

**The impact of Instagram content marketing on cognitive engagement, affection, and behavior****Shafiq Al-Haddad<sup>a</sup>, Abdel-Aziz Ahmad Sharabati<sup>b\*</sup>, Ahmad Yacoub Nasereddin<sup>b</sup>, Madeleine Alyah<sup>c</sup>, Omar Mehyar<sup>a</sup> and Ahmad Ali Atieh Ali<sup>b</sup>**<sup>a</sup>King Talal School of Business Technology, Princess Sumaya University for Technology, Amman, Jordan<sup>b</sup>Business Faculty, Middle East University, Amman, Jordan**CHRONICLE***Article history:*

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The current research aims to expose the value of Instagram's features and content and investigate how cognitive functions mediate the relationship between Instagram's content-related elements (informative material, user-generated content, augmented reality content, entertainment, trustworthiness, sociability) and consumer affection and behavior. This study employed a random sample strategy and gathered 292 responses. The tool AMOS 22 (Analysis of a Moment Structure) examined the data efficiently. Results show that all Instagram content marketing elements affect cognitive engagement, where augmented reality content has rated the highest effect, then user-generated content, trustworthiness, informative material, entertainment, and sociability, consequently. Then cognitive engagement affects affection and behavior.

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**1. Introduction**

The reasoning behind the success of a business is based on several factors, one of which is how marketing is managed and how crucial the customer experience is to the business. Through social media platforms where value and benefits are efficiently added to customers, content marketing is playing a significant role. Consequently, this enables businesses to fulfill their goal of obtaining lucrative consumer behavior. Content marketing has emerged as the most important tool in digital marketing and the secret to a profitable online marketing plan (Baltes, 2015). In 2018, 39% of marketers began implementing content marketing techniques, to enhance their business. Even though data indicates a growth of 65% of them all year long (Harmanen, 2019). Furthermore, half of the marketers are increasing their budgets for content marketing. This demonstrates the significance of content marketing in building a profitable company.

Due to the advancements in technology, the way marketing is presented in online media outlets has changed as a result. It now highlights the importance of content creation and how it connects to the cognitive processing of consumer involvement. Social media platforms like Instagram, TikTok, Facebook, YouTube, and Twitter are good places to see this significant shift in the marketing industry. This study, however, will focus on Instagram, the most popular social media platform, and how its features and content affect consumer interaction in the Jordanian community. Instagram is a kind of social media where users' experience and the material they produce using the available tools are their only priorities. A variety of filters allow users to aesthetically enhance their photos before posting, and live video chats allow for one-on-one user-follower interaction. Other tools include the ability to create stories for followers based on their daily activities. (Baltes, 2015) asserts that content creation has the power to create or break a business. Moreover, because of the sheer volume of active Instagram users, statistics indicate that there are one billion every month active users on Instagram, and that figure is rising (Wei & Clément, 2019). Consequently, taking center stage in business. Instagram is a social media tool where users' experiences and the content they create with the tools at their disposal are given top priority. Before publishing, users can add aesthetic effects to their images using

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a range of filters, and live video chats facilitate one-on-one communication between users and followers. One of the additional features is the ability to tell followers stories based on their regular behaviors. According to (Baltes, 2015), content creation could make or break a company. Furthermore, due to the enormous number of active Instagram users, data shows that there are one billion active users on the platform each month, and that number is growing (Wei et al., 2020). Consequently, becoming the focal point of business.

The influence of content marketing and associated variables on customer involvement has been examined in a great deal of research; however, only a few studies have addressed the factors influencing sponsorship favorability and business-to-business digital content marketing (Holliman & Rowley, 2014; Wei et al., 2020). This study will clarify and provide insight into factors like the influence of augmented reality and sociability on social media activity that have not received much attention. This research goal is to explore the influence of Instagram's content-related factors (AI-generated, Informative content, user-generated content, and augmented reality content) on affection and behavior.

Instagram's content and associated aspects were briefly discussed in the background section above, with a focus on the platform's most well-liked features: Visual Cues "filters" the space where augmented reality technology exists, enabling users to produce user-generated material, tales, and other features. The goal of the current study is to expose the value of Instagram's features and content in terms of these variables. A brief introduction of this feature has been provided to further comprehend and emphasize its effects on the context of consumer affection behavior. The present study aims to deepen our comprehension of the research issue, which explores the elements that impact Instagram's content on consumer engagement dimensions in Jordan. The main objectives of this research are obtained from the answer to the following questions,

Q1: To what extent does Instagram's content marketing (informative material, user-generated content, augmented reality content, entertainment, trustworthiness, sociability) impact consumers' cognitive Engagement?

Q3: To what extent does consumer cognitive Engagement impact consumer affection and behavior?

## 2. Literature Review

The goal of this study is to explore the effects of context-related content marketing variables (Instagram content and associated characteristics) that are utilized by various brands, businesses, and individuals; these effects then have an impact on customer engagement. Previous research on content marketing has been evaluated, and some of Instagram's associated features - like social media and augmented reality - have been included. Considering this, the first section of the literature examines how users engage digitally with information created on social media platforms, with a concentration on the notion of user engagement. The literature on interaction and content marketing, which has demonstrated their beneficial effects on social media sites, is signaled in the second part. Additionally, the third segment examines the impact of the augmented reality technologies that campaigns employ, highlighting the possibility that consumers may find these capabilities bewildering. However, research on augmented reality and related instruments is still insufficient.

### 2.1 Digital Engagement on Social Network Sites (SNS)

The components of digital interaction that motivate users to take action on social media platforms have been highlighted earlier (Cadden et al., 2022; Foster & Zatorre, 2010; Wei et al., 2020), for instance, noted that motivational variables that are both emotional and rational, in addition to contextual impacts, seem to be the source of digital engagement. On the other hand, it was suggested by Brodie et al. (2011) and Wei et al. (2020) that engagement is a three-dimensional notion that includes cognitive engagement, affection, and behavior. However, pointed out that digital engagement comes from a behavioral perspective (Balaji & Murthy, 2019). On the other hand, social media involvement in terms of degrees of creation, contribution, and consumption. The classification of engagement forms by Dessart and van Bavel (2017), particularly the behavioral engagement form, is the foundation of this study because it examines customers' propensity to publish and share content on social media. Bashar et al. (2014) specifically mentioned that social media engagement entails online user contribution through content creation, sharing, and user interaction. Therefore, it was mentioned that social media is seen as a motivating element for clients to participate and interact with businesses. Nuseir and Elrefae (2022) contended, however, that social media enables users and brands to better connect by fusing their offline and online experiences. The classification of engagement forms by Dessart and van Bavel (2017), particularly the behavioral engagement form, is the foundation of this study because it examines customers' propensity to publish and share content on social media. Bashar et al. (2014) mentioned that social media engagement entails online user contribution through content creation, sharing, and user interaction. Therefore, it was mentioned that social media is seen as a motivating element for clients to participate and interact with businesses. Ryder et al. (2021) contended that social media helps users and brands to enhance connection by fusing their offline and online experiences.

### 2.2 Content Marketing and Interactivity Cues

Several research projects (Adjei et al., 2016; Balaji & Murthy, 2019; Ryder et al., 2021; Xie-Carson et al., 2021) have suggested and made assertions regarding content marketing. As an illustration, (Wei et al., 2020) proposed and asserted that content marketing is primarily appropriate as a means of enhancing the sponsor's perceived credibility because it is seen to support the underlying cause - in our experiment's case, athletic performance - rather than the brand. Therefore, content marketing can boost the sponsor's favorability and sense of honesty. According to (Park et al., 2014; Wei et al., 2020) content marketing can increase a sponsor's favorability by demonstrating a positive outlook and increase the sponsor's favorability. However, as Green et al. (2012) and Powell and Swart (2010) noted in their research, social content marketing can be a useful

instrument for increasing target audiences' awareness and giving them useful information during the process of successful product development. Additionally, they attested to the fact that social media material enables buyers to discover people's opinions about a product and make informed decisions. Furthermore, the literature on interactive cues varies in its conclusions. For example, Balaji and Murthy (2019) found that posts with interactive cues perform better than non-interactive content in terms of clicks, likes, comments, and shares. Visually exciting content, such as images and videos, is often found to be more engaging than less rich, or lean, content.

### 2.3 The Content Features of Augmented Reality (AR's) Effectiveness in a Campaign

Although augmented reality campaigns are becoming increasingly popular, there is currently no comprehensive assessment of their quality in academic literature. However past studies have clarified how successful it is to use AR in ads. According to (Xie-Carson et al., 2021), the immersive and dynamic nature of augmented reality advertising adds to viewers' perception of competence and increases their intrinsic drive. Furthermore, the AR content may be too difficult to comprehend, which would reduce intrinsic motivation, perceived skills, and independence (Wei et al., 2020). However, Susanti et al. (2017) suggested that using AR to enhance consumers' actual surroundings may assist consumers in experiencing good emotional and psychological states, reflecting the intrinsic drive of the observer. (Elijah et al., 2018) claim that unique and inventive media, including augmented reality-enabled printed advertisements, increase the impact of advertisements by unleashing a novelty effect that captures consumers' interest and increases enjoyment, both of which lead to more positive views. On the other hand, the adoption of AR technologies was associated with what is known as online irritation (Balaji & Murthy, 2019). Online irritation is a term used to describe the degree of untidy media format that causes consumers to get distracted and irritated when they are exposed to it.

## 3. Hypotheses Development

### 3.1 Informative Content

When people interact with brand-driven content, informative content is described as a social media property that satisfies their need to learn and search for information (Tiwari, 2020). Furthermore, independent of the language employed (logical or even emotional), classified informational content as posts that provide information on various products or services, organizations' operations, and workers thereof (Ahmadi et al., 2022). According to several studies (Adjei et al., 2016; Balaji & Murthy, 2019; Rahi & Abd-Ghani, 2021; Ryder et al., 2021; Sayginer & Ercan, 2020; Venkatesh & Bala, 2008), informativeness is a significant factor that influences online engagement. Furthermore, informativeness has a major impact on advertising trust, as mentioned by Ahmadi et al. (2022), Ryder et al. (2021) and Wei et al. (2020). Additionally, it has been shown by (Ahmadi et al., 2022; Jung & Jeong, 2020; Susanti et al., 2017) that consumers accept and value informational commercials. Additionally, (Spieske & Birkel, 2020) found a favorable correlation between customers' views toward SMS advertisements and their assessments of the content's reliability and informativeness. Moreover, prior research has shown that information-focused commercials are typically more beneficial (Ahmadi et al., 2022; Balaji & Murthy, 2019). According to (Ghosh, 2020), finding informative content on social media involves looking for adverts. According to (MUHAMAD & SHAHROM, 2020), informational content is significant in the context of this study since it offers current and relevant information. When marketing initiatives are based on current occurrences, this is known as real-time marketing (Holliman & Rowley, 2014). Accordingly; it is hypothesized that

**H<sub>01</sub>:** *There is no statistically significant impact at  $\alpha \leq 0.05$  of Informative Content on Cognitive Engagement.*

### 3.2 Entertaining Content:

Muhamad and Shahrom (2020) defined it as content that gives viewers joy, excitement, and delight while also bringing them emotional pleasure. Furthermore, Wei et al. (2020) described it as the level to which consumers find social media material enjoyable and amusing. Moreover, Lai et al. (2020) clarified that when a customer is actively involved in an activity, their entertainment mirrors their inner thoughts. Huang and Rust (2021) noted that humorous content, imaginative photography, and interesting statistics are all examples of entertaining content. For this study, engaging consumer-generated content with a keen sense of humor and high entertainment value will be considered enjoyable content. The framework theory of motivating a customer's behavior toward a brand has been applied to the analysis of entertaining material (Xie-Carson et al., 2021). Entertaining material is crucial since it improves the consumer experience (Lai et al., 2020). Moreover, engaging material enables people to stay up to date with brand-related online content while engaging with the community (Huang & Rust, 2021). According to (Jung & Jeong, 2020), entertaining content increases consumer brand engagement more than non-entertaining information, making it crucial in this study setting because it can influence consumers' perceptions of brands. Additionally, customers are motivated by social media use and need for entertainment (Bond, 2010). Instagram users' emotions are said to be triggered by entertaining content, and this leads to users actively thinking about the brand and considering it in the future (Susanti et al., 2017). Consequently, it is hypothesized that:

**H<sub>02</sub>:** *There is no statistically significant impact at  $\alpha \leq 0.05$  of Entertaining Content on Cognitive.*

### 3.3 User-Generated Content (UGC)

It is described as material shared by users on social networking sites that is exclusively in the form of text (Vasilkova, 2019). Furthermore, it has been defined as everything that website users produce (Bashar et al., 2014). Moreover, user-generated

content is defined as content produced by users that is available via public access transmission media, like the Internet; it exhibits some level of original effort; and it is produced for free, outgoing of normal professional practices and routines. In addition, it is described as impartial user observations and debates about the products and services they use, which are disseminated through various media outlets, primarily digital platforms (Segal, 2021). According to recent research on Instagram content, user-generated content (UGC) is any material produced by users as a means of self-expression through multiple forms of social media interaction, feedback, and opinion sharing on ideas, products, and other topics. Prior research (Bag et al., 2021; Ryder et al., 2021; Segal, 2021) has looked at the significance of user-generated content (UGC) and how it affects engagement and buying intentions. For instance, (Trusov et al., 2009) discovered that user-generated content (UGC) has the power to sway consumer decision-making and that user recommendations outperform media events and advertising. (Bashar et al., 2014) divide the effects of UGC into three categories: dispersion effects, valence effects, and volume effects. The impact that the sheer volume of postings has on readers is referred to as volume effects. Positive comments have a greater chance of having a valence influence on purchases, whilst negative opinions tend to dissuade readers from making a purchase. Nonetheless, UGC and E-wom are connected (Harmanen, 2019). By encouraging consumers to consider a personal objective, user-generated content raises purchase intentions and shows that engagement is not limited to customer participation (Davis et al., 1989). While some research has looked at how social media content affects engagement behavior, more study is needed to determine how user-posted social media content affects engagement (Adjei et al., 2016; Ghosh, 2020). Consequently, a theory is proposed.

**H<sub>03</sub>** *There is no statistically significant impact at  $\alpha \leq 0.05$  of User-Generated Content (UGC) on Cognitive Engagement.*

### 3.4 Sociability

The sociability traits shape an individual's level of cognitive engagement during different tasks or activities. Sociability describes an individual's disposition toward social interaction, communication, and group participation. More sociable individuals often prefer to interact with others, such as enjoying conversations, making the first move to speak, or entering a room with many social contacts (Schmahmann, 1996). Cognitive engagement, on the other hand, refers to how much mental effort an individual invests in tasks, demonstrated through attention, critical thinking, and problem-solving. The hypothesis suggests that the two are positively correlated, meaning that more sociable individuals have higher levels of cognitive engagement (Boltz, 2001). There are several possible mechanisms behind this relationship:

First, sociable individuals tend to be skilled in social interactions, possessing strong interpersonal skills and ease of group navigation. They may be more likely to seek interaction with others, which inherently requires cognitive skills such as understanding social clues, interpreting verbal and nonverbal communication, and then adjusting one's responses (O'Donnell et al., 2002). All these require cognitive engagement in the sense that an individual is processing information and making choices in social situations (Harmony, 2013). Furthermore, sociable individuals may find an enjoyable mental challenge in social interactions, motivating them to invest cognitive resources in processing information, generating responses, and remaining engaged in conversation or group tasks. Also, social interactions are often instances of problem-solving and decision-making, whether the issues arise from group dynamics, conflicts, or attaining shared group goals. Sociable individuals may mentally engage more effectively in these situations as they contribute actively to group tasks, analyze how to find a pleasant solution to a conflict or plan how to strategize a collaborative effort. Sociable individuals may also be reinforced to maintain cognitive engagement in social interactions due to the social rewards often given: one's more intelligent, creative, or funny contributions are often appreciated by others, thus reinforcing these approaches to a task. Positive feedback and validation such as this may lead to a building of cognitive engagement and may be somewhat forwarded to the individual's next task. In sum, this hypothesis suggests that sociability shapes cognitive engagement through multiple processes, demonstrating the complex ways in which social behavior and cognitive processes are intertwined to produce the individual's experiences and interactions with their circumstance (Bruinsma, 2004).

**H<sub>04</sub>** *There is no statistically significant impact at  $\alpha \leq 0.05$  of Sociability on Cognitive Engagement.*

### 3.5 Augmented Reality (AR)

The overlay of virtual three-dimensional (3D) items onto one's vision of the physical environment is known as augmented reality (Mohsen, 2023). Additionally, digital (computer-generated) things that seem to dwell in the same area as the real world are added to it by the AR system. The AR system was demonstrated to have the following features: it runs dynamically and in real-time, integrates virtual and real things in real life, and allows real and virtual entities to interact with one another. Furthermore, according to (L. W. Wong et al., 2020), AR interfaces allow users to view the real environment alongside visual representations associated with actual things and locations. Moreover, the aim of AR technology and AR advertising to provide a joyful experience has also been the subject of numerous studies (Foster & Zatorre, 2010). These studies contended that this feature satisfies consumers' desire for hedonic pleasure, aesthetic enjoyment, and escapism and aligns with their internal motivation, which indicates that doing something is pleasurable in and of itself. Viewers who are exposed to YouTube AR campaigns will seek out entertainment value from the video due to their hedonic pleasure. Additionally, other studies (Papadopoulos et al., 2017) that looked at how customers directly interact with AR technology in a marketing setting also looked at the structure of online retail websites that incorporate the technology. Past studies have explored the significance of AR in entertainment. (Xie-Carson et al., 2021) concurred that AR enhances consumer amusement and enjoyment, which positively impacts the brand in terms of the customer's attitude toward the brand. Additionally, when exposed to the brand,

consumers often acquire favorable sentiments, which then result in positive engaging behavior. Consequently, a theory is proposed.

**H<sub>05</sub>:** *There is no statistically significant impact at  $\alpha \leq 0.05$  of Augmented Reality (AR) on Cognitive Engagement.*

### 3.6 Trustworthiness

Perceived trustworthiness points to a personal subjective assessment of the credibility, reliability, and integrity of another person or entity, and encompasses dimensions such as integrity, competence, consistency, and benevolence, influencing their willingness to rely on, and engage with, the trusted party. Meanwhile, cognitive engagement reflects the extent of mental involvement, attention, and active processing of information that occurs while undertaking tasks or participating in activities (Bruinsma, 2004). The hypothesis, “Perceived trustworthiness on cognitive engagement”, postulates that individuals' perceptions of trustworthiness in a given situation or from particular people may impact their cognitive engagement in activities related to that context, implying that when individuals perceive someone or something as trustworthy, they are more likely to demonstrate a higher degree of cognitive engagement.

When trust is available to help with social interactions and decision-making, people ease into situations like these. They feel more confident and secure, which increases their cognitive involvement level (Boltz, 2004). It is also possible that a decreased sense of danger will give them the ability to afford additional time to think about what lay ahead, as well as decide with less apprehension or wariness considered for each strategic move (Calhoun et al., 2000). They often come up smiling: Not only trustworthy figures conceivable are associated with emotions that make the heart glad-- hope and comfort. Concerning cognitive functions such as concentration, memory, and problem-solving too better moods are important indeed (Harmony, 2013). This leads us eventually to another reason why people might be more prone to engage cognitively while in a state of trust with others. Another thing: Efficient exchange of information and communication. Many individuals are more careful in processing information they trust, consult its truth and validity in light of other pieces of knowledge at hand and participate actively in discussion than when they have been taught to be skeptical-caption This is particularly significant to professional or educational settings, where trust in instructors, colleagues or informational resources may well be the biggest single factor determining how effective people are at their tasks (Wang & Chiew, 2010).

In sum, the hypothesis suggests that perceived trustworthiness can enhance cognitive engagement by reducing uncertainty, prompting positive emotions, and enabling effective communication and collaboration, and an awareness of how these linkages work may be important for several domains, including interpersonal relationships, consumer behavior, organizational dynamics, and educational practice, illustrating how trust can foster both cognitive engagement and positive outcomes.

**H<sub>06</sub>:** *There is no statistically significant impact at  $\alpha \leq 0.05$  of Trustworthiness on Cognitive Engagement.*

### 3.7 Cognitive Engagement and Affection

Cognitive Engagement is described as the degree of mental involvement, attention, and active processing of information during tasks or activities, which includes processes such as problem-solving, critical thinking, decision-making, and information retention, to name a few. Affection, on the other hand, involves feelings of warmth, fondness, liking, or emotional attachment towards individuals, objects, or experiences.

The hypothesis “Cognitive engagement on affection”, proposes that individuals' level of cognitive engagement in a task or activity may influence their experience of affection towards the task, the people, or the matter involved. This relationship can be understood as follows: Cognitive engagement leads to increased affection through the process of cognitive appraisal: When individuals are actively engaged in a task or activity, they allocate cognitive resources to interpret, evaluate, and make sense of the experience (Boltz, 2001). If the task is appraised as enjoyable, meaningful, or rewarding, individuals may develop positive feelings of affection toward the task. For example, students who are cognitively engaged in a challenging learning activity may feel a sense of accomplishment and satisfaction, leading to heightened affection for the subject matter or the learning environment (Wong et al., 2020). Cognitive engagement enhances interpersonal affection during social interactions: When individuals are mentally present and attentive in conversations or collaborative activities, they exhibit respect, empathy, and interest in others' views (Boltz, 2004). This active engagement fosters positive interpersonal dynamics, shared understanding, and emotional connection, which may converge to develop affectionate ties among the participants (Wang & Chiew, 2010). For example, coworkers who are engaged in meaningful conversations and collaborative problem-solving may find a sense of camaraderie and interpersonal affection for one another, strengthening professional relationships in their workplace (Xie-Carson et al., 2021). Cognitive engagement deepens affection via cognitive elaboration and emotional processing: When individuals process information deeply and reflect on their experiences, they may encounter insights, emotions, and personal connections, fostering the deepening of their affection for the task or the people involved. For instance, individuals who engage in reflective practices such as journaling or self-assessment may gain a deeper appreciation of their growth journey, leading to fostering self-affection and self-compassion. Combined, this hypothesis suggests that cognitive engagement may operate to shape individuals' perceptions, experiences, and affective responses in various contexts, with implications for promoting positive attitudes, motivation, and well-being in educational, professional, and interpersonal contexts. This highlights the relevance of fostering cognitive engagement as a conduit to affectionate experiences and relationships (Calhoun et al., 2000).

**H<sub>07</sub>:** *There is no statistically significant impact at  $\alpha \leq 0.05$  of Cognitive Engagement on Affection.*

### 3.8 Cognitive Engagement and Behavior

As a definition, cognitive engagement describes how much attention and information processing somebody gives to an activity or job. That calls for memory management, thinking critically, and solving problems / making decisions, among other skills (Foster & Zatorre, 2010). By contrast, actions and behavior are the outward manifestation, responses, and detectable indicators representing the thoughts, feelings, and intentions of the persons concerned. Source from: It could be said that the theory of "Cognitive engagement on behavior" believes that the level of cognitive engagement that an individual sustains relative to a specific venture may have consequences for his subsequent actions (Wong et al., 2020). This interrelationship can be indicated Thus: In the first place, cognitive engagement may have an impact on both motivation and purposeful action. Active participation in a task requires cognitive resources to appreciate its significance, set goals for itself within that context, and act out its implications. By this process of their cognitive processing, their will to tackle the task and what they intend to do are affected. For instance, students who are involved in educational tasks may exhibit a high degree of motivation, perseverance, and effort to complete assignments or prepare for exams (Calhoun et al., 2000). Cognitive engagement can affect problem-solving and decision-making behavior. Those who are in a state of mental presence and attentiveness have an increased capacity for information analysis, option evaluation, or making well-informed decisions. Cognitive engagement will improve people's ability to appraise the advantages and disadvantages associated with different courses of action, project impact upon outcomes, and choose the most appropriate one for them. For example, when engaged in complex problem-solving enterprises that place burdens on one's senses, skilled professionals may display unconventional problem-solving strategies and adaptive decision behavior (Xie-Carson et al., 2021). Also, behavioral outcomes can be influenced by cognitive engagement through processes of cognitive restructuring and skill acquisition. By taking an active part in learning activities and developing initial information, people obtain fresh knowledge, and certain mental strategies, all of which serve to affect later that person's behavior. Cognitive engagement nurtures self-knowledge metaskilling and flexibility in thinking, enabling people to change their actions as the context changes and to obtain the goals they are aiming for (Boltz, 2004). As one example: those who take part in self-directed learning as students or engage in cognitive behavioral therapy at the clinician's office may acquire new adaptive behaviors or useful coping strategies that they can use to meet obstacles head-on and boost their existence as a whole. Lastly, the theory suggests that the behavior of individuals is substantially shaped by their processes of motivation, decision-making, and skill acquisition. Understanding this relationship may have implications for positive behavior modification, increased educational attainment, and personal development. It emphasizes the importance of nurturing cognitive involvement as a means to cultivate adaptive behavior (Boltz, 2001).

**H<sub>08</sub>:** *There is no statistically significant impact at  $\alpha \leq 0.05$  of Cognitive Engagement on Affection Behavior.*

Based on the body of research already done on how Instagram's capabilities and content affect user engagement in Jordan. The theoretical model presented in this session intends to offer a thorough overview of the content variables associated with Instagram, including sociability, augmented reality, user-generated content, informative content, entertainment content, and trustworthiness, as well as their effects on cognitive engagement, which in turn leads to the Behavior and Affection dimensions of Consumer Engagement.



**Fig. 1.** Initial Model of Variables Affecting the Customer Engagement.

The model is built on (Kujur & Singh, 2018) research, which examines how customers' participation on social media platforms is influenced by elements linked to content and perception. Additionally, (Worlanyo, 2016) conducted another study to analyze client involvement on social media platforms. The created model will be used to investigate how Instagram's content-related elements affect the three aspects of customer engagement (cognitive, behavioral, and affectionate).

## 4. Research Methodology

### 4.1 Study Approach

Quantitative research investigates specific issues about the link between two events and/or elements, where the second event and/or element is a result of the first (Patel, 2009). Researchers must collect data through carefully designed and organized

questionnaires and surveys to provide numerical data, which can be easily statistically verified to provide reliable results, which can be generalized to the population. Furthermore, the study should be reduced such that emphasis is emphasized on a certain study question. In this case, social theory comes into play, allowing for a thorough examination of research material and the development of hypotheses. Researchers seek to explain or depict existing conditions, create links between variables, and explain causality among variable relationships.

Researchers utilize this strategy to identify one or more constructs that will be appropriate for their study work, allowing them to carry on their investigation using the knowledge gathered about those factors. The study employs a questionnaire via survey, all questions are constructed utilizing what is required from participants to answer certain topics. The researchers' purpose is to gather traits, count them, and create statistical models to explain what they have found (Patel, 2009).

The quantitative research approach was selected after considering other methods due to its advantages, which allow the researcher to examine the hypotheses developed prior to data collection. Furthermore, it is the most successful method of performing research when researching or working with a large population. It also allows the researcher to properly generalize research findings. Furthermore, it is a quick way of data collection, which saves time. Specifically, this study approach produces the precise and accurate numerical data needed in the situation and makes it more dependable (Al-Khasawneh et al., 2022).

Survey research is the study of populations by selecting representatives from the population to check for relative events and relationships, which can be called a descriptive and/or normative approach. It is an approach used to evaluate a scientific method of questionnaire development and selecting samples for descriptive study, which aims to depict the population's reality and allows for the measurement of its population characteristics by employing statistical analysis (Patel, 2009).

The best approach for conducting a survey is to choose after considering several elements, such as the questions' difficulty, available resources, and the project plan (Patel, 2009). The online survey approach was used for this study because it is practical and convenient, allowing many people to respond; participants were free to answer any question (Al-Haddad et al., 2022). In addition, it is an efficient approach that produces data that represent the community to help in the generation of accurate generalizable outcomes and reduces the period between data collection and data processing (Deutskens et al., 2006).

#### *4.2 Survey Instrument*

The present survey was done in a method that ensured accuracy and clarity. Closed-ended survey questions were implemented to examine the variables, which consisted of 36 items in total, two of which focused on demographic characteristics like age and gender. The other 34 questions were assessed employing a five-point Likert scale ranging from "1" for strongly disagree to "5" for highly agreeing.

#### *4.3 Population and Sample of the Research*

The current study aims to investigate the effect of content marketing and related factors on customer engagement in Instagram. As a result, the quantitative method has been chosen for the reasons stated above. An online survey was built based on existing literature and delivered to the population via various social media channels (Al-Haddad et al., 2023). As a result, the population included Instagram users in Jordan, including both men and women of all ages. (Agha et al., 2021) described sampling as picking a group or assembly from a big population. Sampling procedures vary depending on the purpose of the study. Hence, this study employed a random sample strategy. Random sampling was widely employed in rough database processing on big databases due to its potential to reduce resource use response times at the expense of a minor estimation mistake (Hair et al., 2014).

#### *4.4 Data Collection Procedures*

This study uses a cross-sectional design, cross-sectional design, which collects data at a single moment in time. A cross-sectional approach is adaptable, affordable, and rapid to implement. This design was implemented utilizing an online survey created with Google Forms. Originally, 292 surveys were gathered; all responses were valid for further analysis. The poll asked respondents to identify their gender and age.

### **5. Data Analysis**

#### *5.1 Data Analysis*

The tool AMOS 22 (Analysis of a Moment Structure) was utilized to efficiently examine the data. AMOS, a user-friendly program from the SPSS module, employs CFA and SEM to effectively evaluate collected data (Shmueli et al., 2019). This tool enabled the researchers to accurately measure their findings.

#### *5.2 Sample Characteristics (Demographic)*

After reviewing the demographic data presented in Table 1, it is obvious that females are (160) (54.8%) and males are (32) (45.2%), indicating that females outnumber males, also the bulk of the study sample age was between the 21 and 25, with a proportion of 53.1%, the highest among all ages that completed this survey. The demographic characters of samples are shown in Table 1.

**Table 1**  
Sample Characteristics

	Dimension	Frequency	Percentage
Gender	Female	160	54.8%
	Male	132	45.2%
	<b>Total</b>	<b>192</b>	<b>100%</b>
Age	16-20	66	22.6%
	21-25	155	53.1%
	26-30	37	12.7%
	31-35	34	11.6%
	<b>Total</b>	<b>292</b>	<b>100%</b>

### 5.3 Validation of Model

*Exploratory of Factorial Analysis (EFA)*: It is a statistical study "that accounts for common variance among a set of items by their linear relationships to latent dimensions" (Patel, 2009). EFA factor loadings  $> 0.60$  and cross-loadings  $< 0.30$  is accepted. Using these criteria, no items (questions) were removed, and all (34) assessments of the nine Factors Loaded heavily on their constructions (0.822 to 0.976), which is over the required level of 0.60. (See Table No. 2). The Kaiser-Meyer-Olkin (KMO) value for data coherence was 0.969,  $P < 0.05 = 0.000$ , more than the suggested threshold of 0.60 (Stephanie Glen et al., 2016). (Tabachnick & Fidell, 2019) Bartlett test for sphericity ( $\chi^2 = 17686.696$ ,  $P < 0.05 = 0.000$ ). So, data provide evidence of good factorability for all measurements. As a result, the questions validity for Path Analysis may be evaluated (Items Component Matrix) in Table 2. However, it is important to validate all variables before statistical analysis (Reliability, Discriminant Validity, and Convergent Analysis).

**Table 2**  
Items Rotated Component Matrix

Construct	Component								
	1	2	3	4	5	6	7	8	9
AF1									0.968
AF2									0.974
AF3									0.976
AF4									0.970
AR1					0.822				
AR2					0.917				
AR3					0.953				
AR4					0.894				
AR5					0.897				
B1								0.970	
B2								0.971	
CON1	0.954								
CON2	0.952								
CON3	0.956								
EC1				0.960					
EC2				0.941					
EC3				0.967					
EC4				0.946					
IC1		0.945							
IC2		0.915							
IC3		0.947							
IC4		0.931							
T1							0.944		
T2							0.963		
T3							0.956		
SO1			0.899						
SO2			0.919						
SO3			0.924						
SO4			0.933						
SO5			0.916						
UGC1					0.959				
UGC2					0.964				
UGC3					0.971				
UGC4					0.956				

Kaiser-Meyer-Olkin = 0.969; Sig = 0.000; Bartlett = 17686.696; Sig = 0.000

### Validation of Model Convergent and Discriminant Validity

Prior to doing structural analysis, the suggested study model should be validated by many indicators to explore the model's suitability:



**Table 3**  
Fit model

Indicator	RMSEA	$\chi^2/df$	AGFI	CFI	GFI	NFI
<b>Value Recommended</b>	<b>&lt; 0.05</b>	<b>&lt; 5</b>	<b>&gt; 0.8</b>	<b>&gt; 0.9</b>	<b>&gt; 0.8</b>	<b>&gt; 0.9</b>
<b>References</b>	(Lowry & Gaskin, 2014)	(Ringle et al., 2015)	(Hong et al., 2004)	(Hubona, 2009)	(Wong et al., 2016)	(Chin, 1998)
<b>Value of Model</b>	0.01	3.471	0.924	0.971	0.889	0.934
<b>Results</b>	<i>appropriate</i>	<i>appropriate</i>	<i>appropriate</i>	<i>appropriate</i>	<i>appropriate</i>	<i>appropriate</i>

The findings in Table 3 and Table 4 reveal that all figures are accepted according to the relevant references and research, allowing us to conclude that the model employed in this study is right (fit) and suitable, however discriminant validity must be validated. Discriminant validity is the degree to which elements that must not be connected are truly unrelated (Hair Jr et al., 2021). Discriminant validity may be evaluated by comparing the coefficient relationships of the concept with the square roots of AVE, which must be greater than that of other constructs (Fornell & Larcker, 1981). This allows us to use the research model's results and properly distribute them to the study population. Table 5 reveals that the construct's coefficients correlate below the square roots of (AVE). This implies that question loadings to its latent construct are larger than for other constructs. Thus, the study model has a good validity discriminant, allowing us to use the study model's results and properly distribute them to the study population. Also, showing that discriminant validity is not a problem.

**Table 4**  
Discriminant Validity

	CON	IC	SO	EC	UGC	AR	PT	B	AF
CON	<b>0.954</b>								
IC	0.884	<b>0.935</b>							
SO	0.892	0.892	<b>0.938</b>						
EC	0.855	0.880	0.899	<b>0.954</b>					
UGC	0.889	0.882	0.921	0.949	<b>0.962</b>				
AR	0.903	0.839	0.847	0.752	0.808	<b>0.907</b>			
T	0.909	0.889	0.905	0.872	0.905	0.878	<b>0.954</b>		
Beh	0.870	0.853	0.863	0.903	0.904	0.813	0.896	<b>0.970</b>	
Aff	0.917	0.891	0.887	0.885	0.909	0.870	0.923	0.915	<b>0.972</b>

#### 5.4 Reliability Analysis

According to Green et al. (2011), it is a psychometric property of a specific sample's responses to a measure administered under specific conditions. Cronbach alpha has been used to demonstrate a scale's high level of internal consistency (Alkunsol et al., 2019; Sekaran & Bougie, 2016). According to Sekaran and Bougie (2016), composite reliability is a less biased measure of dependability than Cronbach's Alpha. (Hair et al., 2014) advocate a threshold of 0.70 for Cronbach alpha ( $\alpha$ ) and 0.80 for composite reliability (CR). Each of the nine scales in the current investigation has a Cronbach alpha ( $\alpha$ ) above (0.70), or 0.938 to 0.980, and composite reliability (CR) above (0.80) (0.954 to 0.986). Conversely, the degree of alignment between a theoretical notion (a latent construct) and its particular measuring tool (a collection of items that assess the latent construct) is known as convergent validity (EVA) (Hair Jr et al., 2021). The average variance retrieved, or the average variance shared by a variable and its items, can be used to demonstrate this kind of validity. According to Table (3), the average variance of the nine variables was higher than the suggested threshold of 0.60. More precisely, the nine variables' average variance between 0.805 and 0.944 showed that there is a relationship between the items on each scale. The tool is valid, allowing us to perform statistical analysis, based on the outcomes of these tests. Descriptive analysis for the responses to all variable questions is also displayed in Table 3. Table 3 demonstrates that the overall average of responses for informative content is (3.539), which is closer to agree; similarly, the overall average of responses for sociability is (3.577), which is closer to agree; additionally, the overall average of responses for entertaining content is (3.717), which is closer to agree; and finally, the overall average of responses for user-generated content is (3.649), which is closer to agree. Additionally, the aggregate average of responses regarding augmented reality is (3.231), which is closer to neutral; additionally, the aggregate average of responses regarding perceived trustworthiness is (3.513), which is closer to agree; additionally, the aggregate average of responses regarding cognitive abilities is (3.447), which is closer to neutral; additionally, the aggregate average of responses regarding behavior is (3.591), which is closer to agree; and lastly, the aggregate average of responses regarding affection is (3.456), which is closer to neutral.

**Table 5**  
Convergent Validity, Cronbach Alpha, and Composite Reliability

Variables	$\alpha$	CR	AVE	Mean Scores	Std. Deviation
Informative Content (IC)	0.952	0.965	0.874	3.539	1.254
Sociability (SO)	0.953	0.964	0.843	3.577	1.221
Entertaining Content (EC)	0.967	0.976	0.910	3.717	1.257
User User-generated content (UGC)	0.973	0.980	0.926	3.649	1.244
Augmented Reality (AR)	0.939	0.954	0.805	3.231	1.293
Trustworthiness (T)	0.951	0.968	0.911	3.513	1.255
Cognitive (CON)	0.951	0.968	0.910	3.447	1.228
Behavior (Beh)	0.938	0.970	0.941	3.591	1.268
Affection (Aff)	0.980	0.986	0.944	3.465	1.253

### 5.5 Testing hypotheses

Path Analysis was employed to investigate the suggested model. This test is regarded as a structural equation modeling technique that uses covariance to examine complex causal models (Hair et al., 2014). Four separate values should be given when assessing a model using Path Analysis: P-value; path coefficients ( $\beta$ ); and effect size ( $f^2$ ) (Ringle et al., 2015). Independent variable ( $R^2$ ) explains the variance in a dependent variable Table (number 6) provides information on the test cut-off points. Considering this, the following is how the hypotheses were analyzed:

$H_{01}$  stands for “Informative content has a positive impact on cognitive engagement”. It is agreed that this hypothesis ( $\beta = 0.203$ ;  $P < 0.05$ ; = 0.000).  $f^2$  value of 0.117 effect is regarded as minor. In other words, more informative information increases cognitive engagement.

$H_{02}$ : The study demonstrates that “entertaining content has a positive impact on cognitive engagement”. This effect is seen as having a  $f^2$  value of (0.088), which is a minor effect. The hypothesis is supported ( $\beta = 0.152$ ;  $P < 0.05$ ; = 0.000). This indicates that a higher level of entertaining content raises cognitive engagement.

$H_{03}$ : “User-generated has a positive impact on cognitive engagement”. The effect is regarded as moderate ( $f^2$  value: 0.181) and the hypothesis is admitted ( $\beta = 0.310$ ;  $P < 0.05$ ; = 0.000). In other words, higher user-generated content increases cognitive engagement.

$H_{04}$ : The outcome that “Sociability has a positive impact on cognitive engagement”. The effect is regarded as a modest effect with a  $f^2$  value of (0.051), indicating that the hypothesis ( $\beta = 0.086$ ;  $P < 0.05$ ; = 0.006) is accepted. Thus, a higher degree of sociability is associated with a higher degree of cognitive involvement.

$H_{05}$ : “Augmented reality has a positive impact on cognitive engagement”. The effect is regarded as significant ( $f^2$  value = 0.386) and the hypothesis is admitted ( $\beta = 0.687$ ;  $P < 0.05$ ; = 0.000). This implies that a rise in augmented reality corresponds to a rise in cognitive involvement.

$H_{06}$ : “Trustworthiness has a positive impact on cognitive engagement”. Acceptance of the hypothesis ( $\beta = 0.265$ ;  $P < 0.05$ ; = 0.000) indicates that this effect is minor, with a  $f^2$  value of 0.154. Thus, a higher perceived degree of trustworthiness causes a higher degree of cognitive involvement.

The six independent variables—Informative content, user-generated content, entraining content, sociability, augmented reality, and trustworthiness—accounted for a substantial portion of the variance in cognitive engagement ( $R^2=0.710$ ). This score indicates reliability during the interpretation and prediction processes.

$H_7$ : “Cognitive engagement has a positive impact on affection”. This hypothesis is supported ( $\beta = 0.804$ ;  $P < 0.05$ ; = 0.000). The influence is regarded as significant ( $f^2$  value = 0.935). Thus, higher degrees of cognitive involvement are associated with higher degrees of affection.

There was a significant variance in affection that could be accounted for by cognitive involvement ( $R^2=0.646$ ). This score indicates reliability during the interpretation and prediction processes.

$H_8$ : “Cognitive engagement has a positive impact on behavior”. The hypothesis ( $\beta = 0.721$ ;  $P < 0.05$ ; = 0.000) is admitted. This impact is seen as having a significant  $f^2$  value of 0.898. It follows those higher levels of cognitive involvement result in higher levels of behavior.

Cognitive involvement accounted for a substantial portion of the behavioral variance ( $R^2=0.521$ ). This score indicates reliability during the interpretation and prediction processes.

**Table 6**  
The Results of Testing Hypotheses

Hypotheses	Path Coefficients ( $\beta$ )	Z-value	$f^2$	P-value	$R^2$	Decision	
$IC \rightsquigarrow CON$	0.203	6.420	0.117 Small	$P < 0.05$ = 0.000	<b>0.710</b>	Accepted	
$EC \rightsquigarrow CON$	0.152	4.819	0.088 Small	$P < 0.05$ = 0.000		Accepted	
$UGC \rightsquigarrow CON$	0.310	9.816	0.181 Moderate	$P < 0.05$ = 0.000		Accepted	
$SO \rightsquigarrow CON$	0.086	2.736	0.051 Small	$P < 0.05$ = 0.006		Accepted	
$AR \rightsquigarrow CON$	0.687	21.751	0.386 Substantial	$P < 0.05$ = 0.000		Accepted	
$T \rightsquigarrow CON$	0.265	8.407	0.154 Small	$P < 0.05$ = 0.000		Accepted	
$CON \rightsquigarrow Aff$	0.804	23.033	0.935 Substantial	$P < 0.05$ = 0.000		<b>0.646</b>	Accepted
$CON \rightsquigarrow Beh$	0.721	17.774	0.898 Substantial	$P < 0.05$ = 0.000		<b>0.521</b>	Accepted

$R^2$ : 0.51= Strong; 0.33= Moderate; 0.20= Weak. Effect size ( $f^2$ ): 0.02 = Small effect; 0.15 = Moderate effect; 0.35 = Substantial effect

## 6. Discussion

This study aimed to test the effect of content marketing and related factors on consumer engagement via the Instagram platform. Six factors have a beneficial influence on cognitive processing. Augmented reality has the greatest influence, followed by user-generated content. This leads to perceived dependability and, ultimately, informative material. Then comes the fascinating material. Finally, sociability has the lowest influence. According to the current research data analysis, informative information has a good impact on cognitive processing, hence H1 has been approved. Furthermore, this output matches several prior studies in which informative content has been shown to influence customer engagement. As stated by (Suh & Yi, 2006) product information is effective and significant to consumers who are interested in a specific product, increasing customer engagement. At the same time, (Ryder et al., 2021) stated that it is interesting to note that in this context, fewer consumers were sensitive to informative content of any kind (hedonic or informational), and regardless of the medium (text, picture, or video), which could lead to an increase in their level of engagement with the product or service.

In terms of Entertaining Content, it was positively approved as influencing Cognitive Processing, hence H2 was acceptable. Furthermore, past research has indicated that engaging content is an important aspect that impacts the customer engagement process. For example, (Kujur & Singh, 2018) claimed that amusing material is crucial since it improves the customer experience. Furthermore, (Zhai & Shi, 2020) noted that amusing content increases customer brand engagement compared to non-entertaining material. The data analysis for user-generated content H3 was approved, resulting in the following interpretation: UGC has a direct and positive association with cognitive processing. (Xie-Carson et al., 2021) concurred, in line with prior research, that user-generated content (UGC) is an excellent technique for increasing engagement. Afterward, the data analysis regarding Sociability stressed that the strength of the following variable revealed that the association between Sociability and Cognitive Processing is a direct and positive relationship, therefore H4 was approved. According to the findings, the variable sociability had a good influence on customer engagement; consumers share and interact with information that they are interested in, as well as participate in other communities with whom they bond, via a specific social media channel. Furthermore, other research has confirmed the current study's hypothesis acceptance. According to Mohsen (2023), augmented reality gives a pleasurable experience and meets the customer's demand for pleasure. Perceived trustworthiness in H6 revealed a beneficial influence on cognitive engagement. The findings of the data analysis confirmed this link and acceptability. According to various research, trust has a catalytic role in consumer involvement (Carmigniani & Furht, 2011). Furthermore, a trustworthy atmosphere is necessary for customers to connect with and remain loyal to their companies (Carmigniani et al., 2011). According to the data analysis, cognitive engagement occurs in H7 and H8 are thus accepted, resulting in the conclusion that cognitive engagement affects both affection and behavior, as well as, has a strong and positive association with attachment and conduct. According to multiple prior research, if customers are actively thinking about the brand and perceive it positively, they are more inclined to participate (Dunleavy & Dede, 2014) said that consumers' cognitive processing has a direct influence on their possible activities.

## 7. Conclusion

To summarize, this study seeks to analyze the impact of several Instagram content marketing variables on cognitive engagement and how cognitive engagement affects both consumers' affection and behavior in Jordan. The data collected from 292 respondents was then analyzed via AMOS 22. The results show that Instagram content marketing elements (informative material, user-generated content, augmented reality content, entertainment, trustworthiness, and sociability) affect cognitive processes, which in turn affect consumers' affection and behavior. Marketing professionals may profit from this study by having a thorough grasp of the factors and assessing their effect on customer engagement via marketing material on Instagram. Given that the variables investigated in this study were previously studied, there is no comprehensive model that assesses the combination of informative, entertaining, user-generated, augmented reality, sociability, and trustworthiness examined in this study. As a result, this study adds to filling a vacuum in the current literature, particularly because there have been few studies on content marketing. The results show a better understanding of customer's involvement with content marketing on Instagram. The study model was developed to investigate and identify common elements connected to content marketing that drive customer engagement on social media (Harmanen, 2019). Content marketing is a novel concept on social media platforms, and few businesses benefit from it (Wei et al., 2020). The current study was conducted to fill gaps in the reviewed literature, as the effect of content marketing on consumer engagement had not been thoroughly studied.

As a result, the theoretical framework was developed following a thorough examination of the current literature to define and analyze the most relevant content marketing aspects influencing customer engagement across three dimensions: cognition, emotion, and behavior. However, the theoretical framework built for this research falls within the social media environment, but it is focused on investigating the influence of content marketing on Instagram. The model has aided in the discovery of direct and positive relationships between (informative content, entertaining content, user-generated content, sociability, augmented reality, and trustworthiness) and cognitive. While these elements have previously been studied, this is the first study to combine all of them and investigate their effects on consumer engagement. Finally, this paradigm can help researchers in the future.

Practically, after controlling for the other variables indicated above, cognitive engagement has a significant influence on attachment and conduct. Customers' cognitive involvement has a direct impact on their possible product and information search behavior (Baltes, 2015) claimed that when customers pay attention to a brand's content, their emotions grow and

become more psychologically focused. Moreover, the study proposes that marketing specialists should focus on cognitive engagement because it is an important trigger in customers' mindsets to take action; thus, triggering customers in content published on Instagram is a tool for marketing specialists to increase core to action (CTA).

Augmented reality proved to have a significant favorable impact on cognitive engagement. Augmented reality interfaces enable users to view the actual world with visual depictions of genuine things and locations (Ryder et al., 2021). Furthermore, augmented reality has investigated the extent to which AR technology and AR advertising are intended to provide a pleasant experience (Adjei et al., 2016). To summarize, this study advocates making use of what AR has to offer, such as creating an entertaining environment that motivates customers to participate; moreover, marketing professionals could include AR tools in their Instagram content to create conversions and leads.

The hypothesis for content created by users was accepted, indicating that the variable had a modest influence on cognition. This is consistent with prior research that has stressed the value of user-generated content and its influence on engagement and purchasing intentions (Ryder et al., 2021). However, this study concentrates on the utilization of user-generated content in various SNS platforms since it improves the customer experience through content by being a part of the published material on Instagram.

Perceived trustworthiness has a minimal influence on cognitive performance. Trust is a catalyst for client involvement (Wei et al., 2020) also noted that it is necessary to provide a trustworthy environment for customers to connect with and be loyal to their companies. As a result, this study serves as a guideline for marketing specialists who want to increase user interaction while also providing a safe and secure environment for the user. Additionally, providing reliable and relevant content on Instagram is an important, but not sufficient, factor in accomplishing this. Although informative content had a minor effect on cognitive performance, previous research has emphasized the importance of informative content as a significant variable contributing to online engagement (Fisol et al., 2015; Hatamlah et al., 2023; Ryder, 2020). As a result, marketers should prioritize useful content since it provides relevant and up-to-date information on items and their features. Finally, this study advises that content marketing posts on Instagram include several ways to offer information, given the importance of giving information when publishing to individuals who are willing to purchase. Furthermore, engaging material appeared to have a minor influence on cognitive function. (Balaji & Murthy, 2019) mentioned that engaging content is vital since it enhances the consumer experience. Furthermore, amusing material increases consumer brand engagement compared to non-entertaining content (Jung & Jeong, 2020). As a result, this study recommends combining fun with other marketing-related material when publishing on Instagram.

According to this study, sociability had the smallest influence on cognitive involvement. Ryder et al. (2021) defined sociability as the feature of an online community system that permits social contact among network users. Furthermore, social interactions are strongly linked to high levels of learning engagement. Therefore, this research suggests marketing professionals focus more on improving the social environment by offering a nice setting for clients to boost interaction and develop loyalty as well as engagement while posting on Instagram.

## 8. Limitations and Future Research

In all sections of this report, researchers collected information based on the Jordanian population, with all Jordanians being evaluated. However, the information was only collected in Amman, which limits its usefulness. Furthermore, the current study poll included an age restriction of 35 years. As a result, only people above the age of 18 were able to participate in the poll.

This study claims to be the first attempt at examining content marketing, and it provides a considerable amount of knowledge about the links between each of the components and how they affect consumer involvement in the Jordanian community. Furthermore, a large percentage of Jordanians utilize the social media network Instagram. This study examines further information on the Jordanian community and how it responds to Instagram based on relevant characteristics. Nonetheless, additional studies with a bigger sample size on the Jordanian population, covering all areas of Jordan, should be conducted. This research was also especially focused on the Instagram platform. This study might be expanded by doing additional research on other platforms that have implemented content marketing aspects, such as X or TikTok. Finally, because this research contains a considerable amount of information regarding the links between related components of content marketing and how they affect cognitive engagement, future research with more variables may be studied and examined.

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