

El impacto de las actividades percibidas de marketing en redes sociales sobre la lealtad a la marca



The impact of perceived social media marketing activities on brand loyalty

Soma Gholamveisy^{1*}, Ali Momen², Maryam Hatami³, Mohammad Sekhavat⁴, Seyedamirmasoud Homayooni⁵

OPEN ACCESS

EDITED BY
Mardel Morales-García
Universidad Peruana Unión,
Lima, Perú

¹Islamic Azad University of South Tehran branch, Tehran, Iran

²Payame Noor university, Tehran, Iran

³Islamic Azad university, Arak, Iran

⁴Hakim Farabi Scientific Research School, Tehran, Iran

⁵Iran University of Science and Technology, Tehran, Iran

*CORRESPONDENCE

Soma Gholamveisy
✉ soma.ghv@gmail.com

RECEIVED 07 January 2023

ACCEPTED 15 May 2023

PUBLISHED 07 July 2023

CITATION

Gholamveisy, S., Momen, A., Hatami, M., Sekhavat, M., & Homayooni, S. (2023). The impact of perceived social media marketing activities on brand loyalty. *Apt. Univ.*, 13 (3), <https://doi.org/10.17162/au.v13i3.1374>
ISSN. 2304-0335
doi: <https://doi.org/10.17162/au.v13i3.1374>

COPYRIGHT

© 2023 This is an article written by Gholamveisy, Momen, Hatami, Sekhavat and Homayooni, submitted for possible open access publication under the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>). The CC BY license permits the use, distribution, and reproduction of the article in other forums, provided the original author(s) and copyright owner are credited and the original publication in this journal is cited, in accordance with accepted academic practice. Any use, distribution, or reproduction that does not comply with these terms is prohibited.

Resumen

Los programas de marketing en redes sociales generalmente se enfocan en crear contenido que capte la atención de las audiencias en esas plataformas y anime a los consumidores a compartirlo en las redes sociales. Esta investigación se enfocó el impacto de las actividades percibidas de marketing en redes sociales sobre la lealtad a la marca. Por lo tanto, en esta investigación, el investigador busca profundizar en el impacto percibido de las actividades de marketing en redes sociales y se pretende identificar los factores que afectan la lealtad a la marca en la organización de seguridad social. En esta investigación se utilizaron estudio de documentos, artículos, tesis y varios libros, también se utilizó un cuestionario. Se puede concluir que esta investigación es una encuesta descriptiva en cuanto a su naturaleza y método. La población estadística se basa en la tabla de Morgan y el tamaño de la muestra es de 384 personas. Para analizar los datos de investigación en la sección de estadísticas inferenciales de la técnica de modelado de ecuaciones estructurales se utilizó el enfoque de mínimos cuadrados parciales (PLS). Los resultados de la investigación mostraron que el marketing en las redes sociales ha tenido un efecto positivo y significativo en la lealtad a la marca, el conocimiento de la marca y el conocimiento del valor. Además, el conocimiento de la marca ha tenido un efecto positivo significativo en la lealtad a la marca; finalmente, el rol mediador de la conciencia de marca en el efecto del marketing en redes sociales tuvo un efecto positivo y significativo en la lealtad a la marca.

Palabras clave

redes sociales, actividades de marketing, lealtad a la marca, conciencia de marca, industria de seguros, ecuaciones estructurales

Abstract

Social media marketing programs typically focus on creating content that will capture audiences' attention on those platforms and encourage readers to share it across social media. The subject of this research was to investigate the impact of perceived social media marketing activities on brand loyalty. In this research, the researcher seeks to investigate the perceived impact of social media marketing activities and we intend to identify the factors affecting brand loyalty in the social security organization. Because in this research, the study of documents, articles, theses, and various books was used, and in addition, a questionnaire was also used. It can be concluded that this research is a descriptive survey in terms of its nature and method. In this research, the statistical population is based on

Morgan's table and the sample size is 384 people. To analyze research data in the inferential statistics section of the Structural equation modelling technique with partial least square (PLS) approach has been used. The results of the research showed that marketing social media has had a positive and significant effect on brand loyalty, brand awareness and value awareness. In addition, brand awareness has had a significant positive effect on brand loyalty; finally, the mediating role of brand awareness in the effect of social media marketing had a positive and significant effect on brand loyalty.

Keywords

social media, marketing activities, brand loyalty, brand awareness, insurance industry, Structural equation modelling

I Introduction

Social media sites serve as a source of word-of-mouth advertising. Social media sites and blogs allow followers to *repost* or *retweet* comments made by others about a promoted product. By repeating the message, the people connected with the user can see the message, so the message reaches more people. Because information about a product is spread and this work is repeated. More traffic is brought to that product or company. Through social media sites, companies can interact and communicate with their followers. In this part, in the beginning, the research problem is stated, which is the description of the problem and its presentation in the form of key questions to answer the research, in the next step, the necessity and importance of the research are stated, why the work is done and the introduction of the possible users of the research results. The research that defines the process and results of the research is compiled in the next step and what the research seeks to do is determined and according to the objectives of the hypotheses or research questions, a path for conducting research. Also, in this part, the operational research and definition of words for a common understanding of the concepts are proposed. Social media are a new generation of social relations space, which, although they do not have a very long life, have been able to make a good place in people's lives.

Different ages and different social methods and from very far distances have come together in the real world on social media. Also, schools, charitable associations, government companies, commercial brands, etc., should be present on social media and gain loyalty for their customers. Therefore, the role of social media in bringing together existing and potential customers to create an environment that strengthens the bond between the customer and the brand and offers new ways to nurture this relationship has become much more prominent. On the other hand, in recent years, the growth in popularity and expansion of the use of web-based social media among people in modern societies has drawn the attention of researchers and activists in this field to find ways to benefit from the benefits of this (Smith et al., 2011).

The media has noticed that marketing through social networks includes activities aimed at developing long-term and cost-effective relationships between organizations and their customers to create mutual benefit for both parties. Service organizations must go through in using defensive strategies and increasing the retention of their current customers. In social media marketing, the effort is to influence the opinions and behavior of society, and from this point of view, it is known as a planned process to influence the optional behavior of the audience group to achieve a social goal (Zeithaml, 2001). Different social audiences are considered, and it is necessary to pay attention to them to achieve success. Identifying and paying attention to internal groups and external groups (internal and external marketing) is very important in the marketing plan. The continuation of social behavior changes only with changes in policies. Yi, & Gong (2013) proposed that the audience should be present, the use of local newspapers, big stores, music groups, and so on, and therefore social marketing is much broader than television advertising, the use of media combination. Public gatherings, small groups, and individual activities can be more effective when a simple and clear message is repeated in many places and throughout the community, it is more likely to be seen and remembered. The use depends on the budget of the program and the results of the research on the channels affecting our audience (Hosting 2007).

Prochaska's stages of change include the seven stages from unconscious to conscious, knowledge, interest, motivation, ready to try the behavior, and not to perform the behavior (Hosting 2007). With the help of

marketing techniques such as research on the audience, product analysis, message design, promotion, message preparation advertising and finally evaluation and feedback and putting these concepts and principles next to the models justifying behavior change can be expected to work in the field of social behavior reform (Yi, & Gong, 2013). Among these five stages in the integrated implementation of the marketing plan, the social marketing plan includes the planning of the production of materials and messages before the intervention test and evaluation and feedback, which in this research aims to identifying media channels and producing standard messages. A suitable and favorable media coverage prepares society it can convey our desired messages to the audience group. What is considered in this research is the analysis of communication channels (social marketing media) with an emphasis on identifying suitable communication channels, determining how to use these channels, evaluating distribution choices, and defining communication rules for program partners (Stelzner, 2014). Pre-testing and reviewing programs as well as intervention with an emphasis on establishing communication with partners and clarifying conflicts, activating the communication strategy and distributing it, documenting methods and progress in an organizational framework, and reviewing the program, so this research seeks to answer the question, what is the effect of perceived social media marketing activities on brand loyalty?

The main goal was: The effect of perceived social media marketing activities on brand loyalty with regard to the mediating role of value awareness and brand awareness in the insurance industry. And the sub-goals are:

1. The effect of perceived social media marketing on brand loyalty in the insurance industry.
2. The effect of perceived social media marketing on brand awareness in the insurance industry.
3. The effect of perceived social media marketing on value awareness in the insurance industry.
4. The effect of brand awareness on brand loyalty in the insurance industry.
5. The effect of value awareness on brand loyalty in the insurance industry.
6. Mediating effect of brand awareness in perceived social media marketing effect on brand loyalty in insurance industry.
7. The mediating effect of awareness of value in the effect of perceived social media marketing on brand loyalty in insurance industry.

2 Literature Review

2.1 Social Media Marketing Activities

In the years to come, marketing initiatives (e.g., promotion. campaigns) will be completely ruled and controlled by advertising (Appel et al., 2020; Dwivedi et al., 2020; Ibrahim et.al. 2020). Especially noteworthy is that social media sites are regarded as lucrative targets. One of the best businesses are those that are looking to market their products and services for marketers to connect with potential clients (Seo & Park, 2018). Social media is an online application program or platform that facilitates collaboration, content sharing, and interaction particularly in marketing activities. Marketing professional is starting to appreciate the value (Okazaki & Taylor, 2013).

They incorporate social media marketing (SMM) into their marketing strategy. Because it has increased commercial and marketing activities for their organizations' strategies and operations. Chi (2011) explains what SMM is providing a personal channel and currency for user-centered networking and creating meaning and connection between brands and customers, and relationship building.

Ibrahim (2022) in his study, investigate the strength of the link between brand loyalty (BL) and social media marketing activities (SMMA) is examined. Six contextual factors—methodological, economic, and social variables—are divided into three categories to help analyze this relationship. To test the study hypotheses, a quantitative meta-analysis is performed, and the final sample size (n = 3,535) is examined using sample sizes

from articles published between 2010 and 2019. The results of the meta-analysis show that SMMA and BL have a positive correlation at the cumulative level of 0.49, indicating a medium to large effect size.

Ibrahim et al., (2020) described SMMA in paragraph promotional and interpersonal communication tools that enhance the application of organizational marketing strategies between businesses and customers online. Also, Koay et al. (2020), define SMMA as “how consumers perceive a company’s or brand’s engagement in different social media marketing activities” (p. 21). SMMA has been investigated in a variety of contexts, including education on Facebook pages and among smartphone users and industry services (Spackman & Larsen, 2017; Cheung et al., 2020).

2.1.1 Brand Loyalty

Oliver has defined brand loyalty as a commitment deeply held towards repurchasing or repurchasing a preferred product/service in the future, which causes repeated purchases of the same brand, however, situational effects and marketing efforts have the potential to change this behavior. According to Oliver's definition, there are two aspects of brand loyalty: behavior and attitude. Dick and Basu (1994) developed a conceptual model of attitudinal and behavioral loyalty. They showed that a customer might buy a brand for its low price, although a very low price increases the likelihood that the customer will buy another brand. Although purchasing behavior alone may not be sufficient to explain brand loyalty (Yang et al, 2004). introduced the final theory of the cause of action. The theory of the cause of action has used the attitudinal variables of social and volitional effects to predict behavior. This is an initial theory that was used to determine brand loyalty and was supported by developed hypotheses and strong empirical support. Introduced these framework states five prerequisites for customer loyalty: 1) cognitive (access, assurance, transparency, and centrality); 2) emotional (excitement of expressing feelings/psychological state of initial feelings of satisfaction); 3) cognitive (price exchange); 4) social norms; and 5) situational relationship modifiers are relational attitudes and repetition of support and customer loyalty is the result.

2.2 Theoretical Background

2.2.1 Social Media Marketing Activities and Brand Loyalty

Among the various business activities, most of all, marketing deals with the customer. The simplest definition in one sentence can be as follows: marketing is the management of a profitable relationship with the customer. The dual purpose of marketing is to attract new customers by providing higher value and retaining customers; the current is by satisfying those (Sweeney & Soutar, 2001). The right marketing for the success of any large economic vital company such as Procter and Gamble, Sony, Wal-Mart, and IBM use marketing. It is thought that marketing is only advertising and selling, but every day, people are bombarded with commercial messages on television, in postal letters, advertisements in newspapers, and on the Internet, so sales and advertisements are the only visible part of marketing methods, which is like a floating piece of ice, its semi-visible is much less than the whole (Zhang & Daugherty, 2009).

The research model developed in this context was tested on Beykend University students. The data obtained through the survey method were analyzed using SPSS and Amos package programs. According to the research results, purchase intention was positively influenced by functional value, hedonic value, and the perception of self-brand image compatibility with the respective brand’s Instagram page, while social value and co-creation perceptions did not significantly influence purchase. Functional value, social value, and perceptions of self-brand image congruence on the Instagram page of the respective brand had a positive effect on brand loyalty, while hedonic value and co-creation value perception were not related to brand loyalty. In addition, brand loyalty was found to mediate the effects of perceived functional value and co-creation on purchase intention on that brand's Instagram page.

Ibrahim (2022) investigate how social media marketing (SMM) activities affect brand loyalty. Data was gathered and analyzed using structural equation modeling based on an online survey of 287 Egyptian users who follow telecommunications companies on social media. The findings showed that the study only three dimensions included in SMM activities are trendiness, customization, and word-of-mouth. These social media marketing characteristics have an impact on both brand equity and brand loyalty, both of which are indirectly influenced by brand trust. The study emphasizes the significance of trust and offers suggestions for evaluating the efficacy of social media marketing. In a similar vein, Ibrahim et al. (2020) study in the hospitality sector

conducted research and discovered that social media marketing initiatives paly a boost to brand loyalty in a big way therefore we anticipate that positive relationship in this study between a brand's social media marketing initiatives loyalty.

Khoaa (2023) in a study investigate social media marketing activities on customer loyalty on e-commerce industry. The purpose of the study is to determine whether social media marketing increases online trust and electronic consumer loyalty. The finding from social media marketing tools had a significant impact according to a poll of 596 people impact on consumer's trust and loyalty to business digital channels. We seek to better understand the nature of the SMMA-BL relationship in various contexts by examining the impact of fore contextual factors that could account for the literature's inconsistent findings.

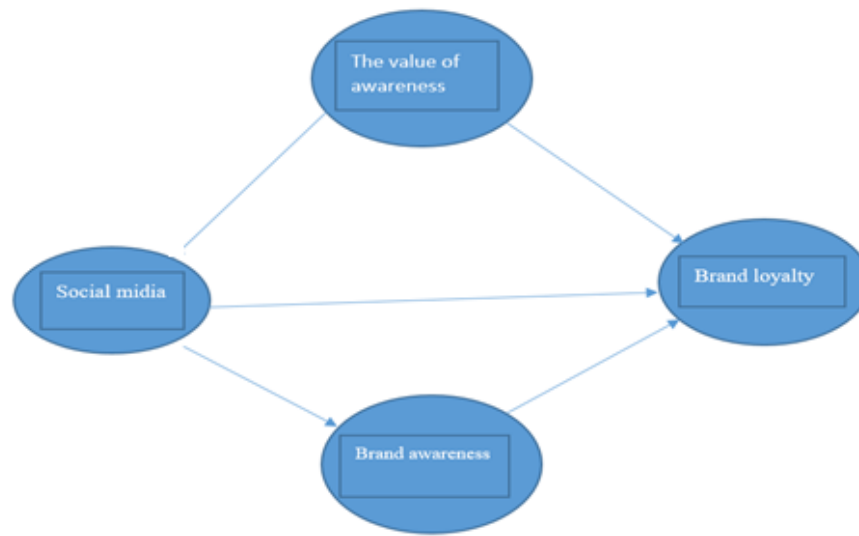


Figure 1. Conceptual model.

2.2.2 Brand Awareness

Brand awareness means whether a customer can remember or recognize a brand (Huang & Sarigollü, 2014). Due to the continuous changes in the internal and external environment, to connect a brand to a product, advertising strategy can promote brand knowledge. Data and create brand awareness through recognition or recall. Advertising can also increase brand association such as brand image, create brand perception, and experience. Hsieh and Li, (2008) showed the variable brand awareness also plays an important role in the process of creating special value.

Awareness of the brand name and logo has many advantages for companies because it reduces the company's vulnerability in competitive activities, reduces company costs, increases financial margins, and increases effective marketing communications (Huang & Sarigollü, 2014). One of the well-known ways to making customers aware of the brand is advertising and media. As past research shows that advertising influences customers' buying behavior (Algesheimer et al., 2005), therefore, using different methods to improve customer awareness of the brand can change this variable upgrade. Various research has been done in relation to this issue. Amiri & Maroofi (2016) showed that there is a positive relationship between media advertising with brand equity (brand loyalty, brand association, brand awareness) and the perceived quality of the brand (from the point of view of the customers of sports stores in Tabriz city). Langaro et al. (2018) also showed that participation in social networks affects brand awareness by customers. According to the research that was mentioned in the previous section regarding the effect of advertising awareness on brand awareness and the effect of brand awareness on brand equity, this hypothesis is proposed in this research:

2.2.2.1 Brand Loyalty

The concept of loyalty was first developed in the 1940s. At that time, loyalty was a one-dimensional concept. After that, in 1944 and 1945, two separate concepts about loyalty were formed: *brand preference* which was later called *attitudinal loyalty* and *market share* which was later called *behavioral loyalty* 30 years later. The concept of loyalty entered the academic literature and researchers found that loyalty can be a combination of attitudinal and behavioral loyalty. Loyalty to the brand means repeating the purchase; the reason for this behavior is a psychological process. In other words, repeat purchase is not just an optional reaction but is the result of psychological, emotional, and normative factors (Jan & Hansen, 2006).

2.2.2.2 Social Media

During the last decade, the media has undergone huge changes. Social media is increasingly replacing traditional media and word of mouth seems to be limitless about these new marketing opportunities. The fact that consumers in social media and using the information sources available in these media become fans of brand names leads to the formation of the question that social media, in addition to traditional marketing communication tools, has a great impact on the success of a company. They have a brand name. In 2008, manufacturing companies invested more than \$54.1 billion in implementing and supporting social media communications (Araujo & Nijens, 2012).

2.2.2.3 The Value Awareness

Value awareness is defined as a person's concern and sensitivity to pay lower prices on the condition of observing some quality limitations. This means that the value-conscious consumer tends to buy products that, despite having a cheap price, have an acceptable quality (Haydarzadeh & Khairy, 2009). Value awareness is defined as "attention to pay low prices, depending on the existence of some special qualities". Value conscious consumers tend to pay equal attention to price. Apply low prices and product quality (Jahanvi & Sharma, 2021). They are also more likely to typically use social media to shop for the lowest cost that has significant benefits for them, such as saving money by getting the lowest prices, identifying the right products to meet their needs, and comparison of other prices from different brands. Therefore, getting the goods with the lowest price is more important than product quality or brand image in making a purchase decision.

3 Methodology

3.1 Design

In this research, the research method is of a quantitative type, in this method, the relationship and influence between the variables are based. The purpose of the research is analyzed. In addition, this research is classified according to the method of collection the data, or in other words, the research design, is descriptive research that describes the characteristics.

The sample and then the generalization of these characteristics to the statistical population. Self-descriptive research of several types is that in this research according to the use of structural equation modeling method, survey type is used. We investigate the research questions through questionnaire analysis. This means that in the form of communication-causal research, the required data is collected through a questionnaire and the research questions are answered.

Current research is applied in terms of purpose and descriptive survey in terms of method because its purpose is to know the impact of perceived social media marketing activities on brand loyalty (a case study of Kermanshah social security).

3.2 Participant

In order to implement structural equation modeling, it is important to pay attention to the basic assumptions of this approach and it should be examined before implementing the model. One of these assumptions is the optimal sample size. To determine the sample size, Muller et al. (1999) uses the ratio of the sample size to the free sample for estimation. The ratio is 20 to 1. However, in the present study, according to the optimal size of Muller, it was assumed that the sample size of 384 include 384 customers of social security insurance

(for 14 questions) is sufficient for the implementation of structural equation modeling. In this research, the table has been used to estimate the sample size, considering that the size of the statistical population includes loyal customers of social security insurance who have renewed their premiums in the past three years, and since in this research considering the high number of such customers, the size of the statistical population is considered unlimited. In this section, he analyzed the situation related to the demographic characteristics of the statistical sample has been these characteristics include gender, age, education and history of using social media. The studied samples are how they are distributed among the respondents to the questionnaire in terms of frequency. Frequency percentage, cumulative frequency, and cumulative frequency percentage are classified and presented.

3.3 Data Collection

To diagnose the primary range, the questionnaires included brief questions with closed-ended responses of issues using the following criteria. The value of awareness, brand loyalty, social media, brand awareness. In this research, to collect information, on a scale of 5 options Likert scale is used.

3.4 Data Processing and Analysis

The partial least squares method is one of the structural equation modeling approaches was used. This method, unlike the previous approaches of structural equations, for analysis. The models start from the two components of the measurement model and the structural model and end with the overall model. To the implementation of this method in the current research is done using Smart PLS3 software (professional version). This software is used to check reliability, convergent validity, divergent validity and test hypotheses or research questions.

Data analysis is a multi-stage process during which the data obtained with collection tools in the statistical sample (community) are summarized, categorized, and finally processed to provide a basis for performing various types of analysis and data communication. To test the hypotheses, the responses of the statistical population to the questions of the questionnaire designed to investigate the effect of social media on brand loyalty (Case Study of Iran Insurance) are designed in the form of five options, the answers of which are very low, low, medium, high and The questionnaires will be distributed among the statistical community after being set, and then they will be collected and the answers will be used to check and measure the variables under study. SPSS software will be used to analyze the data using this software, after collecting data and examining demographic variables using descriptive statistics, inferential statistics tests will be performed. In this research, regression tests are used to check research hypotheses and answer research questions.

3.5 Ethical Criteria

Ethical criteria in this research include a) keeping and maintaining confidential matters; b) not for research; and c) all the things that must be observed in order to ensure the soundness of the research and the satisfaction of the participants.

4 Result

4.1 Presuppositions of Structural Equations

The analysis of the research findings was done using the structural equation modeling of the variance-oriented approach. Using this approach in testing the hypotheses and the theoretical model of the research helps the researcher to deal with the main variables involved in the theoretical model as latent variables 1 and to include measurement errors 2 in the estimation of the parameters related to the model test, and as a result, the estimations are of higher accuracy and be more reliable.

The fundamental premises of this methodology should be examined prior to the implementation of the model in order to implement structural equation modeling, so it is crucial to pay attention to them. One of these assumptions is the optimal sample size. Muller et al. (1999) uses the ratio of the sample size to the free

parameter to determine the sample size. The minimum and average ratios, according to him, are 5 to 1 and 10 to 1, respectively.

The second assumption is multiple collinearity, if the collinearity in a regression equation is high; it denotes that there is a strong correlation between the independent variable and that the model's validity is being called into question. Contrarily, it can be demonstrated that no other variables affect the relationship between two independent and dependent variables through high collinearity with the independent variable, indicating the presence of a causal effect. It is in this case that it can be claimed that there is no collinearity or its effect is very small and can be ignored. In this research, in order to investigate the collinearity between independent variables in the structural equation models, the values related to two indices of variance inflation and tolerance coefficient, which show the level of collinearity between independent variables, have been used.

Table 1. Multiple collinearity estimation using tolerance factor and variance inflation factor

Variable	Multiple Collinearity Indicators	
	Variance inflation	factor tolerance index
The value awareness	0.568	1.759
Social media	0.486	2.059
Brand awareness	0.432	2.315

Taking into consideration the cut-off point related to tolerance indices and variance inflation factor which is 0.4 and 2.5 respectively (tolerance index is more than 0.4 and variance inflation factor is less than 2.5) the results of these two indices in the current research shows the absence of multiple collinearity, or in other words, the desirability of this assumption. The third assumption in this regard is the value of the standard residuals, using this indicator, outliers or outliers (outliers are cases whose variable relationship pattern is strongly different from other people, these are those whose regression equation when the value of their dependent variable predicts, his prediction will be very far from the reality of these people and when the prediction is far from the reality of these cases, it will cause the residual score to be large) is determined.

4.2 Structural Equation Model

The analysis of the research findings was done using the structural equation modeling of the variance-based approach. Using this approach in testing the hypotheses and the theoretical model of the research helps the researcher to deal with the main variables involved in the theoretical model as latent variables and to include the measurement errors in the estimation of the parameters related to the model test, and as a result, the estimations are more accurate and possible. Be more confident. Two stages comprise the PLS modeling process.

In the first stage, the measurement model (external model) is examined through validity and reliability analyzes and confirmatory factor analysis, and in the second stage, the structural model (internal model) is evaluated by estimating the path between the variables. All the significance coefficients of t are greater than 1.96, which shows the significance of all the questions and relationships between variables at the confidence level of 0.9 (Figure 2).

A factor loading value (Table 2) establishes the strength of the correlation between two hidden variables (construct) and the corresponding manifest variable (index) during the process of path analysis. The higher the factor load value of an index in relation to a specific structure, the more contribution that index plays in explaining that structure (Heinberg et al., 2018). A factor loading between 0.3 and 0.6 is acceptable, and if it is greater than 0.6, it is very desirable (Kline, 2014). Is more than (0.7); this means that the variance of the indicators with their related structure is acceptable and shows the appropriateness of this criterion.

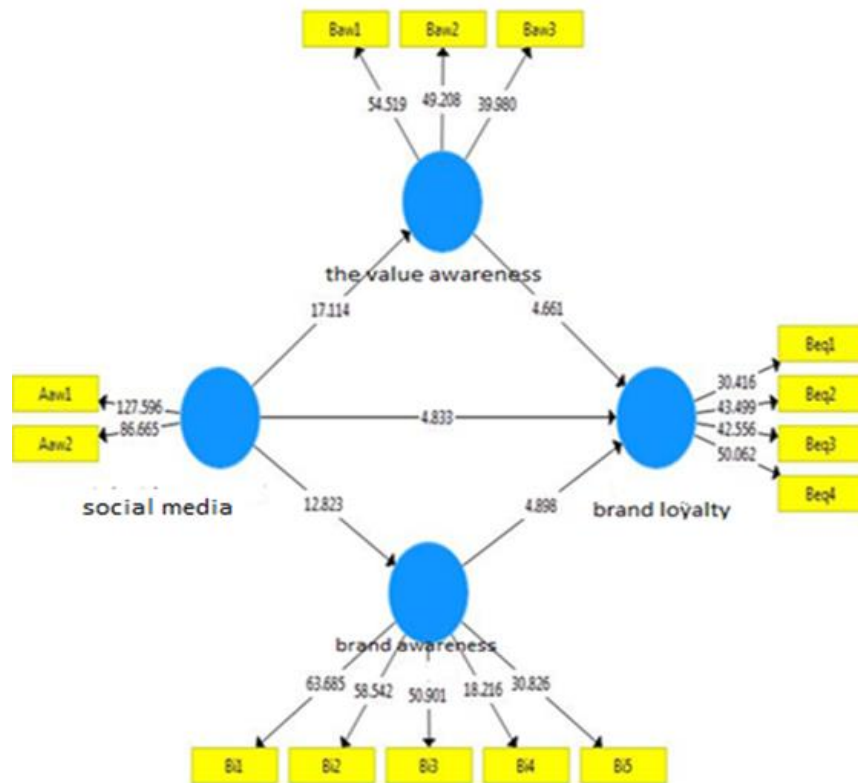


Figure 2. Structural equations model of research in the meaningful state.

Table 2. Factor loadings of obvious variables

Structure	The Manifest Variable	The Factor Loading	t-statistic	Situation
Social media	Aaw1	0.931	127.596	very favorable
	Aaw2	0.920	86.665	very favorable
The value awareness	Baw1	0.873	54.519	very favorable
	Baw2	0.858	49.208	very favorable
	Baw3	0.847	39.980	
Brand loyalty	Beq1	0.795	30.416	
	Beq2	0.845	43.499	
	Beq3	0.846	42.556	
	Beq4	0.865	50.062	
Brand awareness	Bi1	0.871	63.685	
	Bi2	0.861	58.542	
	Bi3	0.863	50.901	
	Bi4	0.717	18.261	

In addition, in order to confirm the validity of the measurement tool, three types of validity are used: content validity (content validity was confirmed through a survey of experts), convergent validity (which is using the average the extracted variance is measured) and the divergent validity (using the method of Fornell and Larcker has been measured) has been used. In order to determine the reliability of the questionnaire, Cronbach's alpha coefficient and composite reliability coefficient were used (Table 3).

Table 3. Reliability and validity coefficients of the model.

Variable	Cronbach's alpha	compositional reliability	Convergent validity	coefficient of determination	Q2	redundancy index
Social media	0.823	0.894	0.738	0.400	0.278	0.443
The value awareness	0.883	0.923	0.857			0.448
Brand awareness	0.859	0.804	0.702	0.484	0.317	0.477
Brand loyalty	0.871	0.907	0.663	0.325	0.200	0.478

Cronbach's alpha is a criterion for measuring reliability and suitable gauges for evaluating internal stability. It is considered (internal consistency). The superiority of composite reliability over Cronbach's alpha lies in this that the reliability of the structures is not calculated in an absolute way but according to the correlation of their structures with each other (Werts et al., 1974). Cronbach's alpha and composite reliability criteria are above 0.7. Convergent validity examines the correlation of each construct with its questions (indices) and the appropriate value of the AVE index is higher than 0.5 (Fornell & Larcker, 1981).

According to the values reported in Table 4, it shows the confirmation of the reliability and convergent validity of the research variables. The basic value of the evaluation of endogenous variables is the coefficient of determination. The three values are 0.02, 0.15 and 35. 0 indicates small, medium and large effect size of one structure on another structure, respectively. The coefficient values related to three variables of brand awareness, brand equity and brand image are 0.400, 0.484 and 325 respectively. 0/, which shows the coefficient of determination related to the endogenous variables of brand awareness and brand equity, the large effect size, and the value related to the brand image variable, the average effect size of the exogenous variables on the endogenous variables and shows the appropriate fit of the structural model. The quality index of the structural model also examines the ability of the structural model to predict in an unbiased way. The most famous and well-known measure of this ability is the Q2 Stone-Geisler index, based on this criterion; the model should include indicators of endogenous variables. Q2 values above zero indicate that the observed values are well reconstructed and the model's ability to predict d flour.

Divergent validity measures the difference between the observables of the hidden variable of that model and the other observables in the model. If a construct has more correlation with its related indicators than with other constructs, the appropriate divergent validity of the model is confirmed. According to the matrix below, the values of the main diameter of all constructs of brand awareness, advertising awareness, brand equity and brand image are higher than its correlation value with other constructs, which shows the appropriate divergent validity and good fit of the measurement model.

Table4. Divergent validity matrix by Fornell and Larker method.

Variable	The Value Awareness	Social Media	Brand Awareness	Brand Loyalty
The value awareness	0.859	-	-	-
Social media	0.633	0.926	-	
Brand awareness	0.617	0.592	0.838	-
Brand loyalty	0.700	0.970	0.605	0.815

According to the structure of PLS path modeling, the researcher should after examining the fit of the measurement section and section. The structure of his research model should also control the fit of the general part. On the other hand, PLS path modeling lacks a general optimized criterion, that is, there is no general function to evaluate the fit of the model. However, a general measure of goodness of fit by Tenenhaus et al. (2005) suggested for this reason, it is suitable for this stage of goodness index check the overall fit of the model has been used. This index can be calculated using the geometric mean of the R2 index and the average of shared indices. The GOF criterion is calculated according to the following equation.

$$\text{GOF} = \sqrt{\text{average (Commonality)} \times \text{average (R2)}}$$

Since in partial least squares the value of Commonality is equal to AVE, Wetzles et al. (2009) provided the following formula:

$$GOF = \sqrt{\text{average (AVE)} \times \text{average (R}^2\text{)}}$$

Wetzles et al. (2009) considered three values to evaluate the GOF index: a) weak: if it is between 0.1 and 0.25; b) average if it is between 0.25 and 0.36; and c) strong: if it is more than 0.36.

4.3 Structural model

The results of the structural equation model supported the formulated assumptions of this research. Figure 3 shows the structural equation model of the research in a meaningful state, and Table 5 shows the total effects between the hidden variables of the research.

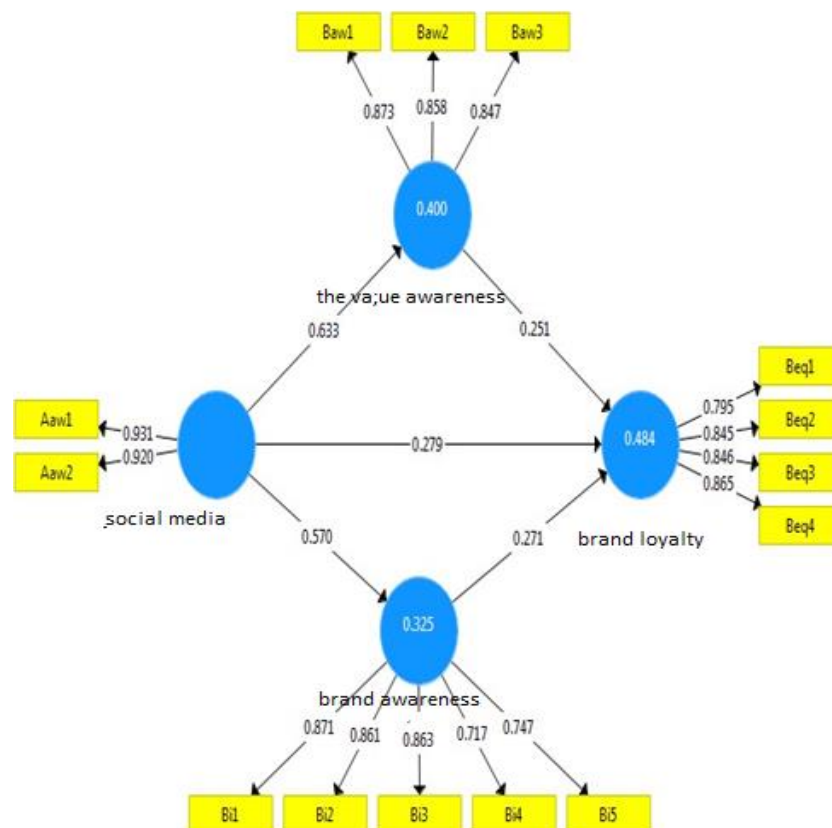


Figure 3. Structural equations model of research in standard mode.

Table 5. The sum of direct effects between hidden variables.

Hypothesis	Independent Variable	Dependent Variable	Estimation	P. Value	Result	
H1	Social media	Brand awareness	17.114	0.633	0.001	Hypothesis confirmation
H2	Social media	The value awareness	12.833	0.570	0.001	Hypothesis confirmation
H3	Social media	Brand loyalty	4.833	0.279	0.001	Hypothesis confirmation
H4	Brand awareness	Brand loyalty	4.661	0.251	0.001	Hypothesis confirmation
H5	The value awareness	Brand loyalty	4.898	0.271	0.001	Hypothesis confirmation

The estimated values in Table 6 indicate that the variable of social media has a significant effect on the variables of brand awareness ($\beta = 0.633$, $t = 17.114$), the value awareness ($\beta = 0.279$, $t = 4.833$) and Brand loyalty ($\beta = 0.570$, $t = 12.823$) is directly influential. Also, brand awareness ($\beta = 0.251$, $t = 4.661$) and the

value awareness ($\beta = 0.271$, $t=4.898$) directly affect brand loyalty. Based on this, hypotheses 1 to 5 of the research are confirmed and there is a possibility that the amount of dependent variables will increase with the increase of independent variables.

Table 6. The sum of direct effects between hidden variables

Hypothesis	Path analysis	Estimation	P. Value	Result
H6	Social media-the value awareness-brand loyalty	4.449 0.159	0.001	Hypothesis confirmation
H7	Social media brand awareness brand loyalty	4.090 0.154	0.001	Hypothesis confirmation

Note: Table 6 also shows that the variable of social media through brand awareness ($\beta = 0.159$, $t = 4.449$) and brand awareness ($\beta = 0.154$, $t = 4.090$) has an effect on brand loyalty.

5 Discussion and Conclusion

This research aims to investigate the effect of perceived social media marketing activities on brand loyalty. Attention was paid to the mediating role of value awareness and brand awareness in the field of insurance industry. The research results showed that social media marketing has a positive and significant effect on brand loyalty, brand awareness and value awareness among customers. The research results have also shown that brand awareness has a positive and significant effect on brand loyalty. In addition, the mediating role of brand awareness has been significant in the above relationship. In explanation, it should be said that nowadays branding in the field of services, especially in the highly competitive field of insurance services, is one of the most important competitive advantages. This can ultimately lead to customer loyalty to the insurance brand in the end.

Today, instead of looking for customers for manufactured products, the focus of modern marketing thought and practice is to provide satisfaction and create value for the customer in order to pique interest in the produced good or available service. The goal of social marketing is to meet the needs and demands of the audience group with the help of commercial marketing principles and techniques. Attention and by reducing the obstacles and encouraging them to perform a social behavior, the desired behavior will become common among them. In the approach of social marketing, the marketing strategy should be adjusted in such a way that it provides or improves the happiness of the consumer and the community and establishes a balance between three main issues: the benefit of the company, the customer's wishes and the interest of the society today, it is enough. Many of the social problems of the countries, including education, providing small employment, youth marriage, rural development, health development, and tourism development can be solved through micro-investments. According to the findings of this research, it is suggested that with the correct use of social marketing, one can be aware of the demands and needs of his customers and provide services in line with the needs and demands of his customers, as well as with actions such as acting according to the previous promises given to customers, understanding the needs of customers and honestly solving their problems, welcoming customers' views and opinions, allocating special facilities for valuable customers, avoiding any discrimination and injustice, friendly dealing with customers, and creating a customer club, etc., to increase the level of satisfaction and gain the loyalty of your customers.

6 Limitation

There will be certain limitations in conducting any research due to its special nature had during this research, the researcher faced some limitations. These restrictions can affect the work process and even affect the results of the study to some extent. Below is a number of the limitations and obstacles that the researcher encountered during the research process have been mentioned:

- Lack of empirical research on the topic of research inside the country to make a better comparison.
- Limitations of measuring tools and quantifying qualitative points related to research questions.

- Another limitation of the research is the degree of generalizability of the findings or the proposed model. What extent can these findings be generalized at the level of the statistical population?
- The effect of the perceptual difference between the subjects on the concepts of the questionnaire in their answers.

7 Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

8 References

- Algesheimer, R., Dholakia, U. M., and Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of marketing*, 3 (96), 19-43
- Amiri, S., and Maroofi, F. (2016). The relationship between brand awareness, market outcome, brand equity, and the marketing mix. *International Journal of Markets and Business Systems*, 2(1), 68-48.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Araujo, T., & Neijens, P. (2012). Friend me: which factors influence top global brands participation in social network sites. *Internet Research*, 22(5), 626-640.
- Ibrahim, B. 2022. Social media marketing activities and brand loyalty: A meta-analysis examination. *Journal of Promotion Management*, 28 (1).
- Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K. S., & Ting, H. (2020). Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. *Australasian Marketing Journal*, 29(2), 118–131. <https://doi.org/10.1016/j.ausmj.2020.03.006>
- Chi, H. -H. (2011). Interactive digital advertising vs. virtual brand community. *Journal of Interactive Advertising*, 12(1), 4461. <https://doi.org/10.1080/15252019.2011.10722190>
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.
- Fornell, C., and Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*. 18(1). 39-50.
- Haydarzadeh, K. & Khairy Ba. (2009) "Evaluation of the effect between the awareness of the country of origin of a trademark and the mental image of the country of origin of production, (2011)" Quarterly Journal of Business Research No. 49
- Heinberg, M., Ozkaya, H. E., and Taube, M. (2018). Do corporate image and reputation drive brand equity in India and China? -Similarities and differences. *Journal of Business Research*, 86, 259-268.
- Hsieh, A. T., and Li, C. K. (2008). The moderating effect of brand image on public relations perception and customer loyalty. *Marketing Intelligence & Planning*, 26(1), 26-24
- Huang, R., & Sarigöllü, E. (2014). How brand awareness relates to market outcome, brand equity, and the marketing mix. In *Fashion Branding and Consumer Behaviors* (pp. 113-132). Springer, New York, NY.
- Ibrahim, B., Aljarah, A., & Ababneh, B. (2020). Do social media marketing activities enhance consumer perception of brands? A meta-analytic examination. *Journal of Promotion Management*, 26(4), 544–568 <https://doi.org/10.1080/10496491.2020.1719956>

- Jan, M.J. , Hansen, T. (2006). 'An empirical examination of brand loyalty'. *Journal of Product and Brand Management*. 15, 7, 442-449
- Jahanvi, M. S. 2021. Brand respect: Conceptualization, scale development and validation, *Journal of Business Research*, 132, 115-123.
- Khoaa, B ,Trong, T, (2023) The influence of social media marketing activities on customer loyalty: A study of e-commerce industry, *International Journal of Data and Network Science*, 7, 175–184
- Koay, K. Y., Ong, D. L. T., Khoo, K. L., & Yeoh, H. J. (2020). Perceived social media marketing activities and consumer-based brand equity: Testing a moderated mediation model. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 53–72. <https://doi.org/10.1108/APJML-07-2019-0453>
- Muller, H., Samanta, R., Wieschaus, E. (1999). Wingless signaling in the Drosophila embryo: zygotic requirements and the role of the frizzled genes. *Development* 126(3): 577--586.
- Okazaki, S., & Taylor, C. R. (2013). Social media and international advertising: theoretical challenges and future directions. *International Marketing Review*, 30(1), 56–71. <https://doi.org/10.1108/02651331311298573>
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Smith, N., Wollan, R., & Zhou, C. (2011). *The social media management handbook: Everything you need to know to get social media working in your business*. John Wiley & Sons.
- Spackman, J. S., & Larsen, R. (2017). Evaluating the impact of social media marketing on online course registration. *The Journal of Continuing Higher Education*, 65(3), 151–165. <https://doi.org/10.1080/07377363.2017.1368774>
- Stelzner, M. (2014). 2014 Social media marketing industry report. *Social Media Examiner*, 1-52.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value the development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.
- Werts, C. E., Linn, R. L., and Jöreskog, K. G. (1974). Intraclass reliability estimates: Testing structural assumptions, *Educational and Psychological measurement*. 34(1). 25-33.
- Wetzels, M., Odekerken-Schröder, G., & Van Oppen, C. (2009). Using PLS Path Modeling for Assessing Hierarchical Construct Models: Guidelines and Empirical Illustration. *MIS Quarterly*, 33(1), 177-195.
- Xie, Chunyan, Bagozzi, Richard P, & Troye, Sigurd V. (2008). Trying to prosume: toward a theory of consumers as co-creators of value. *Journal of the Academy of Marketing Science*, 36(1), pp. 109-122
- Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty the role of switching costs. *Psychology & Marketing*, 21(10), 799-822.
- Yi, Y. & Gong, T. (2013). Customer value co-creation behavior: Scale development and validation. *Journal of Business Research*, vol. 66, pp.1279-1284.
- Zeithaml, V. A., Lemon, K. N., & Rust, R. T. (2001). *Driving customer equity: How customer lifetime value is reshaping corporate strategy*. Simon and Schuster.
- Zhang, J., & Daugherty, T. (2009). Third-person effect and social networking: implications for online marketing and word-of-mouth communication. *American Journal of Business*, 24(2), 53-64.