

Trust, love and engagement: exploring the dynamics of social media behavior in Islamic banking

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Abstract

Purpose

The purpose of this research is to examine how brand trust influences social media engagement behavior (SMEB) in the domain of Islamic online banking. Furthermore, this study aims to explore the mediating role of brand love in the association between brand trust and SMEB.

Design/methodology/approach

A sample comprising 350 users was enlisted, and data collection was carried out through email-distributed questionnaires and personal interviews. Structural equation modeling (SEM) was used to analyze the acquired data set.

Findings

The findings highlight the mediating role of brand love, offering practical implications for Islamic banking actors to enhance customer engagement through trust and affection strategies. By leveraging these insights, managers can design targeted content and trust-building activities. The use of SEM underscores the methodological rigor of this study, providing a robust framework to explore relationships among variables.

Research limitations/implications

This study represents a groundbreaking empirical investigation into the impact of brand trust and brand love on SMEB within the rapidly expanding banking sector. It addresses a research gap by examining the influence of brand trust on SMEB concerning likes and comments, particularly in the context of Islamic online banking in Palestine.

Originality/value

To the best of the authors' knowledge, this research stands out as the first of its kind in exploring the role of brand trust in customer engagement within the realm of online brand communities associated with banks. In addition, it tests the indirect impact of brand love in reinforcing these relationships.

Keywords: Brand Trust, Brand Love, Social Media Engagement Behavior, Islamic Banking