and ratings from others strengthen the purchasing decision.	4.167	.749
I know that comments from others contribute to increasing an individual's level of confidence in the product and the brand.	4.123	.595
Social Proof and Peer Influence	4.158	.566
I feel that the ads I receive are accurate and relevant to my interests.	3.737	.850
I am persuaded by ads that match my desires and inclinations.	3.772	.829
I tend to form a real purchase intention when I see ads that are relevant to me repeatedly.	3.754	.768
I am surprised by the ability of social media platforms to always know which products I want.	3.807	.848
My friends and I share products that are likely to match our desires.	3.737	.763
Targeted Advertising	3.761	.526
The idea of specifying the duration or percentage of the offer encourages me to go shopping immediately.	3.667	.944
I've fallen into the "last chance" and "end of offer" trap many times because of social media platforms.	3.439	1.149
I prefer to take advantage of offers, especially at the end of the season.	4.096	.714
I follow companies' social media pages that offer big discounts and wait for them to appear daily.	3.658	.908
I trust the algorithm to provide me with the great discounts I desire.	3.667	.722
FOMO (Fear of Missing Out)	3.705	.643
Ads are simple and uncomplicated, which encourages me to make a purchase decision.	3.991	.670
I feel that ads with push notifications make the process easier for me.	3.360	.967
Fewer options make me more comfortable making a purchase decision.	3.737	.890
There's less uncertainty when I see that the ad is clear and doesn't have multiple options.	4.026	.767
Ads increase my confidence in the brand, which strengthens my intention to purchase.	3.737	.774
Reduced Cognitive Load	3.770	.577
I often see engaging and entertaining ads.	3.895	.641
My intention to buy increases when the ad is funny.	2.965	1.044
I prefer to buy from brands that include clear product images and videos.	4.184	.540
Unclear ads reduce my trust in the brand.	4.061	.852
I tend to buy products that answer my questions, no matter how many or specific they are.	4.272	.640
Emotional and Visual Appeal	3.875	.459
Digital technology in marketing affects consumer purchase intent.	4.175	.597
The idea of accessing reviews and ratings influences consumer decision-making and purchase intent.	4.088	.571
Ads tailored to search history increase an individual's conviction to make a purchase.	4.009	.643
A broader range of options leads to increased purchase intent.	3.772	.807
The speed and flexibility of the purchase process influences brand trust.	4.132	.683

CC BY-NC 4.0

Consumer Purchase Intention	4.035	.483
Social media ads boost my confidence in the brand.	3.79	.823
I see the brand as being honest as long as it presents itself clearly on social media platforms.	3.90	.773
The abundance of reviews and comments contributes to my positive view of the brand.	4.05	.634
Brand reputations are now closely linked to social media platforms.	4.03	.682
Interacting with brand pages strengthens my intention to engage with those brands.	3.89	.694
Brand Trust	3.9333	.57738

Multicolleniarity Test

VIF and Tolerance calculations on the independent variables helped to identify potential multicollinearity. These computations led to the following findings. All of the VIF values in the above table are under 10 and all of the Tolerance values are above 0.10, so the data shows no indication of multicollinearity. It can be seen in the analysis that the tolerance and values of VIF are moderate in all the variables, which means that the model has acceptable level of multicollinearity. In particular, such variables as Personalized Content Delivery (.518 tolerance, VIF 1.930) and Enhanced Engagement and Interaction (.420 tolerance, VIF 2.382) have rather low VIF values which indicate that they are unlikely to be strongly associated with other predictors. On the other hand, other variables such as Reduced Cognitive Load (.322 tolerance, VIF 3.101) and Emotional and Visual Appeal (.315 tolerance, VIF 3.171) have values of VIF that are near the value of concern, but still within the acceptable level, which means there is some multicollinearity aspect that may affect the stability of coefficient estimates. In general, the findings show that the variables are independent enough to conduct effective regression analysis, and no corrective actions are necessary at the moment, including removing or transforming variables.

Table 4. VIF & Tolerance

variable	Tolerance	VIF
Personalized Content Delivery	.518	1.930
Enhanced Engagement and Interaction	.420	2.382
Social Proof and Peer Influence	.355	2.819
Targeted Advertising	.408	2.452
FOMO (Fear of Missing Out)	.358	2.794
Reduced Cognitive Load	.322	3.101
Emotional and Visual Appeal	.315	3.171

CC BY-NC 4.0

Hypotheses Testing

Multiple regression is used to test the aforementioned hypothesis; the result, r = 0.792, shows that the independent and dependent variables have a strong correlation. Furthermore, 62.8 percent of the variation in the dependent variable can be attributed to the independent variables. The F value is also demonstrated to be important at the 0.05 level, implying that social media algorithms have a statistically significant influence on consumers' purchase intention from perspective of customers.

Table 5. H1 Testing

H1: Social media algorithms have a statistically significant influence on consumers' purchase intention from perspective of customers

Model	Unstandardized Coefficients		Standardized Coefficients			F	R	R^2
	B	Std. Error	Beta	t	Sig.			
1 (Constant)	1.021	.156		6.546	.000	80.390	.792	.628
Personalized Content Delivery	.039	.040	.045	.974	.331			
Enhanced Engagement and Interaction	-.159	.049	-.167	-3.231	.001			
Social Proof and Peer Influence	.209	.048	.246	4.378	.000			
Targeted Advertising	.011	.048	.012	.233	.816			
FOMO (Fear of Missing Out)	.319	.042	.425	7.614	.000			
Reduced Cognitive Load	-.327	.049	-.391	-6.647	.000			
Emotional and Visual Appeal	.675	.063	.642	10.798	.000			

Results of Hierarchal Regression in Table 6 shows that there is a statistically significant influence between social media algorithms and consumer purchase intention, with a value of (R2 = 0.401, p≤0.5). In the second phase, the Brand trust variable was introduced, and it was discovered that it contributed Δ R2 = 5.6 % of the dependent variable. In the third phase, the interaction between social media algorithms and the Brand trust was introduced, and it was discovered that it contributed Δ R2 = 1.3 % of dependent variable. That is, Brand trust moderates the relationship between social media algorithms and consumer purchase intention from perspective of customers.

CC BY-NC 4.0

Table 6. H2 Testing

H2: Brand trust moderates the relationship between social media algorithms and consumer purchase intention from perspective of customers

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.633[a]	.401	.399	.37419	.401	227.771	1	340	.000
2	.676[b]	.457	.454	.35675	.056	35.058	1	339	.000
3	.686[c]	.470	.466	.35294	.013	8.355	1	338	.004

a. Predictors: (Constant), ind

b. Predictors: (Constant), ind, Brand Trust

c. Predictors: (Constant), ind, Brand Trust, mod

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.892	1	31.892	227.771	.000[b]
	Residual	47.607	340	.140		
	Total	79.499	341			
2	Regression	36.354	2	18.177	142.823	.000[c]
	Residual	43.145	339	.127		
	Total	79.499	341			
3	Regression	37.395	3	12.465	100.066	.000[d]
	Residual	42.104	338	.125		
	Total	79.499	341			

a. Dependent Variable: Consumer Purchase Intention

b. Predictors: (Constant), ind

c. Predictors: (Constant), ind, Brand Trust

d. Predictors: (Constant), ind, Brand Trust, mod

DISCUSSION

The main aim of current study was to examine how social media algorithms including aspects like (Personalized Content Delivery, Enhanced Engagement and Interaction, Social Proof and Peer Influence, Targeted Advertising, FOMO (Fear of Missing Out), Reduced Cognitive Load, Emotional and Visual Appeal) have the ability to influence consumer purchase intention and in particular, explore how brand trust can be used to moderate the effects of social media algorithms. Achieving this aim was done depending on quantitative methodology employing a questionnaire. The questionnaire was self-administered online by (342) Jordanian customers. SPSS was used to deal with collected primary data. Results analysis indicated that social media algorithms are able to positively influence customer purchase intention.

Hypotheses of study was tested depending on multiple and linear regression. Testing H1 “Social media algorithms have a statistically significant influence on consumers’ purchase intention from perspective of customers” indicated that it was accepted. The findings show that the variables of consideration have a moderate

CC BY-NC 4.0

multicollinearity due to their tolerance and VIF levels. The tolerance values of most variables are above 0.2 and VIF values are lower than 5 indicating that multicollinearity is not very serious to skew the estimate of the regressions. To illustrate, the tolerance of Personalized Content Delivery is 0.518 and VIF is 1.930, which shows that the variable is not highly correlated with other predictors and has a stable effect on the model. On the same note, the Enhanced Engagement and Interaction has a tolerance of 0.420 and a VIF of 2.382 which shows that the variables are also independent enough. These results suggest that all of these variables may be safely employed in the model in combination without serious issues regarding redundancy or excessive variance. Yet, there are several variables with high VIF values 3.101 and 3.171 that are Reduced Cognitive Load and Emotional and Visual Appeal, respectively, and with lower tolerance levels 0.322 and 0.315. Although these numbers are not too high to be within the acceptable range, they can indicate a moderate level of multicollinearity, which means that these variables are somehow correlated with others in the model. Such correlation may possibly influence the accuracy of estimating the coefficients, and it might be a little harder to interpret. All in all, the findings allow recommending the inclusion of these variables in analysis, yet one should be cautious in interpreting individual effects, and additional diagnostics may be needed to ascertain the robustness and stability of the regression model.

As for H2 “Brand trust moderates the relationship between social media algorithms and consumer purchase intention from perspective of customers”. The findings confirm the assumption that brand trust moderates the interrelation between social media algorithms and consumer purchase intention. The fact that R-squared value increases with the addition of brand trust as an extra predictor in Model 2 compared to Model 1 (.401) shows that the predictor of brand trust is rather critical to the explanatory power of the model, with the difference in R-squared being statistically significant at $p < .001$. Inclusion of the interaction term (moderator) in Model 3 increases the R-squared to .470 which means that the moderation effect adds additional explanatory variance (.013 change in R-squared, $p = .004$). The high F-values of the entire models support the general model fit, which indicates that the three concepts of social media algorithms, brand trust, and their interaction are combined and influence consumer purchase intention. Also, the fact that the explained variance is steadily improving with every step indicates that the issue of brand trust deserves the attention as a moderating factor. Statistically significant F changes show that the interaction factor of the social media algorithms and brand trust introduces meaningful knowledge in the consumer behavior, meaning that the intensity of the relationship between social media algorithms and the purchase intention differ relying on the degree of brand trust. This corroborates the hypothesis that brand trust enhances or negates the role of social media algorithms in consumer purchase decision, thus making brands need to build trust in order to maximize the role of social media in their strategy to influence consumer behavior.

According to the standardized coefficients (Beta values), these are the variables that affect the purchase intention of the consumers to the greatest and least degree respectively. Emotional and Visual Appeal (Beta = 0.642) is the most significant variable, which means that consumers respond most to emotional and visual features of social media content and that it is extremely effective in increasing the purchase probability. Next, there is strong positive effect (Beta = 0.425) of FOMO (Fear of Missing Out) indicating that establishing urgency or exclusivity is

CC BY-NC 4.0

effective in generating purchase intentions. The role of Social Proof and Peer Influence is also important (Beta = 0.246), emphasizing the importance of peer opinion and shared experience in the consumer decision-making process.

On the other hand, there are variables which have negative impact on the purchase intention. Minimized Cognitive Load (Beta = -0.391) and Maximized Engagement and Interaction (Beta = -0.167) have adverse effects on consumer purchase intent, so the two factors can discourage purchases when they have too much complexity or are too engaged. The variables that have the least effect are Personalized Content Delivery (Beta = 0.045) and Targeted Advertising (Beta = 0.012) and these variables have either insignificant or minimal effect thus it could be said that these factors could not have a significant influence in the area of consumer purchasing behavior. On the whole, the impact of an emotional and social component, such as visual appeal, FOMO, and social proof, reigns the purchase intention, and content that is excessively complicated or uninteresting may negatively impact the decision that a consumer may make.

Previous studies have determined that personalization of content in social media, engagement, social proof, targeted advertising, FOMO, reducing the cognitive load, and appealing to emotions are influential factors that influence consumers to make purchases (Zeqiri et al., 2024; Ying et al., 2025; Mohamed Sadom et al., 2024). The given study supports these relationships, pointing out that emotional and visual appeal, FOMO, and social proof are the most effective variables, which is consistent with the results of previous studies that stress the strength of emotional and social triggers in digital marketing (Liu & Zheng, 2024). These findings indicate that the negative consequences of both over-engagement and cognitive load also reflect previous knowledge that consumers can be repelled by excessive complexity or saturation (Jamil et al., 2024).

Notably, the study adds value to the new knowledge about brand trust as a crucial mediator of the interrelationship between social media algorithms and purchase intention. The results confirm the theoretical assumptions presented in the previous studies (Najar et al., 2024; Latifah & Fikriah, 2024) where a greater brand trust increases the beneficial impact of the content published on the social media on the choices of people. The fact that the explained variance significantly increases once brand trust and the interaction between brand trust and social media algorithms are added validates the hypothesis that trust is a powerful buffer or amplifier and it is in line with Brand Trust Theory (BTT). This moderation effect is why marketers should not only optimize algorithm-driven content but also allocate resources to building and maintaining brand trust in order to maximize consumer influence, as indicated by the prior literature (Ruslim, 2024; Teangsompong & Sawangproh, 2024). In general, the present results contribute to the literature, showing in a quantitative way the cumulative effect of social media algorithms and brand trust in terms of the fact that the most efficient digital marketing strategies have to incorporate technological and relationship aspects to impact the intentions of consumers to buy the products.

CONCLUSION AND RECOMMENDATIONS

Out research study affirms that social media algorithms are relevant to determine consumer purchase intentions. Personalized content, engagement, social proof, targeted advertising, FOMO, and emotional appeal are also potent tools that may affect the choice of consumers, and emotion and visual cues can be the most influential ones. Nonetheless, the over complexity of content or over involvement

CC BY-NC 4.0

might be counterproductive and may deter the purchases. Another important finding of the research is the moderating effect of brand trust as it has been revealed that the greater the degree of brand trust, the stronger the impact of the social media contents on the consumers and even its negative impacts can be countered. The main lesson to be learned by brands and marketers is that advanced algorithms combined with the development of sincere trust are the essential ingredients to being able to influence consumer behavior.

On the basis of these results, following recommendations were presented:

- Increase Emotional and Visuals: Spend money on emotional and visual content that will appeal to the emotions and aesthetic tastes of the consumers since these are the most effective in making purchases.
- Develop and sustain Brand Trust: Pay attention to open, consistent, and honest communication to create trust. High degree of trust will significantly enhance the success of the algorithm-based marketing campaigns and promote the long-term customer retention.
- Maximize Engagement but not Overload: Aim at an effective interaction and customised content delivery that is useful to the consumers without overburdening and complicating their experience. Make the user journey as straightforward as possible to avoid overwhelming them with cognitive load and causing them to become discouraged by complex operations.

Limitations of Study

According to results, and through application process we have noticed that current study was limited to the following:

- The study can be restricted because it is based on self-reports that are vulnerable to social desirability and recall biases.
- The research may also be focused on particular social media networks or even the population, which will reduce the applicability of the results in other settings.

Future research orientations

As a future research orientation, we commend investigating the dynamics of the effect of social media algorithms on purchase intentions, future research may be based on longitudinal designs. Also, scientists may conduct studies to determine how various kinds of content (e.g., videos, posts of influencers) in algorithms influence consumer behavior. Also, further studies may examine the cultural influence or the geographical differences of the moderating effect of brand trust in different markets.

REFERENCES

Al-Duwailah, F., & Hashem, T. N. (2019). The impact of knowledge management on CRM approaches. Management and Organizational Studies, 6(1), 19-30.

Ahn, Y., & Lee, J. (2024). The impact of online reviews on consumers' purchase intentions: Examining the social influence of online reviews, group similarity, and self-construal. Journal of Theoretical and Applied Electronic Commerce Research, 19(2), 1060-1078.

Banat, H. F. M., Alotoum, F. J., & Hashem, T. N. (2024, February). Smart Banking Services and Their Impact on the Customers' Intentions to Use Mobile Banking in Commercial Banks: Evidence from UAE. In 2024 2nd International Conference on Cyber Resilience (ICCR) (pp. 1-7). IEEE.

Bui, C. T., Ngo, T. T. A., Chau, H. K. L., & Tran, N. P. N. (2025). How perceived eWOM in visual form influences online purchase intention on social media: A research based on the SOR theory. PloS one, 20(7), e0328093.

Danieli, A. (2025). Consumers' perception of personalized marketing content and its impact on their engagement.

De Battista, I. (2024). The influence of retargeted advertisements and FoMO on young people.

Dzuhrina, I. (2023). Social Media Strategy: How Unilever Engage with Its Consumers. Jurnal Ilmiah Komunikasi Makna, 2(1), 39-40.

Foroughi, B., Iranmanesh, M., Nilashi, M., Ghobakhloo, M., Asadi, S., & Khoshkam, M. (2024). Determinants of followers' purchase intentions toward brands endorsed by social media influencers: Findings from PLS and fsQCA. Journal of Consumer Behaviour, 23(2), 888-914.

Gupta, S. (2023, January). Social Media Marketing: Understanding Social Media Algorithms Through Business Growth. In International Conference on Research into Design (pp. 1117-1125). Singapore: Springer Nature Singapore.

Hairani, D. A., Handriana, T., & Amarullah, D. (2024). Moderating effect of brand awareness levels on the relationship between eWOM, perceived quality, brand trust, and purchase intention. International Journal of Electronic Marketing and Retailing, 15(4), 393-414.

Hashem, T. (2024). Digital Marketing and the Ethical Code for Behavioral Tracking: Issues of Privacy and Consumer Trust. Journal of Electrical Systems, 20(10), 2842-2854

Hashem, T. (2016). The impact of social media on customers' image for mobiles. Journal of Advances in Humanities and Social Sciences, 2(5), 269-277.

Hashem, T. (2016). Commercial Banks Use of Decision Support System to Achieve Marketing Creativity. International Review of Management and Business Research, 5(3), 1059-1067.

Ibrahim, B., & Aljarah, A. (2024). The role of social media marketing activities in driving self–brand connection and user engagement behavior on Instagram: a moderation–mediation approach. European Journal of Innovation Management, 27(5), 1723-1742.

Ilsha, M., Malviya, C., & Vidani, J. (2024). Evaluating the Influence of Social Media Advertising on E-Commerce Sales.

Isac, N., Javed, A., Radulescu, M., Cismasu, I. D. L., Yousaf, Z., & Serbu, R. S. (2024). Is greenwashing impacting on green brand trust and purchase intentions? Mediating role of environmental knowledge. Environment, Development and Sustainability, 1-18.

Jamil, R. A., Qayyum, U., ul Hassan, S. R., & Khan, T. I. (2024). Impact of social media influencers on consumers' well-being and purchase intention: a TikTok perspective. European Journal of Management and Business Economics, 33(3), 366-385.

Kedi, W. E., Ejimuda, C., Idemudia, C., & Ijomah, T. I. (2024). Machine learning software for optimizing SME social media marketing campaigns. Computer Science & IT Research Journal, 5(7), 1634-1647.

Kinawy, R. N. (2025). Unraveling consumer behavior: Exploring the influence of consumer ethnocentrism, domestic country bias, brand trust, and purchasing intentions. Strategic Change, 34(2), 137-150.

Latifah, S. Z., & Fikriah, N. L. (2024). Perceived value dan brand trust terhadap purchase intention dengan mediasi brand preference. Journal of Management and Digital Business, 4(2), 383-395.

Liu, X., & Zheng, X. (2024). The persuasive power of social media influencers in brand credibility and purchase intention. Humanities and Social Sciences Communications, 11(1), 1-12.

Mohamed Sadom, N. Z., Mat Yusoff, S. H., & Mohd Sauh, S. (2024). The relationship between social media marketing, trust, reputation and purchase intention: empirical evidence from fast-food industry. Journal of International Food & Agribusiness Marketing, 36(5), 956-984.

Mühlhoff, R., & Willem, T. (2023). Social media advertising for clinical studies: Ethical and data protection implications of online targeting. Big Data & Society, 10(1), 20539517231156127.

Musiyiwa, R., & Jacobson, J. (2023). Sponsorship disclosure in social

CC BY-NC 4.0

media influencer marketing: The algorithmic and non-algorithmic barriers. Social Media+ Society, 9(3), 20563051231196870.

Najar, A. H., Wani, I. S., & Rather, A. H. (2024). Impact of social media influencers credibility on destination brand trust and destination purchase intention: Extending meaning transfer model?. Global Business Review, 09721509241225354.

Patwa, N., Gupta, M., & Mittal, A. (2024). Social proof: empowering social commerce through social validation. Global Knowledge, Memory and Communication.

Pittman, M., & Haley, E. (2023). Cognitive load and social media advertising. Journal of Interactive Advertising, 23(1), 33-54.

Rizomyliotis, I., Konstantoulaki, K., & Giovanis, A. (2024). Social media influencers' credibility and purchase intention: The moderating role of green consumption values. American Behavioral Scientist, 00027642241236172.

Ruslim, T. S. (2024). The role of brand satisfaction in mediating brand experience and brand trust towards purchase intention of "CC" products. Primanomics: Jurnal Ekonomi & Bisnis, 22(2), 145-157.

Sekaran, U., & Bougie, R. (2016). Research methods for business: a skill-building approach (7th ed.). Haddington: John Wiley & Sons.

Sharma, S., Singh, S., Das, G., & Talapatra, S. N. (2024). Study Of Social Media Marketing And Purchase Intention Of Apparels Through Machine Learning Algorithms. Library of Progress-Library Science, Information Technology & Computer, 44(3).

Shauly, O., Marxen, T., Goel, P., & Gould, D. J. (2023). The new era of marketing in plastic surgery: a systematic review and algorithm of social media and digital marketing. In Aesthetic Surgery Journal Open Forum (Vol. 5, p. ojad024). US: Oxford University Press.

Singh, P., Verma, A., Vij, S., & Thakur, J. (2023). Implications & impact of artificial intelligence in digital media: With special focus on social media marketing. In E3S Web of Conferences (Vol. 399, p. 07006). EDP Sciences.

Teangsompong, T., & Sawangproh, W. (2024). Understanding online purchase intention of plant-based foods: Exploring causal factors and moderating role of self-efficacy within the SOR theory. Heliyon, 10(10).

Thapliyal, K., Thapliyal, M., & Thapliyal, D. (2024). Social media and health communication: A review of advantages, challenges, and best practices. Emerging technologies for health literacy and medical practice, 364-384.

Vidani, J. (2024). Evaluating the Influence of Social Media Advertising on E-Commerce Sales. Available at SSRN 4849890.

Ying, L. J., Te Chuan, L., Rashid, U. K., & Seman, N. A. A. (2025). Social Media Marketing in Industry 4.0: The Role of TikTok in Shaping Generation Z's Purchase Intentions. Procedia Computer Science, 253, 2176-2185.

Zeqiri, J., Koku, P. S., Dobre, C., Milovan, A. M., Hasani, V. V., & Paientko, T. (2024). The impact of social media marketing on brand awareness, brand engagement and purchase intention in emerging economies. Marketing Intelligence & Planning, 43(1), 28-49.

CC BY-NC 4.0