




“From followers to advocates: Does social media marketing boost brand advocacy in Jordanian insurance companies?”

AUTHORS	Muneer Alwashdeh  Lu'ay Al-Mu'ani  Ibrahim Harazneh Omar (Mohammad Ali) Alqudah
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Muneer Alrwashdeh, Assistant Professor of Digital Marketing, Faculty of Business, Department of Digital Marketing, Philadelphia University, Jordan. (Corresponding author)

Lu'ay Al-Mu'ani, Associate Professor of E-Marketing and Digital Communication, Al-Ahliyya Amman University, Jordan.

Ibrahim Harazneh, Lecturer, Faculty of Tourism and Hotel Management, Business Department, Faculty of Hotel Management, Jordan University, Aqaba branch, Jordan.

Omar (Mohammad Ali) Alqudah, Associate Professor of Digital Marketing, Faculty of Business, Department of Digital Marketing, Irbid National University, Jordan.



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Muneer Alrwashdeh (Jordan), Lu'ay Al-Mu'ani (Jordan), Ibrahim Harazneh (Jordan), Omar (Mohammad Ali) Alqudah (Jordan)

FROM FOLLOWERS TO ADVOCATES: DOES SOCIAL MEDIA MARKETING BOOST BRAND ADVOCACY IN JORDANIAN INSURANCE COMPANIES?

Abstract

The global trend towards digital transformation and the adoption of social media marketing as a primary channel for communicating with customers is increasing loyalty in the insurance sector. This study aims to examine the impact of social media marketing on brand reputation, loyalty, and advocacy in the Jordanian insurance sector. The study adopts a quantitative approach and uses a cross-sectional survey design to collect data from a targeted segment of insurance customers in Amman, Jordan. A structured opinion poll was conducted in Jordan between May 1, 2025 and August 15, 2025, targeting participants who follow insurance companies on social media platforms. Convenience sampling was used to ensure consistency across the target groups, with 391 valid responses distributed. The study results demonstrated the significant impact of social media platforms on building brand reputation ($\beta = 0.445$, $p < 0.0000$). The analysis confirmed the effective role of brand reputation in enhancing loyalty ($\beta = 0.380$, $p < 0.000$). Durham's brand reputation also enhances brand advocacy among the general public ($\beta = 0.339$, $p < 0.0000$), highlighting the importance of brand loyalty in building a loyal audience ($\beta = 0.373$, $p < 0.0000$). The study results confirm the effectiveness of social media marketing strategies in building brand reputation, which enhances loyalty and advocacy, providing critical insights for Jordanian insurance companies.

Keywords

brand reputation, brand loyalty, brand advocacy, social media marketing, insurance companies

JEL Classification

M31, M37, G22, D91

INTRODUCTION

In today's rapidly changing and competitive business environment, insurance companies are a cornerstone of the global economy. The services sector, and insurance in particular, is a vital pillar, and building strong customer relationships is a top priority for these companies. Insurance companies are increasingly focusing on digital communication channels because of their effectiveness in maintaining continuous customer engagement and because they are key tools for building these relationships. However, many insurance companies still face challenges in using appropriate marketing strategies to build customer relationships. Social media marketing is considered one of the most effective tools for building customer relationships, enhancing loyalty, and contributing to the implementation of tailored strategies (Jeswani, 2023).

In Jordan, social media marketing contributes to disseminating information and encouraging customer engagement, including the exchange of opinions and recommendations about insurance services

(Alrwashdeh et al., 2025). This, in turn, helps build brand reputation and enhance customer loyalty. Jordanian insurance companies are increasingly focusing on digital communication tools, particularly social media marketing, to achieve their desired goals. Current studies highlight its impact on brand reputation and customer loyalty (Kumar & Hsieh, 2024). Content creation and customer relationship management (CRM) have become effective tools that contribute to increasing reach to target audiences, improving customer engagement, and achieving marketing objectives for insurance companies. Similarly, social media personalization enables more precise marketing targeting specific demographics and geographic locations (Odoom, 2025).

1. LITERATURE REVIEW

Social media marketing (SMM) has become a critical strategic tool for organizations in the highly competitive and information-intensive services sectors. It refers to the use of social networking sites to communicate with customers, market services, build relationships, and co-create value by developing interactive digital relationships (Wong, 2023). Within the realm of insurance companies, the services that they provide are intangible, complex, and forward-looking, which is why SMM is a unique chance to reduce uncertainty, increase transparency, and strengthen customer trust (Barfi et al., 2019; Alrwashdeh, 2025).

The insurance industry has traditionally relied on agents and one-on-one communication due to the complexity of insurance products and the need to offer personalized explanations. However, digital transformation has significantly changed this model. According to empirical data, insurers are also using social media channels more frequently to inform consumers, clear up policy terms, deliver information about claims, and answer questions posed by consumers (Bilgin, 2018). This shift drives wider changes in consumer behavior, as policyholders now expect promptness, digital access, and constant interaction with insurance companies.

According to international studies, successful social media marketing in the insurance business focuses on informational content, responsiveness, and credibility instead of directly promotional messages (Bhati & Verma, 2020; Alsoud et al., 2024). In contrast to fast-moving consumer goods, the insurance brands have to focus on trust-building communication because of the long-lasting character of contractual relationships. In turn, the presence of insurers in the social media sphere has

a direct influence on the formation of customer perception and, subsequently, on brand reputation (Alrwashdeh et al., 2025).

Although this importance is increasing, there is limited empirical literature investigating social media marketing solely in the context of insurance companies. Much of the literature that remains is more general, often involving a mix of banking and insurance, thus losing sector-specific attributes. This gap demonstrates the necessity of insurance-specific studies, especially in emerging markets where digital insurance usage is still in its infancy (Mazurek, 2019; Bashir et al., 2025).

Brand reputation is one of the main constructs in the insurance marketing literature because the perceived risk of insurance products is high. It is generally described as the cumulative rating of a firm's credibility, reliability, and the ability to fulfil its obligations in the long run (Ahmadi & Ataei, 2024). In the context of insurance markets, brand reputation operates as a risk-reduction tool, determining the consumer's readiness to buy products and long-term contractual relationships.

Empirical studies always show that reputation is more salient in insurance than in many other services because consumers often judge insurers based on their reliability and claims-handling behavior instead of direct service performance (Li & Tang, 2023; Sohaib & Han, 2023). Strong brand reputation implies financial stability, ethical behavior, and service quality.

With the advent of social media, the dynamics of how the reputation of insurance brands is built and managed have changed significantly. Online platforms facilitate the spread of experiences through consumer communication, allow consumers to complain and be expressive, and this in-

creases reputational impacts. Empirical studies by Barfi et al. (2019) show that corporate social media use positively affects brand reputation by increasing perceived openness and orientation to customers (Rust et al., 2021).

However, insurance companies are also vulnerable to reputational risks because of social media. Public trust can be quickly destroyed through negative electronic word-of-mouth, slow response, or lack of coherence in communication. Reputational harm can have long-term consequences, particularly in regulated industries, such as insurance, where customer loss and increased regulatory oversight can be seen as consequences (Khanfar et al., 2024).

The current literature supports the need to implement active social media communication strategies by insurers that focus on the principles of transparency, ethical communication, and participation of stakeholders to preserve the integrity of the brand (Aqib Shafiq et al., 2023).

Brand reputation has been explored in different service industries and so far, there is consistent evidence of a positive relationship between social media marketing and the connection between social media marketing and brand reputation. In insurance industry, social media marketing positively affects the brand reputation through revealing information, making services more accessible and in cases where there is direct contact with the policyholders (Rachbini, 2023).

According to insurance-specific research, customers consider the informational value, responsiveness, and perceived sincerity of insurers when assessing the quality of the social media presence (Rachbini, 2023). By employing social media to elucidate coverage information, offer risk-prevention tips, and respond to customer inquiries, insurance companies are viewed as more authoritative and customer-focused. This image is a direct contributor to reputational strength (Nguyen et al., 2023).

However, some research has produced conflicting reports that social media marketing does not inevitably improve reputation as long as it is coordinated with customers' expectations and regulato-

ry demands (Barfi et al., 2019). The overly aggressive promotional material or vague policy-related information in the insurance market could negatively affect the credibility instead of enhancing it. These contradictions underscore the relevance of context, industry practices, and governance systems in defining the SMM-reputation relationship (Mathur et al., 2023).

Brand loyalty in the insurance field is very different from brand loyalty in low-involvement consumer goods. It involves not just a repetitive buying behavior, but a sustained commitment, a lack of switchover, and an emotional attachment to the insurer (Wilk et al., 2021). Considering the contractual and long-term characteristics of insurance contracts, loyalty is a central factor of profitability and customer lifetime value (Manyanga et al., 2024).

The existing literature substantiates the fact that brand reputation is a leading antecedent of brand loyalty in insurance markets (Ali et al., 2025; Arani & Shafizadeh, 2019). An insurer with a good reputation is perceived as more reliable, thus reducing the perceived risk to customers and improving their confidence in the ability to be serviced in the future. This image forms loyalty even in competitive markets where price differentials are insignificant.

The loyalty is indirectly strengthened by social media marketing, which enhances brand reputation through its long-term interaction and maintains the relationship. Ercis et al. (2020) argue that brand communities, formed through social media, help insurers to establish a relational relationship with customers, thus increasing attitudinal loyalty. Still, some research shows that reputation might not be a guarantee of loyalty when the quality of services or claims experiences is lower than expected, implying the effect of mediating and moderating variables.

Brand advocacy is defined as the highest level of customer participation and goes beyond loyalty to include the active support and defense of the brand (Awad & Abdel Fatah, 2015). Brand advocacy becomes especially salient in the context of insurance markets, since consumers heavily depend on peer recommendations to choose insur-

ers, due to the inherent complexity of the product, and the information asymmetry associated with it. Empirical studies suggest that customers who are loyal to their insurance companies portray a greater disposition to favorable electronic word-of-mouth (eWOM) and advocacy behaviors, especially when they feel a strong brand image and relational worth (Bhati & Verma, 2020). Social media sites enhance advocacy impacts by giving customers the ability to share their experiences with many people, thereby influencing the views of potential policyholders.

Social media sites enhance advocacy impacts by giving customers the ability to share their experiences with many people, thereby influencing the views of potential policyholders. However, the shift of loyalty to advocacy is not automatic. Research indicates that advocacy requires emotional attachment, satisfaction, and trust, which are irrevocably connected to brand reputation.

In insurance contexts, negative claims experiences or felt unfair treatment can rapidly turn the advocacy to adverse eWOM, highlighting the fragility of relationships with customers. The latest academic literature is more inclined to support a more integrated approach, in which social media marketing affects brand reputation, which subsequently enhances brand loyalty and brand advocacy (Wen et al., 2025). The chain of influence is quite applicable in the specific context of the insurance markets, the reputation and trust are considered to be the building blocks. Although this theoretical harmonization exists, there is a dearth of empirical studies that focus on the entire chain of relationships in the insurance industry (Javed et al., 2023). Most of the current literature has investigated complete relationships, such as the social media marketing-reputation or reputation-loyalty relationships, but not the advocacy results. Such fragmentation makes it impossible to clearly understand how social media marketing can contribute to the success of relational relationships in insurance companies in the long term. Insurance marketing is put under strict regulation measures to safeguard the consumers and ensure transparency. In most jurisdictions, regulators provide regulations on the nature of advertising content, disclosure obligations, and the guidelines of ethical communication (Mathur, 2019). Following this,

social media marketing programs are to be harmonized with the digital communication laws, as well as insurance-related legal provisions. The social media marketing regulatory frameworks are not well established or enforced in the emerging insurance markets, including the example of Iraq (Ahmadi & Ataei, 2024). This regulation is not certain, and this aspect gives challenges to the insurers as they seek to strike a balance between engagement and compliance. There has been little focus on the impact of regulatory environments on the effectiveness of social media marketing and subsequent effects on brand reputation in the insurance markets (Aljarah et al., 2024; Lee et al., 2023).

The literature review indicates the rising relevance of social media marketing in determining brand reputation, brand loyalty, and brand advocacy in the insurance industry. Nevertheless, there are a number of important gaps. To start with, empirical studies that focus on insurance are sparse, especially when compared to banking and retailing. Second, the bulk of research is focused on developed economies, and new and post-conflict markets have not been explored in detail. Third, conflicting results on the strength of relationships indicate that the relationships may be affected by situational variables, including digital maturity, cultural values, and political systems (Wong, 2023).

In particular, existing empirical research that investigates the impact of social media marketing on brand reputation and, consequently, brand loyalty and brand advocacy among insurance in Jordan. This void needs to be filled to contribute to the development of the theoretical base and offer practical suggestions to insurers aiming to utilize digital platforms in a difficult market orientation.

Accordingly, this study aims to examine the impact of social media marketing on brand reputation to motivate brand loyalty and brand advocacy in building long-term and sustainable relationships with customers in a service sector such as the Jordanian insurance sector. Based on this, the following hypotheses are proposed:

H1: Social media marketing platforms significantly contribute to enhancing the brand reputation of Jordanian insurance companies.

- H2: *Brand reputation significantly contributes to enhancing the brand loyalty of Jordanian insurance companies.*
- H3: *Brand reputation significantly contributes to enhancing the brand advocacy of Jordanian insurance companies.*
- H4: *Brand loyalty significantly contributes to enhancing the brand advocacy of Jordanian insurance companies.*

2. METHODOLOGY

Data were gathered using a cross-sectional survey design among the target population of the insurance-service customers living in Amman, Jordan. A convenience non-probability approach to sampling was applied. This method was found appropriate to the exploratory aspect of the research, where the priority was placed on testing theoretical linkages rather than the generalizability of the population (Hair et al., 2019). The survey was carried out on an online questionnaire between 1 May 2025 and 15 August 2025, which resulted in a final sample of 391 valid answers. The instrument was validated before its distribution by undergoing an extensive process that included a back-to-back translation, a panel

of experts review and a quantitative pilot study. The questionnaire was divided into two sections, whereby the former section contained the demographic data, whereas the latter section measured the core constructs of the study. Everything was assigned as mandatory, and thus, the problem of missing data in the finished data set was removed. The research ensured anonymity of respondents and ensured that their involvement was voluntary, thus informed consent. The constructs' measurement scales were translated in advance based on the existing literature on social media marketing (Bilgin, 2018), brand (Barfi et al., 2019), brand loyalty (Sharma & Verma, 2020), and brand advocacy (Ahmadi & Ataei, 2024). The analysis of data was done through the Partial Least Squares Structural Equation Modeling (PLS-SEM) method using SmartPLS 4 software. PLS-SEM is considered to be an appropriate approach to exploratory and explanatory studies (Hair et al., 2014).

According to Table 1, the sample size is 391 respondents, and most of them are married (72.1%), male (55.0%), and highly educated, and the majority of them have a Bachelor's Degree (56.0%). The middle-aged is the most dominant age group with 35- to 49-year-olds (39.94), indicating a relatively homogenous sample. With regards to online interaction, the participants communicated with the social media content (38.1 %) and the videos

Table 1. Demographic profile

Variable	Category	Frequency	Percentage
Gender	Male	215	55.0%
	Female	176	45.0%
Age	18-25	59	15.1%
	26-34	117	29.9%
	35-49	156	39.9%
	50-64	59	15.1%
Education	Diploma	94	24.0%
	Bachelor's Degree	219	56.0%
	Postgraduate Degree (Master's, Ph.D.)	78	19.9%
Marital status	Married	282	72.1%
	Single	109	27.9%
Type of content	Consumer-generated contents	47	12.0%
	Social media contents	149	38.1%
	Video	129	33.0%
	Picture/ Photo	51	13.0%
	e-mail contents	15	3.8%
Social media platform	Facebook	180	46.0%
	Instagram	145	37.1%
	x	31	7.9%
	TikTok	35	9.0%

(33.0 %). Facebook (46.0%) and Instagram (37.1%) were the most regularly used; they together make up more than 80 percent of social-media use among this generation.

3. RESULTS

Common method bias (CMB) was assessed to ensure that our results were not due to the questionnaire-filling process. As recommended by Kock (2015), to assess the CMB through the variance inflation factor (VIF), which resulted in values between 1.00 and 1.17, all values were below the 3.3 threshold, which removes concerns about CMB and validates the process for the next step – estimating the measurement model.

Reliability and validity of the measurement model were evaluated. The assessment started with an investigation of the individual item loadings (Table 2). One, Loy5, had a factor loading of 0.699. While this value is very close to the established 0.70 threshold, the item was still retained in the final model. Given that the loading is extremely close to the cutoff and

the item is considered to be substantively important for the construct, its removal was considered to be uncalled for in achieving adequate construct validity. All the remaining item loadings exceeded the recommended value of 0.70, suggesting an adequate amount of variance in each item explained by its own construct variable.

Subsequently, internal consistency and convergent validity of the constructs were investigated. Internal consistency was confirmed because all Cronbach's Alpha values (0.817-0.848) and Composite Reliability (CR) values (0.871-0.892) were above the set threshold of 0.70. Furthermore, the results showed convergent validity as the Average Variance Extracted (AVE) for each construct ranged between 0.576 and 0.623, which exceeded the minimum requirement of 0.50 (Fornell & Larcker, 1981). These results collectively provide evidence of the reliability of the measures used in the current study and of the sufficient convergent validity of these measures.

Next, discriminant validity was tested through the Heterotrait-Monotrait (HTMT) ratio of correlations, as proposed by Henseler et al. (2015). The

Table 2. Measurement model

Factors	Items	Loadings	α	CR (rho_c)	AVE
Brand advocacy	ADV1	0.748	0.826	0.878	0.590
	ADV2	0.775			
	ADV3	0.792			
	ADV4	0.816			
	ADV5	0.704			
Brand loyalty	Loy1	0.815	0.817	0.871	0.576
	Loy2	0.757			
	Loy3	0.74			
	Loy4	0.78			
	Loy5	0.699			
Brand reputation	Rep1	0.783	0.822	0.875	0.584
	Rep2	0.72			
	Rep3	0.78			
	Rep4	0.736			
	Rep5	0.801			
Social media marketing	SM1	0.766	0.848	0.892	0.623
	SM2	0.774			
	SM3	0.749			
	SM4	0.85			
	SM5	0.805			

Table 3. Heterotrait-monotrait ratio (HTMT)

Variables		1	2	3	4
1	Brand advocacy				
2	Brand loyalty	0.60			
3	Brand reputation	0.58	0.45		
4	Social media marketing	0.55	0.46	0.53	

results in Table 3 showed that all HTMT values were below 0.85 to establish discriminant validity.

Thereafter, the structural model was assessed to test the hypothesized relationships. The initial step involved an examination of potential collinearity among the predictor constructs in the structural model. As seen in Table 4, the inner VIF values for all paths were calculated and found to be below the 3.3 threshold, with values ranging from 1.00 to 1.17. This confirms that multicollinearity was not an issue.

The model's explanatory power was then evaluated by examining the coefficient of determination (R^2) for each endogenous construct. Figure 2 demonstrates the structural model; the results

indicated that social media marketing explained 19.8% of the variance in brand reputation ($R^2 = 0.198$). In turn, brand reputation accounted for 14.4% of the variance in brand loyalty ($R^2 = 0.144$). Finally, brand reputation and brand loyalty collectively explained 35.0% of the variance in brand advocacy ($R^2 = 0.350$), demonstrating the model's substantive explanatory capability.

All hypotheses were accepted as there was a significant positive relationship between social media marketing and brand reputation ($H1$: beta = 0.445, $p < 0.001$). This, in turn, had a positive effect on the two-brand loyalty ($H2$: beta = 0.380, $p < 0.001$) and brand advocacy ($H3$: beta = 0.339, $p < 0.001$). Finally, brand loyalty also showed a significant positive impact on brand advocacy ($H4$:

Table 4. Hypotheses testing

Hypotheses	Path	VIF	f ²	β	2.50%	97.50%	STDEV	T value	P value	Result
H1	Social media marketing → Brand reputation	1.00	0.25	0.445	0.350	0.520	0.043	10.439	0.000	Accepted
H2	Brand reputation → Brand loyalty	1.00	0.17	0.380	0.286	0.456	0.043	8.916	0.000	Accepted
H3	Brand reputation → Brand advocacy	1.17	0.15	0.339	0.245	0.423	0.046	7.370	0.000	Accepted
H4	Brand loyalty → Brand advocacy	1.17	0.18	0.373	0.283	0.454	0.043	8.650	0.000	Accepted

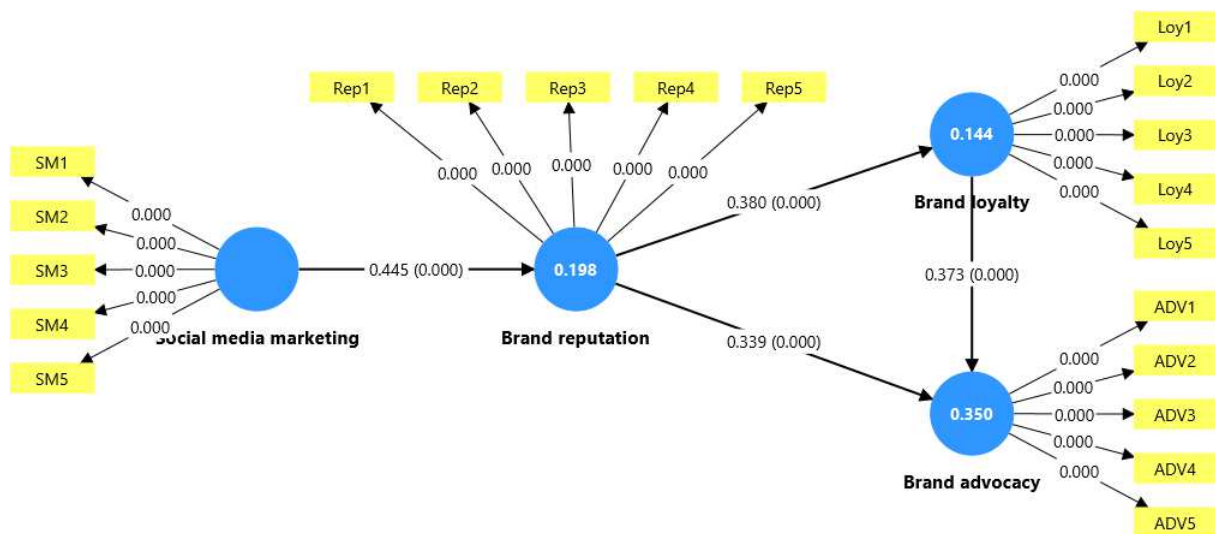


Figure 1. Structural model

beta = 0.373, $p < 0.001$). To supplement hypothesis testing, the effect size (f^2) of each significant path was tested. The impact of social media marketing on the brand reputation was found to be medium to large ($f^2 = 0.25$) according to Cohen's (1988) measurement. The effects of brand reputation on brand loyalty ($f^2 = 0.17$), on brand advocacy ($f^2 = 0.15$), and of brand loyalty on brand advocacy ($f^2 = 0.18$) were all of medium magnitude.

4. DISCUSSION

This study, within the framework of current literature, seeks to explore the contribution of social media marketing strategies to the relationship between brand reputation and consumer behavior by enhancing brand loyalty and advocacy. The results of this study offer strong empirical support to the theoretical framework proposed, examining the effect of social media marketing on brand reputation and its subsequent effect on brand loyalty and brand advocacy in Jordanian insurance firms. The statistical test showed that all the hypotheses proved significant, hence proving that social media marketing has a critical role to play in influencing consumer perceptions and behaviors in the insurance industry. These results demonstrate how digital communication channels are strategic in promoting the brand image and developing long-term customer relations.

H1 – The empirical findings indicate that the positive effect of social media marketing on brand reputation is strong in the Jordanian insurance companies. This finding indicates that successful use of websites like Facebook, Instagram, and LinkedIn can help insurers to communicate unambiguously with clients, share useful information, and act promptly in response to questions and complaints. Such interactive communication establishes trust and raises the degree of evaluation of the firm by the consumer in terms of credibility and reliability. These are consistent with the existing literature, which emphasizes the importance of social media in forming brand impressions and enhancing the organizational reputation (Barfi et al., 2019; Khanfar et al., 2024; Al-Hujri et al., 2025). Positive digital presence is particularly important in such service-oriented businesses like insurance where trust and perception of reliability are the

main factors, rather than the product itself, when it comes to choosing a customer.

H2 – The paper also upholds the notion that the social media marketing has a tremendous effect in promoting brand loyalty. The more a consumer communicates with insurance companies via social media the more they get emotionally attached and loyal to the brand. Constant communication is also made possible by the use of social media by posting informative content, customer care, and personalized communication, ultimately leading to increased customer satisfaction and allegiance. The findings are consistent with those of Aqib Shafiq et al. (2023) and Rachbini (2023), who found that the practices of social media marketing contribute greatly to customer loyalty in terms of brand relational strengthening and customer experience enhancement. This peculiarity of the meaning of the given relationship may particularly apply to Jordanian context when buyers often require some sort of assurance and trustworthy information before they can make a decision to buy insurance-related products.

H3 – The results show that social media marketing is found to have a strong positive impact to brand advocacy. The more consumers perceive an insurer to be active and responsive, and trustworthy on social media, the more they can recommend the brand to their friends or post positive experiences online. Electronic word-of-mouth (eWOM) is conducted through social media, and it is a significant influence in the decision-making process of potential customers. This evidence supports the claims expressed by Aljarah et al. (2024), Ahmad et al. (2023), and Sami et al. (2022), who note that social media use motivates consumers to promote brands willingly among their social circles. Services that are based on services like insurance can have a very strong power of their brands, being recommended better by their already existing customers, which leads to drawing in new clients.

H4 – The analysis shows that brand reputation has a strong impact on brand loyalty and brand advocacy. The high, positive brand recognition makes consumers more confident in the services of a firm and makes them less risk-averse in insurance decision-making. This way, consumers will be even more loyal to the brand and will be

more eager to promote it in their social circles. This finding is similar to the works of Wilk et al. (2021) and Sharma and Verma (2020), which indicate that positive brand reputation is a key factor in strengthening customer loyalty and advocacy behavior. Reputation is particularly vital in the insurance industry, where insurance products involve long-term financial obligations and require a lot of trust between the consumer and the company.

The findings of this study support the growing importance of social media marketing as a strategic communication tool in the insurance business. The findings demonstrate that appropriate social media marketing strategies not only contribute to better brand image but also increase customer loyalty and brand advocacy. These results are coherent with the overall body of literature that underlines the transformational nature of digital marketing in service sectors (Ahadi & Saberian, 2021; Cvitanović, 2021; Pareek et al., 2022). In the Jordanian context, where

the level of adoption of digital technology and use of social media has continued to increase over the past few years, insurers are increasingly called upon to consider social media as part of their marketing efforts to stay competitive and maintain a good relationship with their customers.

In terms of managerial implications, the evidence indicates that the investment in the elaboration of strong social media marketing solutions should take more resources among the Jordanian insurers. Companies must focus more on the production of informative and appealing content, quick response to customer questions, and promotion of customer engagement via online platforms. Open and interactive communication systems can strengthen brand image and consumer confidence in insurance services. Moreover, encouraging customers who have a positive experience to review it on social media can help companies to promote brand advocacy and reach new clients through electronic word-of-mouth.

CONCLUSION

The current study aims to examine the impact of social media marketing on loyalty and brand advocacy in the Jordanian insurance sector. The results of the study therefore support the importance of social media marketing in enhancing customer loyalty and advocacy in service industries, at least in the insurance industry.

The study also highlights the considerable role of brand reputation in the effectiveness of marketing campaigns and outlines its role in developing the complex relationship between consumers and brands in the modern digital landscape. The characteristics of this relationship include long-lasting relationships, sustainability, and customer advocacy, alongside positive consequences related to the achievement of larger marketing goals that benefit companies and build business stability. Therefore, to achieve their marketing goals, like market share growth, profit maximization, purchase intention, and market penetration, brands must engage in social media marketing techniques that not only increase the delivery of desired results, such as loyalty and advocacy, but also utilize perceived resources such as brand reputation. These perceptions give a much better insight into the impact of social media marketing and emphasize the role of reputation as a perceived value in the context of corporate social media marketing activities.

This research supports the good role of reputation, which emphasizes its invaluable role in promoting the element of trust, which eventually builds a favorable reputation that enhances customer confidence in insurance companies and leads to the establishment of a long-lasting relationship. Insurance companies that apply social media marketing concepts achieve a satisfactory marketing outcome. Based on these results, reputation is a critical and dominant factor in social media marketing, increasing trust and fostering connections with customers. The insurance companies must thus pay a great deal of attention to brand reputation since it is a key driver in triggering the social media marketing campaigns and creating a faithful and highly motivated customer base.

AUTHOR CONTRIBUTIONS

Conceptualization: Muneer Alrwashdeh, Ibrahim Harazneh.
 Data curation: Muneer Alrwashdeh, Omar (Mohammad Ali) Alqudah.
 Formal analysis: Lu'ay Al-Mu'ani, Ibrahim Harazneh.
 Investigation: Muneer Alrwashdeh, Omar (Mohammad Ali) Alqudah.
 Methodology: Lu'ay Al-Mu'ani.
 Project administration: Muneer Alrwashdeh.
 Resources: Ibrahim Harazneh, Omar (Mohammad Ali) Alqudah.
 Software: Ibrahim Harazneh, Omar (Mohammad Ali) Alqudah.
 Supervision: Muneer Alrwashdeh, Lu'ay Al-Mu'ani.
 Validation: Lu'ay Al-Mu'ani.
 Visualization: Ibrahim Harazneh.
 Writing – original draft: Ibrahim Harazneh.
 Writing – review & editing: Omar (Mohammad Ali) Alqudah.

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APPENDIX A

Table A1. Questionnaire

Construct	Code	Measurement Item
Social Media Marketing	SMM1	The insurance company provides useful information through its social media platforms
	SMM2	The insurance company regularly updates its social media content
	SMM3	The insurance company interacts effectively with customers through social media
	SMM4	The insurance company responds quickly to customer inquiries on social media
Brand Reputation	BR1	The insurance company has a good reputation among customers
	BR2	The insurance company is trustworthy
	BR3	The insurance company is reliable in delivering its services
	BR4	The insurance company is well respected in the insurance market
Brand Loyalty	BL1	I prefer this insurance company over other insurance companies
	BL2	I intend to continue dealing with this insurance company in the future
	BL3	I consider this insurance company my first choice
	BL4	I would not easily switch to another insurance company
Brand Advocacy	BA1	I recommend this insurance company to others
	BA2	I speak positively about this insurance company to friends and family
	BA3	I encourage others to use the services of this insurance company
	BA4	I share positive experiences about this insurance company on social media