

The Impact of Social Marketing on Enhancing Customer's Loyalty for Jordanian Insurance Companies

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Abstract: - This research examines the effect of social marketing on improving brand devotion among insurance- company customers in Jordan. Utilizing descriptive and analytical methods, the study surveyed northern province customers in Jerash, Irbid, and Ajloun. Of the 300 questionnaires distributed, 288 were gathered, a 96% response rate. The data underwent various statistical analyses including regression, t-tests, and variance analysis. The results show that social marketing among Jordanian insurance customers significantly and favorably increases the behavioral and attitudinal components of brand loyalty. The newspaper proposes that companies create specialized departments for social initiatives and media campaigns that enlighten the public about pertinent facts to increase the degree of customer awareness and loyalty. This study examines the connection between social media marketing and client loyalty in the Jordanian insurance industry. Additionally, it offers helpful suggestions to businesses looking to improve their social media marketing efforts.

Key-Words: - Social Marketing, Brand Loyalty, Jordanian Insurance Companies, Expenditure Level, Attitudinal Loyalty, Intensity of Repurchase, Quantitative.

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1 Introduction

Regardless of economic challenges, businesses operating in the insurance industry are required to provide evidence that they make a significant contribution to society. The significance of social responsibility and the role that businesses play in society has been brought to light as a result of economic complications. Every one of these facets has been taken into consideration, which has shown the significance of social commitment, [1]. The outcome is an increase in inflation, unemployment, and economic instability all at the same time. When one takes into consideration the challenges that are present, the significance of social obligation becomes more apparent. The social market is becoming an increasingly important focus for insurance companies as they work to find solutions to these issues. To achieve their objectives in terms of social development and marketing their services, they use a wide range of strategies. The loyalty of your insurance company's customers may rise if the

company's aims are in line with societal norms. Both parties may benefit from this relationship. Indeed, the answer is, [2].

For businesses to emerge from recessions, they must employ business strategies that are sustainable, socially responsible, and environmentally friendly. Having this is necessary for the success of a firm. An entrepreneur must possess both of these attributes to be successful. Four. Ethics and the environment are increasingly being integrated into insurance company strategies to lower risk and boost profitability. to accomplish both of the goals. There are many different ways to demonstrate environmental concern, including assisting other people, lowering carbon emissions, and aggressively marketing environmentally friendly goods and services.

The economy, customer requirements, and competition are some of the rising variable factors. Indeed, the answer is, [3]. Customers have a great deal of anticipation and anticipation. In light of the expansion of digital technologies and social media,

businesses need to modify their marketing ratio to maintain their competitive edge. By doing this, they will be able to maintain their market share. They need prosperity to compete. The ratios of communication have changed due to technology. The whole responsibility for this must be placed on the advancement of technology. Social networking is a strategy that insurance companies use to learn about their customers and to retain them as customers. The future of the insurance industry is bright, notwithstanding the obstacles that are now being faced. Through the use of social media, insurance businesses have a chance to boost consumer loyalty, [4]. The business views difficulties as a chance to grow and differentiate itself from competitors in the industry, [2]. Despite the present economic storm, the insurance industry may likely be able to weather it and contribute to the building of an economy that is more resilient and financially sustainable, [5]. The employment of market and social marketing strategies will allow for the successful completion of both of these objectives.

Because of the significant increase in social, economic, and environmental difficulties that have happened over the course of the last few years, companies have been driven to connect with their workers and customers. This is because these issues have occurred, [6]. This is the outcome of unanticipated problems. Corporate objectives have reexamined the development of enterprises' competitiveness in the global market and the expansion of ecologically and socially conscious customer groups, [3]. To meet the demands of the modern business environment, businesses utilize social media platforms to market their goods and services and stay in touch with their customers. In their work, [7], [8] contend that social marketing is neither a theory nor a notion. According to them, it is neither. Despite this, a wide range of other ideas, including those from the disciplines of anthropology, psychology, and communication, have an impact on it. This has the intention of altering behavior.

The economic downturn has directly led insurance companies to reevaluate their strategies and take on more social responsibility. specifically, the insurance industry. If insurance companies match their objectives with the larger objectives of society and apply environmentally responsible practices, they may be able to boost brand loyalty and contribute to the creation of a more sustainable future.

2 Literature Review

There is an increasing need for a study that examines the nuances of customer loyalty in this specific context, given the recent significant developments that have occurred in Jordan's fast-developing insurance industry, [9]. The insurance industry in Jordan is growing quickly, which is why. This research aims to examine the impact of social marketing methods used by insurance businesses in Jordan on the degree of customer loyalty that these organizations have, keeping in mind the dynamic character of the insurance industry. The inquiry aims to analyze many aspects of market marketing and also promote social service values by examining the various ways in which market marketing is used in social services, [10].

The goal of this research is to get insight into the intricate relationship that exists between brand attitude, spending power, frequency of purchases, and brand loyalty. Through the application of this study, this will be achieved. This study will analyze the body of current literature to compile important data, pinpoint areas for more investigation, and provide the groundwork for further research on the connection between social marketing initiatives and client loyalty in Jordanian insurance companies. The investigation will specifically concentrate on insurance businesses in Jordan.

2.1 Social Marketing

The relationship between Social Marketing and Enhancing Customer Loyalty is the focus of the present study's first section. Social marketing is a planned strategy for changing behavior that benefits both people and society as a whole. It comprises using marketing ideas and strategies to persuade individuals to make informed choices, adopt healthier routines, and enhance community well-being via positive social change. Addressing societal concerns and achieving particular behavioral objectives for the greater benefit are the goals, [11].

Many studies focused on this relationship and studied the effect of social marketing and enhancing loyalty, [2], [11], [12]. One of the studies was conducted by [13], on Some Companies of the Iraqi Ministry of Industry and Minerals The objective of this study was to identify the impact of marketing ethics on enhancing the mental image of business organizations through a field study on some companies affiliated with the Iraqi Ministry of Industry and Minerals.

The researcher employed a descriptive-analytical methodology, and the study's key findings included

the overall positive and ethical impact of marketing ethics on the mental image. The most influential elements of marketing ethics in enhancing the mental image, ranked from most to least influential, were honesty and integrity, justice, citizenship, and responsibility. Moreover, [14], conducted a study focused on the impacts of social marketing applications on customer behavior and customer Loyalty. The researcher found that results indicated that social marketing initiatives have a significant impact on client loyalty as well as consumer behavior.

Customers' preferences regarding businesses and corporations are being positively impacted by the use of social marketing, and brand awareness, the rate at which a brand comes to mind, which fosters consumer loyalty, is rising, [15]. The findings of the research point to the necessity for businesses to use marketing initiatives successfully and efficiently for a set amount of time, together with a trained crew and a sufficient budget, for them to fulfill their obligations to the community. Instead of viewing social marketing as an unnecessary expense, businesses can embrace it as a long-term strategic investment tool, [16]. Therefore, it can be hypothesized the following:

H1: There is a significant effect of social marketing with its dimensions (social services, social ideas) in enhancing brand loyalty with its dimensions (expenditure level, attitudinal loyalty, intensity of repurchase) among clients of insurance companies in Jordan.

2.2 Expenditure Level

The second segment of the current study is about the relationship between social marketing (social services, social ideas) and expenditure level. The term "expenditure level" generally refers to the amount of money spent on goods, services, or specific categories over a given period. It can apply to individual consumers, households, businesses, or even entire economies. Understanding the notion is essential to comprehending both consumer behavior and economic activities, [17].

The impact of CSR associations, brand awareness, satisfaction, and brand attitude as drivers of brand loyalty is examined in [18]. An outline of the conceptual framework for brand loyalty is provided within the parameters of this study. The framework is a reflective construct of the second order and consists of four elements: spending level, recommendation intention, buy intention, and attitude loyalty. It has been established that social media marketing plays a significant part in the process of creating market loyalty, as well as the

fact that customers spend more money on these items.

As a consequence, it is clear that social market strategies have the potential to significantly influence consumer behavior, perhaps leading to an increase in the amount of money spent on goods and services. There are two ways that firms may raise their consumers' spending: by using social media marketing to foster brand loyalty and to encourage larger purchases. Because of this relationship, businesses that want to enhance their market strategies and raise their chances of financial success must have a thorough grasp of it, [17].

Thus, we propose the following hypothesis:

H2: There is a significant effect of social marketing with its dimensions (social services, social ideas) in enhancing the expenditure level for insurance client companies in Jordan.

2.3 Attitudinal Loyalty

Understanding how social marketing affects different customers' behavior and loyalty is becoming more and more important, especially in light of the current economic difficulties the nation is experiencing. The aforementioned problems underscore the significance of firms focusing their efforts on augmenting client loyalty and expenditure. This may be facilitated by using efficacious social marketing strategies. The importance of businesses in the insurance sector working together with their customers to overcome these challenges has also been brought to light by the current economic problems that have occurred. For businesses to be able to modify their operations to meet the requirements of the modern business world and to achieve a competitive advantage in the international market, this partnership has become very necessary, [19].

The third segment of the current study is about the relationship between social marketing and Attitudinal loyalty. Several marketing studies have reported that social marketing and Corporate social responsibility can positively affect consumer attitudes towards the firm and its offerings and social marketing has a significant impact on consumer attitudes which enhances loyalty for clients among these studies is the study of [20], [21], [22], [23], [24], [25]. Therefore, the research has hypothesized the following:

H3: There is a significant effect of social marketing with its dimensions (social services, social ideas) in enhancing the Attitudinal loyalty among clients of insurance companies in Jordan.

2.4 Intensity of Repurchase

The fourth segment of the current study is about the relationship between social marketing (social services, social ideas) and the intensity of repurchase. Many studies focused on this relationship and studied the effect of social marketing (social services, social ideas) and the intensity of repurchasing. Furthermore, [26], conducted a study to explain to identify the impact of company image, trust, and prices on customer satisfaction and the intensity of repurchasing in the largest retail businesses in, Indonesia. The study concluded that there is a positive relationship between trust and product price toward customer satisfaction and the intensity of repurchase. However, the company's image has a negative relationship with the intensity of repurchase, [6]. One could hypothesize the following:

H4 There is a significant impact of significance level on social marketing and its dimensions (social services, social ideas) in enhancing the intensity of repurchase among insurance company clients in Jordan.

2.5 Overview of the Conceptual Framework

The study's conceptual framework highlights the importance of attitude loyalty, which is a customer's strong attachment to a brand and extremely positive thoughts. People are highly resistant to moving to competitors and publicly support the brand because of this deep emotional connection. It is recommended that companies distinguish their brands through distinctive features so that customers can fairly compare them to other brands.

Furthermore, the framework emphasizes how important it is to cultivate attitudinal loyalty through fair communication and ethical behavior. It claims that establishing credibility and trust, ethical behavior, and open communication will improve customer loyalty. The framework also emphasizes how corporate social responsibility (CSR) and social marketing influence customer attitudes. Research indicates that such endeavors have the potential to favorably impact customers' opinions of a business and its offerings, ultimately cultivating a sense of loyalty toward the brand.

The framework offers a theoretical foundation for comprehending the intricate relationship between customer attitudes, behaviors, and loyalty by outlining five fundamental ideas. It emphasizes the significance of ethical behavior, efficient communication, and strategic initiatives like social marketing and CSR in establishing and preserving great customer relationships in the insurance industry.

According to [27], attitude loyalty highlights a customer's overwhelmingly positive attitude about a supplier or brand. Customers' strong emotional attachment to a brand is fueled by this attitudinal strength, [28], which in turn encourages them to publicly support the brand with strong opinions, [27]. Customers clearly understand the distinctions between the brands that are available and demonstrate the strongest level of resistance to situational barriers, [29]. It recommends that businesses define their brands based on distinctive qualities so that consumers may fairly compare them to competitors. Fair communication also encourages coproduction among clients, which boosts their attitude of loyalty, [30]. Furthermore, a firm's ethical performance fosters significant attitudinal loyalty, [31].

According to several marketing studies, social marketing and corporate social responsibility (CSR) can have a positive impact on consumers' attitudes toward a company and its products. One study that found that social marketing significantly affects consumer attitudes is, [20], [21], [22], [23], [24], [25].

In Figure 1, you will find the concept framework model for this study.

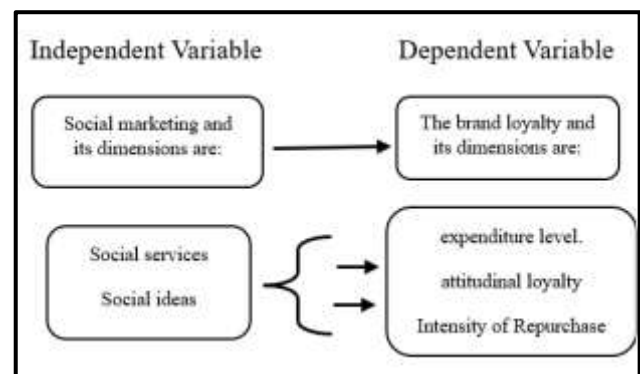


Fig. 1: Concept Framework Model

3 Research Methods

This study relied on the descriptive and analytical methodology to describe and explain the reality of study variables, represented by the independent variable, which is social marketing, and the dependent variable, which is the mental image.

Study Population: The study population consists of insurance company clients in the northern provinces (Irbid, Ajloun, Jerash). Their number is (650) clients according to the companies' data for the year 2023.

The study sample consisted of insurance company clients in the northern provinces (Irbid, Ajloun, Jerash), selected through purposive random

sampling, with a total of (300) individuals from the study population. (288) questionnaires were retrieved, and all were valid for analysis, with a percentage of (96%), during the year 2023.

4 Instrument Development

To achieve the study objectives and obtain results, the study instrument was designed in the form of a questionnaire based on theoretical literature and previous studies.

Presentation of Results and Hypothesis Testing
 Presentation and analysis of study data: Arithmetic means for the independent variable of social marketing with its dimensions. To answer the main question of the study: Does social marketing (social services, social ideas) have an impact on the mental image and its dimensions (expenditure level, attitudinal loyalty, Intensity of Repurchase) among insurance company clients in Jordan? The arithmetic means and standard deviations were calculated to illustrate the impact of social marketing, as shown in Table 1.

Table 1. Arithmetic means and standard deviations for each dimension of the study tool.

Rank	Field of Study	Arithmetic Mean	Standard Deviation	Degree
1	Social Marketing	3.682	1.067	High
	Dimensions of Social Marketing	3.682	1.067	High

5 Results

Table 1 shows that the arithmetic means of the impact of social marketing on enhancing brand loyalty among customers of insurance companies in Jordan, from their perspective, was (3.682) with a standard deviation of (1.067). The arithmetic means and standard deviations were calculated for the estimates of the study sample on social media marketing items as follows:

5.1 First Domain: Social Marketing

To illustrate the degree of assessment of this domain, arithmetic means, standard deviations, and the grade for the items after strategic planning were used (Table 2).

Table 2 shows that the arithmetic means for the first domain, Social Media Marketing as a whole, is (3.682) with a standard deviation of (1.067), indicating a high degree. The arithmetic means for the items in the first domain, Social Marketing, ranging from (3.891 to 3.601). Paragraph number

(1), which states "Companies seek to build relationships with their customers to help them acquire behavioral skills that make them more self-reliant," ranked first with an average of (3.891) and a high degree, with a standard deviation of (1.1803). On the other hand, paragraph number (7), which states "Companies consider customer satisfaction primarily before any other considerations," ranked last with an average of (3.601), indicating a moderate degree, and a standard deviation of (1.0478).

Table 2. arithmetic means, standard deviations, and the grade for the items

Rank	NO	Paragraphs	Arithmetic Mean	Standard deviation	Degree
1	1	1	3.891	1.1803	High
2	22	2	3.787	1.1375	High
3	10	3	3.736	1.1384	High
4	5	4	3.729	1.0672	High
5	4	5	3.722	1.0083	High
6	13	6	3.712	1.0544	High
7	21	7	3.705	1.0222	High
8	9	8	3.698	.9960	High
9	2	9	3.694	1.0445	High
10	3	10	3.674	1.0178	High
11	11	11	3.670	1.0320	High
11	17	12	3.670	1.0943	High
12	18	13	3.653	1.1343	Medium
13	12	14	3.649	1.0217	Medium
14	15	15	3.642	1.0496	Medium
15	8	16	3.635	1.0371	Medium
15	19	17	3.635	1.0168	Medium
15	20	18	3.635	1.0236	Medium
16	14	19	3.632	1.1215	Medium
17	6	20	3.618	1.1506	Medium
18	16	21	3.615	1.0791	Medium
19	7	22	3.601	1.0478	Medium
Total Score			3.682	1.067	High

Based on these values, the researcher attributes this result to the insurance companies' commitment to adopting a comprehensive systematic approach. This approach involves authenticating, identifying, attracting, and then satisfying customers, meeting their needs and desires according to their capabilities, and establishing long-term relationships. This implies retaining them. The arithmetic means of the dependent variable enhance brand loyalty with its dimensions.

The means and standard deviations were extracted for each dimension of the dependent variable, and then the paragraphs for each dimension were as follows: expenditure level, attitudinal loyalty, and intensity of repurchase.

Table 3 indicates that the arithmetic mean of the dimensions of brand loyalty as a whole is 3.732, with a standard deviation of 1.0714 and a (high) degree of variation. The arithmetic means ranged between 3.778 and 3.678, with (expenditure level)

ranking first and having the highest arithmetic mean of 3.778 and a standard deviation of 1.0517, with a (high) degree of variation. Following in the second position is the (attitudinal loyalty) with an arithmetic mean of 3.741, a standard deviation of 1.0785, and a (high) degree of variation. In the third and last position is the (intensity of repurchase) with an arithmetic mean of 3.678, a standard deviation of 1.0714, and a (high) degree of variation.

The arithmetic means and standard deviations for the estimates of the study sample individuals on paragraphs of each dimension were calculated separately as follows.

Table 3. Arithmetic means and standard deviations for dimensions of the mental image.

Rank	NO	Dimensions	Arithmetic Mean	Standard deviation	Degree
3	3	expenditure level	3.778	1.0571	High
2	2	attitudinal loyalty	3.741	1.0785	High
1	1	intensity of repurchase	3.678	1.0785	High
All Dimensions				1.07139	3.732

5.2 First Dimension: Expenditure Level

To answer the first sub-question: Does social marketing, with its dimensions (social services, social ideas), have an impact on enhancing the expenditure level among insurance company clients in Jordan? Arithmetic means, standard deviations, and degrees for paragraphs of the first dimension, the cognitive dimension, were used, and Table 4 illustrates this.

Table 4. Arithmetic means, standard deviations, ranks, and grades for paragraphs of the first dimension: expenditure level, arranged in descending order

Rank	NO	Paragraphs	Arithmetic Mean	Standard deviation	Degree
1	3	1	3.812	1.1352	High
2	4	2	3.736	1.0358	High
3	1	3	3.677	1.0706	High
4	6	4	3.653	1.0646	Medium
5	5	5	3.636	1.0555	Medium
6	2	6	3.552	1.1094	Medium
Aggregated Paragraphs of the expenditure level			3.678	1.0785	High

Table 4 shows that the average expenditure level dimension as a whole is (3.678) with a standard deviation of (1.785), indicating a high level. The calculated averages for the cognitive dimension ranged from (3.812 to 3.552). Paragraph (3) ranked highest, with an average of (3.812), a high degree, and a standard deviation of (1.135). On the other

hand, paragraph (2) ranked lowest, with an average of (3.552), a medium degree, and a standard deviation of (1.109).

5.3 The Second Dimension is Attitudinal Loyalty

To answer the second sub-question: Does social marketing, in its dimensions (social services, social ideas), have an impact on enhancing the attitudinal loyalty of insurance company clients in Jordan? Averages, standard deviations, and degrees were used for the paragraphs of the second dimension: the emotional dimension, as shown in Table 5.

Table 5. Arithmetic means, standard deviations, ranks, and grades for paragraphs of the second dimension: attitudinal loyalty, arranged in descending order

Rank	NO	Paragraphs	Arithmetic Mean	Standard deviation	Degree
1	2	1	3.851	1.1696	High
2	1	2	3.767	1.0713	High
3	6	3	3.757	1.0707	High
5	10	4	3.747	1.0266	High
4	9	5	3.743	1.0376	High
5	3	6	3.735	1.0274	High
6	8	7	3.719	1.2014	High
7	5	8	3.708	1.0147	High
8	4	9	3.691	1.0747	High
8	7	10	3.691	1.0908	High
Aggregated Paragraphs of the Attitudinal Loyalty			3.678	1.0785	High

Table 5 shows that the average for the attitudinal loyalty dimension as a whole is (3.741) with a standard deviation of (1.078), indicating a high degree. The calculated averages for the attitudinal loyalty dimension paragraphs ranged from (3.851 to 3.69). Paragraph (2) ranked first, with an average of (3.851), indicating a high degree, and a standard deviation of (1.169). On the other hand, paragraph (7) ranked last, with an average of (3.691), indicating a high degree, and a standard deviation of (1.098).

The third dimension: the intensity of repurchase.

to answer the third sub-question: Does social marketing, with its dimensions (social services, social ideas), have an impact on enhancing the intensity of repurchase among customers of insurance companies in Jordan? Averages, standard deviations, and degrees were used for the paragraphs of the third dimension: intensity of repurchase and Table 6 illustrates that.

Table 6 shows that the mean of the expenditure level as a whole is (3.97) with a standard deviation of (0.987) and a (high) degree. The mean scores for the expenditure level ranged from (3.97 to 3.67). Paragraph number (9), ranked first with an average

of (3.97) and a (high) degree, with a standard deviation of (0.987). On the other hand, paragraph number (8) ranked last, with an average of (3.674) a (high) degree, and a standard deviation of (1.149).

Table 6. Contains the arithmetic means, standard deviations, ranks, and grades for the third-dimension paragraphs: intensity of repurchase, arranged in descending order

Rank	NO	Paragraphs	Arithmetic Mean	Standard deviation	Degree
1	9	1	3.9767	.98774	High
2	6	2	3.8837	1.07370	High
3	1	3	3.778	1.0423	High
4	3	4	3.750	1.0526	High
5	7	5	3.7442	1.02569	High
6	2	6	3.733	1.0923	High
7	4	7	3.733	1.0265	High
8	5	8	3.732	1.0649	High
9	8	9	3.6744	1.14893	High
Aggregated Paragraphs on the intensity of repurchase			3.7783	1.05718	High

The researcher tested H1. To test this hypothesis and subsequent hypotheses, the researcher needed to conduct a preliminary test to determine the suitability of the data collected through the questionnaire for the tests related to examining the validity of the hypotheses in this thesis. For this purpose, the researcher used the inflation variance coefficient, the permissible variance test coefficient, and the distortion coefficient. Table 7 illustrates this:

Table 7. Results of H1 testing

Sequence	Independent Variables	Inflation Variance	Variability Test	Coefficient of Skewness
1	Social Marketing (Social Services, Social Ideas)	3.129	0.323	- 0.2740

Table 8. Results of Simple Regression Analysis

Variable	T Value	R- Value	R ² Value	F Value	P- value	Pearson χ^2
Attitudinal loyalty	71.469	0.849	0.722	12.763	.000	495.412 (0.000)
Expenditure level	69.123	0.853	0.728	11.997	.000	212.077 (0.000)
Intensity of repurchase	30.607	0.900	0.809	10.138	.000	360.719 (0.000)

The data in Table 7 clearly shows no apparent linear overlap between the dimensions of the independent variable. Evidence for this is evident from the variance inflation factor (VIF) test data for all dimensions. The results of the VIF test ranged between (3.129), and these values are below the standard range represented by the number (10). The critical value for this test is (2), and the allowable variance test value was (0.323). This indicates that the study data follows a normal distribution if it deviates by more than (5%). To confirm these

results, a skewness test was conducted, and its result was less than (1). Furthermore, these data indicate a significant dissimilarity between the paragraphs and dimensions of the dependent variable.

The researcher suggests that the above preliminary test results represent a basis for testing social marketing with its dimensions (social services, social ideas). Now, hypothesis testing is available. Therefore, the first main hypothesis was tested to verify the absence of an impact of social marketing (social services, social ideas) on enhancing brand loyalty among insurance company clients in Jordan.

H2 was tested based on simple regression analysis. The researcher tested this hypothesis by conducting a simple regression analysis as follows.

Table 8 indicates that social marketing has a significant impact on enhancing the expenditure level among insurance company clients in Jordan. The value of (T) is 69.123, representing the impact value of enhancing the expenditure level of brand loyalty. The value of (R) is 0.853, representing the total correlation coefficient, and the value of (R²) is 0.728, representing the percentage of influence and explanation of the cognitive dimension. The value of (F) is 11.997 with a statistical significance of (0.000). For H3, the researcher tested this hypothesis by conducting a simple regression analysis as follows.

It is evident from Table 8 that attitudinal loyalty is significantly influenced by social marketing. The value of (T) is 71.469, representing the impact of attitudinal loyalty from social marketing. The value of (R) is 0.849, representing the total correlation coefficient. The value of (R²) is 0.722, indicating the percentage of impact and explanation of the attitudinal loyalty from social marketing. The value of (F) is 12.763 with statistical significance (0.000).

The results of Table 8 indicate that the intensity of repurchase is significantly affected by social marketing from the perspective of insurance company customers in Jordan. The value of (T) was (30.607), representing the impact of the intensity of the repurchase dimension of social marketing. The value of (R) was (0.900), representing the total correlation coefficient, and the value of (R²) was (0.809), representing the percentage of influence and explanation of the intensity of repurchase dimension by social marketing. Additionally, the value of (F) was (10.138) with a statistical significance (0.000).

6 Conclusion

In conclusion, social marketing has a significant and positive influence on the level of brand loyalty among Jordanians. The behavioral and attitudinal components of brand loyalty have been demonstrated to have a significant relationship with social marketing efforts. This concludes the study. In statistical analysis, regression and variance tests are used in order to determine the nature of this relationship. According to the data, Jordanian insurance companies are required to take part in social media initiatives and campaigns with the objective of boosting client loyalty and awareness. These results provide Jordanian insurance businesses significant fresh views and ideas for improving their social media marketing strategies and increasing the loyalty of their customers.

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