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Examining the Influence of Integrated Marketing Communications on Firm Performance: An Empirical Study

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Abstract. The objective of this study examined the influence of integrated marketing communications (IMC) on performance among 300 employees from insurance companies in Jordan using a survey. Data were analyzed with multiple regression in SPSS. The results showed advertising, service promotions, direct marketing, and online marketing positively affected performance of insurance companies. integrated marketing communications explained 65.3% of the variance in performance. The findings suggest insurance companies should leverage IMC to strengthen performance and competitiveness. Finally, the study suggested paying more attention to the creation of customer-facing integrated marketing communication, working to develop new services that are tailored to customers' needs and preferences. Because of its capacity to forge deep connections with customers, direct marketing is probably the most potent element of integrated marketing communication in the insurance industry. Conversely, the use of advertising by insurance companies has a direct bearing on firm performance due to its capacity to influence sales of a company. According to the survey, in order to stand out from competing products on the market, insurance companies need work to consistently promotion their brands.

Keywords: Integrated marketing communication ,advertising, service promotion, direct marketing, online marketing , Insurance Firm Performance in Jordan

1. Introduction

The success of insurance companies helps incentive industrial development in addition to raising individual companies' market values. Furthermore, any sector's success in the insurance industry serves as a pillar of economic development and industrialization in any nation (Dawed, 2017, Hope, & Frimpong, 2022). Many businesses in the past built strong walls around their multiple marketing and promotional initiatives, planning and managing them separately with unique budgets, market perspectives, and objectives. These firms failed to market their products without using the modern marketing and advertising strategies in order to successfully interact with the target market (Ronald,2021).Whereas, integrated Marketing Communications (IMC), which entails coordinating the numerous promotional aspects with other marketing activities that connect with a firm's clients, was adopted by several businesses in the 2000s (Abimbola et al., 2020, Pairoa, & Rachrnk, 2022). on the other hand, Companies are searching for novel approaches to keep and expand their market share as a result of the strong competition (French, & Russell-Bannett, 2015, Percy, 2023). As a result, integrated marketing communications have emerged as a key marketing management priority and are considered to be a key pillar in creating a company's marketing strategy (Christiana, 2014, Percy, 2023). In order to maximize the communications impact on target customers, effective strategies concentrate on the development and successful integration of marketing communications instruments (such as advertising, service promotion, direct marketing, and online marketing) (Ronald,2021, Lasi et al, 2023).

Compared to businesses that offer tangible things, the relevance of integrated marketing communications can be consider as being stronger in the service sector in general and the insurance industry in particular. Specifically, as customers are rarely inspired to buy such products on their own, insurance products—which are classified as unsought goods—need excellent communication in terms of raising awareness, persuading clients, and reminding them of the value of insurance products. Furthermore, it is more difficult to convince customers to choose one's products over those of rivals because the majority of insurance products are generic and same in nature. Insurance businesses face obstacles in their efforts to accomplish organizational goals in terms of corporate performance because of these factor and other aspects of the specific industry.

In the context of Jordan, over the past few decades, insurance industry has developed and broadened its range of services. The number of insurance companies has nearly doubled during the past two decades. Due to the expansion of the services and goods provided to their customers, competition among them has increased. Ofter that, insurance companies have obstacles when trying to accomplish organizational goals in terms of corporate performance (Almajali, 2012). on the other hand, Previous performance has clearly shown that Jordan's insurance providers are gradually losing market share. However, few empirical studies have examined the relationship between IMC strategies and performance outcomes specifically within the insurance industry. This study aims to address this gap by investigating the influence of IMC on insurance company performance in Jordan."

2. Literature Review and Hypothesis Development

It is possible to argue that the importance of integrated marketing communications for the service sector in general and the insurance industry in particular is greater than it is for businesses that make tangible items. Furthermore, the term " integrated marketing communications " refers to a collection of aspects or components that work together to achieve the company's promotional objectives in the context of the dominant marketing attitude (Kotler et al., 2019). Integrated marketing communications, according to Odongo, and Ronald, (2021), is the process of combining various promotional strategies to create a single, customer-focused sales message. Additionally, integrated marketing communications is officially regarded as a strategy method for managing the marketing communication activities of a firm (Qasem et al., 2022). Khizar et al. (2016) found that integrated marketing communications calls for systematic coordination of all sales programs, in particular media, advertisements, sales promotions, personal selling, public relations, and other forms of communication, in order to have a constant, unified message that is a customer-focused message.

2.1. Advertising

(Kotler & Keller, 2016) define advertising as any sort of paid, non-personal promotion of concepts, goods, or services by a respectable sponsor with the goal of influencing the target audience to act now or in the futur. It includes media channels like as print (newspapers, magazines, billboards, flyers) and broadcast (radio, television), which frequently include pictures, headlines, product information, and occasionally a response coupon (Reid, 2015, Rafael et al., 2021). A significant component of the marketing communication instruments that is essential to the promotional strategy is advertising. It is an effective method for conveying a brand's moving and practical principles (Amin, & Ala, 2014, Alassaf, 2017, Tadesse, 2018). Because of this, advertising plays a crucial role in the creation of brands by increasing brand awareness, creating a brand personality, or repositioning companies by altering attitudes and perceptions (Eagle,& Kitchen, 2015, & Muchina, & Okellor. 2016). Advertising needs a suitable design and implementation to get these results (Yeshin, 2012, Ali, & Allan, 2017). Dawed (2017) explored the impact of advertising on performance of insurance business in Ethiopian. Results of this research demonstrated a significant impact. Similar findings were obtained by Pairoa & Rachruk (2022) found that the relationship between advertising and organization performance in Thailand among smartphone users as participants. The study's findings revealed a considerable effect.Based on these empirical results, the first hypothesis to be evaluated is:

Hypothesis 1: There is a positive influence of advertising on insurance firm performance in Jordan

2.2. Service Promation

The field of marketing has seen a marvelous transformation as a result of the advent of promotion. In order to build a brand identity and sell a good or service, the term "promotion" refers to a number of marketing strategies that leverage multiple digital platforms (Porcu et al., 2017). Also, promotion is a strategy used to increase the marketing of a product or service (Seo, & Park,2018). It is essential because it not only enhances customer satisfaction but also assists businesses in retaining existing customers and luring in new ones (Tatar, & Evdogmus, 2016). It can be achieved by an advertising campaign, public relations efforts, a campaign of free samples, and by offering extra benefits for utilizing a good or service. Furthermore, people are influenced by promotion to purchase and consume a marketer's goods (Rashid et al., 2013, & waed,2021). Marketing activities that are typically targeted to a time, location, or client group are referred to as promotions. They stimulate direct responses from consumers or marketing intermediaries by providing extra benefits (Gasem et al., 2022). Finally, the process of encouraging potential customers to buy something is known as promotion. This is done through a company's communication strategy (Frimpong, 2014). According to Simon et al.'s (2022) research, there is a positive correlation between marketing practices and firm performance among insurance firms in Juba, and this relationship shows that service promotion has a favorable impact on firm performance. Duru et al. (2023) come to the same conclusion on how promotions affect employees performance. Employees who take advantage of chances provided by stakeholders to expand their own enterprises can perform better thanks to promotions.Thus, we hypothesize that:

Hypothesis 2: There is a significant effect of service promotion on insurance firm performance in Jordan

2.3. Direct marketing

Insurance companies can reach their target markets through direct marketing without the help of intermediaries (Tian, 2015). Also, it is regarded as the most recent type of integrated marketing communication since it is the most efficient technique to reap the rewards of promotional instruments (Gasem et al., 2022). It is described as a direct contact or engagement between a firm and a customer (Umbreen, & Ali., , 2013, Kotler & Keller, 2016). Direct marketing uses a variety of techniques, such as telemarketing, direct electronic mail (e-mail) marketing, and postal mail, to get in front of target audiences and convince them to make a purchase or have an immediate reaction (Yadar, & Rahman, 2018). Due to technology's ability to make life simpler and faster, numerous consumers favor online buying (Eagle, & Kitchen, 2015). They often have less time to research the market, so they don't want to waste it. Direct marketing aims to reach them and provide them more customized benefits (Kotler, & Keller, 2016). Though, direct marketing has drawbacks, just as other integrated components. Some consumers don't pay attention to direct marketing tactics like mail and delete it before even opening it; this makes some businesses use this component ineffectively (Khizar, et al., 2016). A study carried out by Odongo, & Ronald, (2021), Integrated marketing communications' effects on insurance companies' performance direct marketing was one of these factors in Mombasa County, Kenya. The study's findings showed that direct marketing for insurance product enhanced organizational effectiveness. Gichiru, (2021) also noted a comparable outcome. They looked on the tangential connection between direct marketing and insurance company performance in Nairobi,. Results of this study demonstrated a considerable impact on insurance companies' performance. Consequently, we hypothesize that:

Hypothesis 3: There is a positive impact of direct marketing on insurance firm performance in Jordan

2.4. online marketing

Online marketing is the term for a collection of tactics used to guide internet users to certain websites where they may order or buy particular products or services (French, & Rusell, 2015, Gasem et al., 2022). Consequently, web presence is the main objective of internet marketing**.** Online marketing also includes arrangements made offline, such as a banner displaying a universal resource locator (URL) on a plane (Nyarko, 2015, Hashem, & Alhumeisat,2023). All advertising campaigns conducted online marketing, including those using social networking sites, programs (apps), emails, and text messages delivered from mobile devices (SNS) (Mongkol, 2014). This form of marketing is well known in the literature in the fields of marketing and advertising research due to its accessibility, engagement, and constant availability (Khizar et al., 2016). Online marketing is a form of electronic communication that marketers use to advertise their products and services to prospective clients. Consumer benefit and product interaction through digital media are the ultimate goals of online marketing (Gura,& Gura,, 2018, Alassaf, 2020) . Finally, online marketing is the phrase used to describe how an insurance companies in Jordan presents its name, products, and services online in order to cultivate long-lasting client relationships (Waed, 2021). According to earlier study performed by Bader e t al., (2022) to evaluate the relationship between E-marketing and marketing performance among customers , they found that E-marketing is significant in the marketing performance. In addtion, Das et al., (2019), who conducted research to examine the connection between e-marketing and customer satisfaction, observed that there was a strong impact between e-marketing and customer satisfaction.Therefore, the fouth hypothes is follows

Hypothesis 4: There is a significant influence of the online marketing on insurance firm performance in Jordan

2.5. Companies Performance

Performance is what is anticipated to be given by a person or a group of people within a certain amount of time (Deygonto, & Alemu, 2019, Nur et al., 2023). The term "anticipated" in this context relates to outcomes obtained, work quality, adherence to requirements, and production of the necessary output. An employee's performance in an organization can be described as the output delivered in connection to their function and within a specified timetable (Malik, 2011, Keramatiyazd et al., 2023). Additionally, Ahmed (2015) stated in his research that as customers, employees, and society primarily define the business environment, it is important to consider these stakeholders when evaluating performance.

Performance is a multifaceted concept and a crucial factor in determining an companies success or failure. According to Yuvara, & Abate, (2013), performance refers to the results of employees' actions and talents in a certain context. Financial performance, product market performance, and shareholder return are the three distinct elements of a firm's outcomes that make up organizational performance (Ajao, & Ogieriakhi, 2018). Regardless of size, performance is something that all insurance firms in Jordan aim for. Both small and large companies aspire to become more significant (Almajali, et al., 2012, Dung,2023). In fact, businesses must expand at least once a year to meet the growing need for insurance that has arisen throughout time. Measuring performance in the insurance sector is crucial, according to Abimbola, et al., (2020), An insurance companies should assess its performance if it wishes to produce superior results. Performance is a more inclusive metric that can encompass output, standardization, and other factors (Waed, 2021).

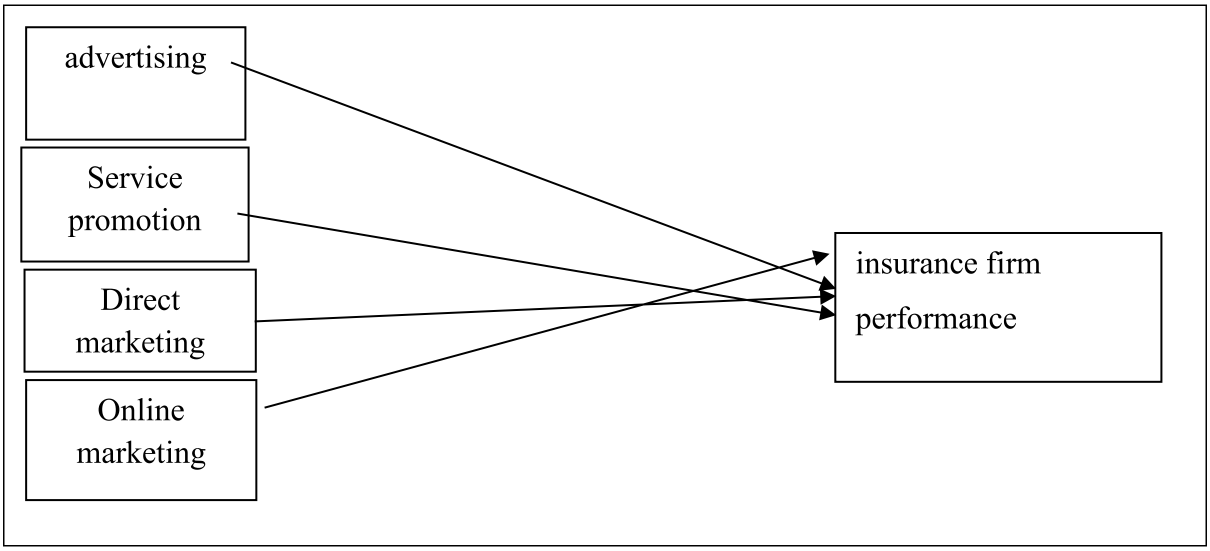
2.6. Insurance Companies in Jordan

Nearly all developed and emerging countries count the insurance sector among their major contributors to the financial services sector. Insurance providers offer financial security, are an essential link in the chain of financial intermediation, and provide a source of long-term funding for infrastructure projects, serving as the cornerstone of risk management in any nation (Augustine & Nwanneka, 2011). In the insurance industry, performance is crucial for businesses since it ensures their survival. The insurance sector is regarded as well-established if it can control any kind of financial crisis, hence strengthening the country's economic structure (Oancea, & Elena, 2015).

An essential component of the Jordanian financial market is the insurance sector, with insurance companies serving as substantial institutional investors. The importance of the insurance sector to the economy has recently increased, along with other financial services (Waed, 2021). Several variables, including but not limited to rising income and insurance demand, might be responsible for this development. Rising employment in the insurance industry and rising financial intermediary services for policyholders, especially in the pension industry are also responsible for this development (Ali, & Allan, 2017). Expanding on the relationship between Gross domestic product (GDP) and the growth of the insurance market, it is important to keep in mind that the basic purpose of the insurance sector is to provide people and businesses with protection against certain risks by sharing losses among the class of policyholders (Alshare, 2018). Therefore, insurance companies manage, finance, and underwrite risks. Finally, the Jordanian general insurance market is made up of twenty two companies, according to an annual reported published Jordan Insurance Federation in the year (2022). In addition to attaining objectives, organizational performance also relates to resource utilization competencies (Oancea, & Elena, 2015).

2.7. Conceptual Framework of the Study

The integrated marketing communications theory served as the foundation for this research. The concepts of integrated marketing communication (IMC) were introduced by Abimbola et al., (2020) and Kitchen (2000). IMC is a coordinated marketing communication that encompasses all tools used, including advertising, service promation, direct marketing and online marketing. Its order to communicate consistently and continuously both inside and outside of formal organizational boundaries, integrated marketing communication is the outcome of synchronizing activities, procedures, messages, and goals (Kotler, 2011).



3. Methodology

The approach used to collect data for the research is known as the research methodology**.** According to Hair et al. (2006), it is a logical overall common strategy or the fundamental framework for gathering and analyzing information, including the process for selecting the phenomena to be examined. Finally, in order to identify locations where the target population has been provided, it is crucial to define the study area at the beginning of every research project.

3.1. Research Design

The effectiveness of the research project depends on choosing the right research methodology (Pallant, 2010). It is necessary to specify the type of data, data collection method, and sample methodology that were used in order to accomplish the study's objectives. (Cooper, & Schindler, 2014). This research was conducted in order to examine the impact of integrated marketing communications on the performance of chosen insurance companies in Jordan. Quantitative or qualitative research methodology is easier to define, but the most important aspect is that the approach chosen must answer the research questions and objectives being examined (Sekaran, & Bogie, 2016). A survey method instrument was used in order to describe the employees profile, gather primary data and find the answers to the study's questions. The unit of analysis of this research is individual Jordanian insurance companies employees. This research design was suitable since surveys yield more robust data representation and closer estimates of participants' actual experiences. it includes all measuring techniques with precisely specified information used to measure various relationships and hypotheses (Mugenda & Mugenda, 2003). Finally, a survey was conducted to ascertain the perceptions of the staff at the chosen insurance businesses on the impact of integrated marketing communications on their Company's performance in Jordan.

3.2. Target Population and Sample

In statistics, the target population is the particular group about which data is sought. According to Cooper and Schindler (2014), a population is the entire set of components from which we want to draw conclusions.The target population for this research included 22 insurance firms that are legally permitt to do business in Jordan and are represent by the Association of Jordan Insurance (Jordan Insurance Federation,2022). But, due to the exploratory nature of the study, the target population is only individuals who are professionals and involved in the operational activities of the Corporation. Employees who are at or above job grade level seven are regard by the companies' as professionals in their respective fields. In this way, 300 companies' employees are the study's sample size. The sample size includes all managerial-level personnel as well as those who assist the process of providing insurance services and work in departments like marketing, business development, and strategic management. In this research, a concurrent sample was used, combining qualitative purposeful sampling with quantitative probability. Samples are drawn using stratified sampling for the quantitative data and purposeful or judgmental sampling for the qualitative data. Utilizing his or her discretion, the researcher can utilize a purposive sample technique to choose the examples that will best help him or her reach his or her goals and answer the study question or questions (Saunders, 2009). This approach is particularly crucial because the researcher thinks that certain members of the public should be hand-picked because they are more insightful than others.

3.3. Data Analysis

Zikmund et al. (2010) define data analysis as the application of reasoning to understand the data that have been obtained by summing up significant information learned during the investigation and detecting a recurrent pattern. Making sense of the collected raw data through the use of the various approaches is the main goal of analysis. Once the data collection process was complete, the analysis of the data came next. The type of analysis depends on the kind of data that was available in each circumstance. Descriptive statistics were employed to evaluate the quantitative data in this study using the statistical package for social sciences (SPPS). In descriptive statistics, the terms mean, frequency, standard deviation, and percentages are used to explain sample properties and important trends that emerge from the data. The relative significance of each of the four factors with regard to the performance of the Jordanian Insurance companies was also determined using a multivariate regression model.

4. Results

4.1. Response Rate

320 employees from Jordanian insurance businesses at various managerial levels made up the sample of responses. A response rate of 93.75% was achieved with 300 respondents out of the 320 targeted employees who filled out the questionnaires and returned them. For statistical reporting, a response rate of 60% or above is ideal (Hair et al., 2010).

4.2. Respondent's Profile

Given its function in facilitating comprehension of the logic of the respondents' comments, the researcher has actually found the background information to be meaningful**.**

4.3. Gender of the Respondents

The gender of the respondents is summarized in Table 1 based on the replies provided by the respondents.

Table 1.

Variable	**Frequency**	**Percentage %**
Gender		
Male	162	54.0
Female	138	46.0
Total	300	100.0

The results showed that 54.0% of respondents were male and 46.0% were female. This suggests that when employing staffs, Jordanian insurance companies employed more men than women..

4.4. Age range of respondents

Table 2.

Age	Frequency	Percentage %
Under 25	84	28.0
26- 35years old	115	38.3
36- 45 years old	77	25.7
46 – 55 years old	23	7.7
Above 56 years old	1	.3
Total	300	100.0

According to the results, 38.3% of the respondents were between the ages of 26 and 35, 25.7% were between the ages of 36 and 45, 7.7% were between the ages of 46 and 55,.3% were between the ages of 56 and above, and 28.0% were under the age of 25.

4.5. Level of Education of the Respondents

Table 3.

Education	Frequency	Percentage %
Diploma/certificate	**13**	**4.3**
Bachelors' degree	**230**	**76.7**
Master degree	44	14.7
PHD	**13**	**4.3**
Total	300	100.0

The results showed that 4.3% of respondents had a diploma or certificate, whereas 76.7% of respondents held bachelor's degrees. Finally, The findings demonstrated that 14.7% of respondents had a master's degree, whereas 4.3% of respondents held a PHD.

4.6. Period the staff had been Working with the business

The duration of the respondents' employment with the company needed to be determined for the study.

Table 4.

Period staff	Frequency	Percentage %
Less than 1 year	20	6.7
1- 10 years	117	39.0
10- 20 years	133	44.3
20 - 30 years	16	5.3
Over 30 years	14	4.7
Total	300	100.0

According to the results shown in table 4 above, 39.0% of respondents had worked for the company from one to ten years, 44.3% had worked there from ten to twenty years, 5.3% had worked from twenty to thirty years, 6.7% had worked there for less than a year, and 4.7% had worked there for more than thirty years.

4.7. Reliability Analysis

Another crucial factor in scientific research is reliability, which has to do with the dependability and consistency of measuring devices. The study used the Cronbach's alpha coefficient, one of the tests used to measure an instrument's reliability, to reflect on the outcomes of the tool used. Sekaran, and Bougie,

(2013) set a standard of 0.7. One of the most popular methods for assessing internal consistency reliability in the management sciences is Coefficient alpha. The consistency of various measures of a hidden variable is measured by reliability (Kline, 2005). Cronbach's alpha measures internal consistency, or how closely related a set of things are to one another. Cronbach's alpha reliability coefficients were used to measure the companies' performance as well as the dependability of the integrated marketing communications. Below are the Cronbach's alpha reliability coefficients for the company's performance variables and IMC variables. Finally, all of the Cronbach's Alpha Coefficient values in Table 5 were within acceptable value

Table 5.

Variables	Number of items	Cronbach's Alpha
advertising	5	.821
Service promotion	5	.833
Direct marketing	5	.859
Online marketing	4	.822
insurance firm performance	5	.877

4.8. Correlation Analysis

Looking into correlation, specifically Pearson correlation, will help you comprehend the strength of the linear link between two variables. The strength of the association is indicated by the correlation coefficient (r), which ranges from -1.0 to +1.0. As a result, a strong link is stated to exist if the coefficient is close to either +1.0 or -1.0, whereas a weak relationship is indicated by a result that is close to 0. According to Cronk (2008), a correlation coefficient between two variables that is above 0.7 on both sides is regarded to be high, below 0.3 and close to 0 on both sides is considered to be a weak link, and between 0.3 and 0.7 is considered to be moderate.

Table 6. Correlation analysis

	firm performance	advertising	Service promotion	Direct marketing	Online marketing
firm performance	1				
advertising	.518 (**)	1			
Service promotion	. 692(**)	.539 (**)	1		
Direct marketing	.537(**)	.639(**)	. 637(**)	1	
Online marketing	.606(**)	.542(**)	.710(**)	.566(**)	1

** Correlation is significant at the 0.01 level (2-tailed

The correlation between IMC tools and companies performance was determined using a Pearson correlation coefficient. Also, Between all of the company's overall performances, significant linear correlations and a strong positive correlation are obtained. All variables' correlation coefficients (r) fall between 0.518 and 0.710, indicating a moderate and strong association. Advertising (0.518), service promotion (0.692), direct marketing (0.537), and online marketing (.606) are the IMC tools dimensions that are most strongly connected with performance.

4.9. Multiple Regression and Hypothesis Testing

Multiple regression is a statistical model that allows researchers to explore the relationship between the dependent variable and a number of independent or predictor factors. One of the SPSS outputs from the multiple regression analysis is the model summary, which contains the R square and the standard of the error term for the model. R Square, also known as the coefficient of determination, gives details on the proportion of the variance in the dependent variable (in this case, performance) that can be explained by changes in the independent variables (the IMC tools).

According to the data in the table below, advertising, sales promotion, direct marketing, and online marketing have a 65.3% link with companies performance. This suggests that variations in the implementation of various integrated marketing communication programs can account for 65.3% of the difference in performance on the stated criteria. The remaining 34.7% of the changes are thought to be the result of additional factors outside the purview of this analysis. Finaly, ANOVA statistics was additionally employed to assess the effectiveness of the regression model. based on the findings, there is a substantial (p0.000) positive association between the f-value (75.828) and R-Square (0.653). This again suggests that all elements are greatly affecting organizational performance. The findings of this research of a hypothesis test are used to determine how well companies' perform in terms of integrated marketing communications as indicators of how customers behave when purchasing insurance services, as shown in Table 7. The findings of the hypothesis analysis are indicated in the table below, and they demonstrate that the performance of the firm is significantly influenced by all of the advertising, service promotion, direct marketing, and online marketing factors. However, the findings are consistent with the proposed research hypotheses (H1, H2, H3, and H4), as each of the variables—advertising, service promotion, direct marketing, and web marketing—has a favorable correlation with the variable measuring company performance.

Table 7. Result of multiple regression and Hypotheses Analyses

Path Hypotheses			Dependent variable: firm performance		
	Independent variable	**B**	**Beta**	**Sig**	Decision
H1	advertising → firm performance outcomes	.183	.184	.001	Supported
H1	Service promotion → firm performance outcomes	.105	.109	.022	Supported
H1	Direct marketing → firm performance outcomes	.339	.367	.000	Supported
H1	Online marketing → firm performance outcomes	.168	.164	.003	Supported

	R Square for firm performance outcomes	**.653**
	R	**.808**

4.10. Descriptive Statistics

The study employed a five-point Likert scale, and the level of score is interpreted in accordance with work Saunders et al., (2012). Hair et al. (2012) determined that scores of less than 1.33 are regarded as low level, 1.33 to 3.67 as moderate level, and 3.67 and higher as high level. Also, table 8 below displays the mean and standard deviation of all the study's variables.

Table 8. Effects of Advertising and Firm Performance

Statements	**Mean**	**SD**
Advertising provides me with details about the products.	3.810	.881
Advertising attracts the intended audience's attention more often.	3.830	.903
Advertising changes customers perceptions of the company or product	3.950	.815
Advertising causes behavior to be stimulated.	3.960	.882
The firm performance is impacted by its online activities, such as its blogs, websites, and social media accounts	3.840	.898
Grand Score	3.878	0.875

Advertising causes behavior to be stimulated, According to the research findings in table 8 above, the majority of participants think that product advertising has an impact on the performance of a business, with a mean of 3.960. Advertising changes customers perceptions of the company or product came second with a mean of 3.950, followed by The firm performance is impacted by its online activities, such as its blogs, websites, and social media accounts scoring a mean of 3.840. Advertising attracts the intended audience's attention more often a mean score of 3.830, and lastly Advertising provides me with details about the products with a mean of 3.810. From the findings, it can be concluded that advertising fosters a favorable perception of the product or service and encourages repeat purchases, expanding the market segment and resulting in increased performance.

Table 9. Effects of Service promotion and Firm Performance

Statements	**Mean**	**SD**
services promotion affects the effectiveness of the organization	3.460	1.064
Promotion of services raises the rate of brand switching	3.360	1.100
Promotion of services raises the quantity of new queries	3.410	1.048
Promotion of services expands relative market share.	3.540	.966
Promotion of services raises monthly revenue growth levels	3.940	1.011
Grand Score	3.542	1.0378

To determine the relationship between services promotion and organizational performance, the research findings in table 5 above demonstrated promotion of services raises monthly revenue growth levels with a mean of 3.940; while Promotion of services expands relative market share came second with a mean of 3.540, findings also indicate that services promotion affects the effectiveness of the organization by a mean of 3.460, whereas Promotion of services raises the quantity of new queries a mean of 3.410. and lastly Promotion of services raises the rate of brand switching with a mean of 3.360. This suggests that in a time of intense competition when the majority of firms engage in service promotion activities, it is essential to be the market leader by being innovative; in addition, promotion efforts encourage customers to use products on the market, which raises usage rates and sales volumes, which are important for any company that seeks to become the leader.

Table 10. Effects of Direct marketing and Firm Performance

Statements	**Mean**	**SD**
How much direct marketing has an impact on firm performance	3.890	1.032
Customer satisfaction is raised by direct marketing of insurance products.	3.970	.882
The average cost per sale rises as a result of direct marketing for insurance products	4.080	.770
The amount of mailings sent is reflected in or affected by direct marketing for insurance products .	3.830	.993
Grand Score	3.942	0.919

To determine the impact of direct marketing and firm performance, The research findings presented in table 10 above the average cost per sale rises as a result of direct marketing for insurance products with a mean of 4.080; while customer satisfaction is raised by direct marketing of insurance products came second with a mean of 3.970. Findings also indicate that How much direct marketing has an impact on firm performance with a mean score of 3.890. Lastly The amount of mailings sent is reflected in or affected by direct marketing for insurance products with a mean of 3.830. The conclusion that can be drawn is that direct marketing has the potential to be more cost-effective than the other forms of advertising if it is carefully thought out and carried out. This is as a result of its capacity to precisely target its market. These make it possible for insurance companies to sell their goods directly to customers without using intermediaries like agents and brokers, which would undoubtedly boost business performance in a cutthroat and fast-paced atmosphere.

Table 11. Effects of Online marketing and Firm Performance

Statements	**Mean**	**SD**
One of the most crucial tools used by insurance companies is online marketing	4.000	.940
The most effective method of gathering data and contacting customers is through online marketing.	3.960	.971
The most effective method for influencing customers decisions to choose insurance companies is online marketing	3.880	.890
One of the tactics that insurance companies have used is online marketing	3.950	.725
Grand Score	3.945	0.881

Based on the findings in table 11, responders firmly agreed that online marketing practiced by One of the most crucial tools used by insurance companies is online marketing with a mean of 4.000. Findings also indicate that the most effective method of gathering data and contacting customers is through online marketing by a mean of 3.960. Furthermore, one of the tactics that insurance companies have used is online marketing as shown by the mean of 3.950. and last but not least, The most effective method for influencing customers decisions to choose insurance companies is online marketing with a mean of 3.880. Finally, these results are consistent with Kanire et a., (2021) assertion that the core purpose of online marketing is to maintain the nature and caliber of the connections between the company and its diverse audiences. This suggests that insurance businesses should work to project a positive image by publicizing the company's newsworthy operations.

Table 12. firm performance

Statements	Mean	SD
Customer retention and satisfaction level	4.120	.716
company communication effectiveness is good	4.000	.873
number of new and retaining customers	4.100	.894
Employee competency level	3.980	.955
obtained market share size	3.900	.985
how frequently employees change jobs	3.720	.905
Grand Score	3.97	.888

In an effort to improve company performance in Jordanian insurance firms, Table 12 above's study findings revealed that customer retention and satisfaction level shared a mean of 4.120; while number of new and retaining customers came second sharing a mean of 4.100; Whereas company communication effectiveness is good shared a mean of 4.000. Employee competency level had a mean of 3.980. obtained market share size scored a mean of 3.900 and lastly how frequently employees change jobs a mean of 3.720.

5. Discussion

The first hypothesis was to evaluate the impact of integrated marketing communications dimensions on insurance firm performance in Jordan.The findings demonstrated all dimensions of the integrated marketing communications have a significant positive effect on the business outcomes of Insurance firm performance, which backs up the pertinent literature that revealed these variables. Additionally, these results are in line with pertinent literature that has previously substantiated the impact of integrated marketing communications (e.g. Abimbola et al., 2020, Duru et al., 2023, Gichiru, 2021). Furthermore, the findings showed that each of the following has a unique, beneficial, and significant impact on insurance companies: advertising (B = 0.183), service promotion (B = 0.105), direct marketing (B = 0.339), and online marketing (B = 0. 168). The results supported all research hypotheses H1, H2, H3, and H4 and demonstrated the considerable impact of integrated marketing communications used in Jordanian insurance firms with a positive path toward their business outcomes. These results are consistent with Kanire, Lukuri, and Mbuga, (2021) claim that integrated marketing communications is a strategy for accomplishing marketing campaign goals through the well-coordinated use of various promotional tactics that are meant to support one another. Similarly, according to Dawed (2017), integrated marketing communications is the combination of promotional strategies to provide a single, customer-centered sales message. According to Sakara and Alhassn (2014), the systematic coordination of all sales programs, primarily: media, advertising, sales promotion, personal selling, public relations, and other forms of communication, constitutes the integration of marketing communications. The goal is to create a consistent, cohesive message that is customer-focused. To maximize the impact of communications on target consumers, Eagle, and Kitchen (2015) contends that successful strategies concentrate on the successful development of integration of marketing communications tools (advertising, public relations, direct marketing, online marketing, promotion, and personnel selling). Furthermore, Zimuto (2013) notes that integrated marketing communications is a method for building a brand rather than just a way to combine promotional resources. To communicate with customers these tools can be combine and used at various intensities. Similarly, Ballowe (2018) asserts that this can be accomplish by leveraging marketing communication tools as the primary influential factor to convey specific insights about the company and its goods to customers and stakeholders. Amin, and, Ala, (2014) assert that advertising aims to promote items by disseminating them through various media types, such as print and electronic, which is in line with the findings of this study. Similarly, Chitty, (2012) and Kajwang, (2022) assert that advertising messages can reach a sizable target audience and are afterwards able to inform, persuade, and remind people of the brand's offerings. Likewise, Adegbola, Binuyo, and, Kolawok, (2020) opine that direct interaction with the target consumers is an effective way of creating awareness and a means through which the business agents carry along element of online marketing hence portraying credibility for the company and products

6. Conclusion

This study provides empirical evidence for a positive effect of IMC strategies on performance in insurance companies in Jordan. The ability to craft an integrated campaign across advertising, promotions, direct marketing and online platforms is an essential capability for insurance providers to improve competitiveness. Findings suggest IMC should be leveraged to actively enhance brand awareness, consumer perceptions, and loyalty. Limitations of the cross-sectional survey design indicate longitudinal replications could substantiate the causal IMC performance relationship. In order to accomplish the company's business goals, integrated marketing communications must generally continue to be a key part of the corporation's business strategy. This is because the tools can account for 65.3% of the difference in the Corporation's performance. It is necessary to carefully plan and strategically change the approach to each IMC tool and its constituent parts. According to the survey's findings, there has been a considerable impact of advertising on performance. However, the study was able to show that there is a strong link between business performance and advertising. Additionally, according to respondents, Advertising is also regarded as one of the most crucial tools for giving potential customers the information they need, therefore its operations must be aggressive and persistent over time in order to be successful and persuade them to buy things they had not intended to. As a result, it's critical that businesses continue to spend money on advertising in a thoughtful manner. Utilizing a variety of platforms, direct marketing enables businesses to engage with consumers directly. However, despite the fact that direct marketing has a significant impact on historical insurance performance, management frequently overlooks it when choosing a marketing strategy. Sales promotion has so far increased customer loyalty, brought in new clients, and raised awareness of insurance products, all of which have increased sales. However, due to irregularities, insurance companies in Jordan do not conduct sales promotions to a sufficient amount, and management has not taken any steps to use sales promotions to boost company performance, as there is no statistical support for doing so. Finally, online marketing has so far increased customer loyalty, drawn in new clients, and raised awareness of insurance products, all of which have increased sales.

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