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The Use of Social Media Platforms and their Impact on Enhancing Digital Engagement with Customers in the Jordanian Housing Sector

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Abstract

Objectives: This study aimed to identify the impact of social media platforms (such as Facebook, Twitter, and YouTube) on the services provided by housing companies in Jordan. The study explores how social media affects customer awareness, customer acquisition, customer retention, brand awareness, and customer loyalty within the real estate sector in Jordan.

Methods: A survey methodology was employed, utilizing both descriptive and analytical approaches to address the research questions. A sample of 182 participants, all property owners in Amman (Jordan's capital), who engage with housing companies through social media platforms, was selected. The survey consisted of two sections: the first focused on demographic details and social media usage patterns, while the second measured variables such as customer awareness, customer acquisition, retention, increased awareness, and enhanced loyalty. Data were analyzed using simple regression techniques.

Results: The findings revealed that social media usage has a significant impact on increasing customer awareness (85.7%), acquiring new customers (84.3%), and raising brand awareness (85.3%). However, its effect on customer retention (77%) and enhancing customer loyalty (76.7%) was relatively lower. Simple regression analysis indicated that social media usage explained a substantial portion of the variance in customer awareness, customer acquisition, and customer retention, with statistical significance for all variables.

Conclusions: The study concludes that social media platforms play an indispensable role in increasing customer awareness and acquiring new clients in the real estate sector in Jordan. However, retaining customers and enhancing loyalty through social media requires more specialized and sustained engagement strategies.

Keywords: Social media, Housing companies, Customer awareness, Impact, Jordan.

استخدام منصات التواصل الاجتماعي وتأثيرها على تعزيز التفاعل الرقمي مع العملاء في قطاع الإسكان الأردني

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ملخّص

الأهداف: تهدف هذه الدراسة إلى استكشاف تأثير منصات الوسائط الاجتماعية (مثل فيسبوك، تويتر، ويوتيوب) على الخدمات المقدمة من شركات الإسكان في الأردن. تركز الدراسة على كيفية تأثير الوسائط الاجتماعية على وعي العملاء، واكتساب العملاء، والاحتفاظ بالعملاء، وزيادة الوعي بالعلامة التجارية، وتعزيز ولاء العملاء ضمن قطاع العقارات في الأردن.

المنهجية: اعتمدت الدراسة على المنهج الوصفي التحليلي للإجابة عن أسئلة البحث، وتم اختيار عينة مكونة من 182 مشاركًا، جميعهم مالكو عقارات في عمان (عاصمة الأردن)، ويتفاعلون مع شركات الإسكان عبر منصات التواصل الاجتماعي، وتكونت الاستبانة من قسمين: الأول يتعلق بالتفاصيل الديموغرافية وأنماط استخدام الوسائط الاجتماعية، بينما يقيس الثاني متغيرات مثل وعي العملاء، واكتساب العملاء، والاحتفاظ بالعملاء، وزيادة الوعي، وتعزيز الولاء، وتم تحليل البيانات باستخدام تقنيات الانحدار البسيط.

النتائج: أظهرت النتائج أن استخدام منصات التواصل الاجتماعي له تأثير كبير في زيادة وعي العملاء (85.7%)، واكتساب عملاء جدد (84.3%)، وزيادة الوعي بالعلامة التجارية (85.3%). ومع ذلك، كان تأثيرها على الاحتفاظ بالعملاء (77%) وتعزيز ولاء العملاء (76.7%) أقل نسبيًا، وأظهرت نتائج تحليل الانحدار البسيط أن استخدام منصات التواصل الاجتماعي يفسر جزءًا كبيرًا من التباين في وعي العملاء، واكتساب العملاء، والاحتفاظ بالعملاء، مع دلالة إحصائية لجميع المتغيرات.

الخلاصة: خلصت الدراسة إلى أن منصات التواصل الاجتماعي تلعب دورًا محوريًا في زيادة وعي العملاء واكتساب عملاء جدد في قطاع العقارات في الأردن. ومع ذلك، فإن الاحتفاظ بالعملاء وتعزيز الولاء عبر الوسائط الاجتماعية يتطلب استراتيجيات تفاعل أكثر تخصيصًا واستدامة.

الكلمات المفتاحية: الوسائط الاجتماعية، شركات الإسكان، وعي العملاء، تأثير، الأردن.

Introduction

In the fast-paced digital age, social media platforms have become an indispensable part of marketing strategies and digital reputation management across various industries (Shih-Hui H. et al., 2019). These platforms have significantly transformed the methods of interaction between companies and customers, becoming the primary tool for direct and immediate communication. This shift has had profound effects on companies' image, reputation, and relationships with their clients (Carrillo-Durán & Tato-Jiménez, 2019; Larimo & Leonidou, 2021). According to the study by Shih-Hui H. et al. (2019), the growing use of these platforms demonstrates how they have become an integral part of people's daily lives, as individuals spend considerable time searching for issues and commercial products, reflecting a profound transformation in their behavior and interactions through these digital channels.

On the other hand, a study by Purva G. & Arpan K. K. (2018) affirms that interactions on social media platforms, such as tweets, comments, and shares, have become more diverse and influential. This presents the role of these platforms in shaping public opinions, guiding decisions, and influencing behaviors (Mansour & Abu-Arqoub, 2020; Aljalabneh et al., 2023). Platforms like Facebook, Instagram, Twitter, and WhatsApp directly impact brand images, contributing to the building of long-term relationships with customers and amplifying companies' influence across various sectors.

In this context, the housing sector in Jordan has witnessed a notable digital transformation. Social media platforms like Facebook and WhatsApp have become central to real estate buying and selling processes. According to a study by Al-Gasawneh (2023), these platforms have become a key tool in building trust between real estate companies and clients, reflecting the profound impact of these tools on purchase decisions and customer behavior within the sector. At the same time, this sector faces multiple challenges, such as inadequate digital infrastructure in some regions and a lack of training in using digital tools, requiring the development of integrated strategies to overcome these obstacles.

This study aims to shed light on how social media platforms enhance brand reputation in the Jordanian housing sector and how they influence customer loyalty and purchase decisions. The study intends to offer practical and realistic insights that can contribute to improving the digital engagement strategies of real estate companies, focusing on building sustainable relationships with clients in an evolving digital environment.

Theoretical Framework and Previous Studies

First: Relationship Marketing Theory in the Jordanian Housing Sector

The Relationship Marketing Theory, developed by Berry (1995), emphasizes the importance of building sustainable, long-term relationships with customers through continuous interaction and the delivery of added value. In the context of the Jordanian real estate sector, this theory highlights the need to strategically use digital platforms such as Facebook and Instagram to enhance ongoing interactions with clients. Through these platforms, companies can address clients' needs in a personalized way, provide immediate responses, and offer continuous updates on market trends, thereby boosting trust and increasing customer loyalty. Studies indicate that successful exchanges within relationships require a deep understanding of customers' needs, which can give companies a competitive advantage when their offerings align with these needs (Pressey & Tzokas, 2006; Morgan & Hunt, 1999). Through social media, companies can directly respond to their clients' needs, thus enhancing the sustainability of these relationships. Many studies emphasize the crucial role of social media in supporting socio-economic innovation. For instance, a study by Rui et al. (2019) showed that social media supports open innovation within organizations, providing essential tools for developing services and products. This innovation is not only limited to improving internal processes but also extends to enhancing customer interaction, contributing to increased value for them. In this context, a study by Rui et al. (2019) highlights the importance of social media in expanding electronic distribution channels and enhancing customer engagement, contributing to sustainable growth in the sector.

Second: The Impact of Social Media on Customer Engagement and Loyalty: A Review of Previous Studies

Many studies show a strong impact of social media on enhancing the interaction between companies and customers, leading to improved brand credibility and increased purchase intent. In this context, the study by Chahal & Rani (2017) is

essential for understanding how continuous and direct interaction between brands and customers on social media platforms influences customer trust in the brand, increasing their interest in products and services, which contributes to higher purchase intent. These results align with the study by Mangold & David (2009), which confirms that continuous interaction with customers via social media enhances positive brand impressions, contributing to increased brand credibility and encouraging positive purchase decisions. Furthermore, Tsiotsou (2019) confirmed that social media contributes to creating interactive platforms that improve the relationship between companies and customers, which enhances brand credibility and fosters customer loyalty. Additionally, Chahal et al. (2020) emphasized that interactive activities on social media are an effective tool for building strong relationships between brands and customers. This interaction helps enhance customer loyalty, thus increasing their willingness to repurchase products. This also reflects what Hajli (2014) highlighted regarding the role of social media in building trust between the brand and customers, leading to increased loyalty and purchase intent. On the other hand, Zhang & Mao (2017) demonstrated that continuous interaction through these platforms not only helps build a strong brand reputation but also improves the relationship with customers and increases loyalty. Regarding the impact of interaction on brand awareness, the study by Philo et al. (2015) confirmed that social media plays an important role in improving brand awareness through continuous and direct interaction with customers. This interaction includes responding to customer inquiries, sharing positive content, which in turn stimulates purchase intent. This result aligns with Duyter (2023), which indicates that ongoing interaction on social media contributes to improving brand awareness and increasing customer trust and loyalty. In terms of the effect of social media on purchase intent, studies such as Hajli (2014) and Alanzy et al. (2013) pointed out that continuous interaction across social media platforms enhances the customer experience, leading to increased purchase intent and brand loyalty. These results support the study by Mangold & David (2009), which suggests that continuous interaction with the brand on these platforms enhances the brand's image and increases purchase intent. Philo et al. (2015) also showed that positive interaction with customers on social media contributes to stimulating purchase intent and improving brand awareness. As for building brand reputation, Zhang & Mao (2017) confirmed that continuous interaction through social media platforms contributes to improving brand reputation, enhancing the brand's ability to interact with customers, and increasing loyalty. This interaction also helps enhance the brand's image, which positively reflects on loyalty and purchase intent. These findings align with the results of Mangold & Faulds (2009), which show that social interaction on social media significantly contributes to building brand reputation, leading to increased loyalty and higher purchase intent. On the other hand, other studies such as Ioanid et al. (2018) and Olanrewaju et al. (2020) demonstrated that social media contributes to fostering innovation within companies by improving the interaction between customers and suppliers. This collaboration helps companies improve their products and services, which enhances interaction with customers and increases loyalty and purchase intent. Drummond et al. (2018) also highlighted the role of platforms such as Facebook and Twitter in promoting collaboration between companies and customers, which leads to enhanced interaction and increased loyalty.

Based on the above, it can be concluded that social interaction on social media platforms has a powerful effect on brand credibility and purchase intent. Continuous interaction with customers helps build customer trust in the brand, leading to increased loyalty and purchase intent. Additionally, effective interaction enhances the brand's image and increases brand awareness. Moreover, social interaction helps improve the brand's reputation, thereby boosting loyalty and purchase intent. Finally, social media contributes to fostering innovation within companies, which enhances the customer experience and increases loyalty and purchase intent.

Research Questions:

- To what extent do social media platforms (such as Facebook, Twitter, YouTube) influence the follow-up of housing companies' services in Jordan?
- What impact does the use of social media platforms (such as Facebook, Twitter, and YouTube) have on clients' understanding of their needs and desires in the housing sector in Jordan?
- What role does the use of social media platforms (such as Facebook, Twitter, and YouTube) play in the acquisition

of new clients for housing companies in Jordan?

- What effect does the use of social media platforms (such as Facebook, Twitter, and YouTube) have on the ability of housing companies to retain existing clients in Jordan?
- What influence does the use of social media platforms (such as Facebook, Twitter, and YouTube) have on increasing awareness of housing companies' services in Jordan?
- What contribution does the use of social media platforms (such as Facebook, Twitter, and YouTube) make to strengthening customer loyalty to housing companies in Jordan?

Methodology

The study relies on a survey methodology, both descriptive and analytical, to answer the research questions. The aim is to identify the impact of social media networks on various variables related to the housing services of real estate companies in Jordan.

Study Population

The study population consists of individuals who own villas or apartments purchased from housing companies in Jordan. Given the large geographic spread of these individuals in Amman and the difficulty of reaching them all. A convenience sample of 182 owners was selected, most of whom are residents of the capital, Amman. This selection is because Amman is an urban and residential center of Jordan. This sample was selected to ensure the representation of property owners who interact with housing companies via social media platforms, aiming to obtain accurate insights about how these platforms affect their behavior and decisions.

Survey Design

The study's questionnaire was developed based on a set of previous studies that addressed the impact of social media on various variables in the housing field. The questionnaire consists of two parts: Part One: Contains questions related to the respondents' personal characteristics, such as gender, age, job, and the extent of their use of social media platforms, along with the most important platforms they follow. Part Two: Composed of 29 statements representing six main areas, which are: Independent Variable: Social media usage. Dependent Variables: Customer awareness, customer acquisition, customer retention, increased awareness, and enhanced loyalty. A Likert scale with three points was used to measure participants' responses: a score of 3 for agreement, 2 for neutrality, and 1 for disagreement.

Validity and Reliability Testing

The questionnaire's validity was tested through a review by a group of experts in digital media and project management at the University of Jordan. The experts agreed that the tool measures what it is intended to measure, with some minor modifications to improve clarity. Reliability was tested using Cronbach's alpha for all the dependent variables in the study. Cronbach's alpha is a measure of the internal consistency of the instrument (in this case, the questionnaire) and reflects the degree of coherence among the items of the questionnaire related to each dependent variable. Table 1 below shows the results:

Table 1. Table (1) Reliability Test (Cronbach's Alpha Values)

Variable	Number of Items	Cronbach's Alpha Value
Social Media Usage	8	0.830
Customer Awareness	5	0.744
Customer Acquisition	5	0.763
Customer Retention	5	0.853
Increased Awareness	3	0.830
Enhanced Loyalty	3	0.874
Overall Value	29	0.926

These values indicate a high reliability in the measurement tool (the questionnaire), with the overall Cronbach's alpha value being 0.926, reflecting a high level of internal consistency among the items related to each dependent variable (Moss & Adams, 2016).

Mathematical Model for Statistical Analysis: In this study, simple regression is used to analyze the relationship between the independent variable (social media usage) and the dependent variables in the study (Field, A., 2013). Given the dependent variables identified in the research questions, the relationship can be represented by the following mathematical model:

$Yi=\beta0+\beta1X+\epsilon i$

Where:

- Y1, Y2, Y3, Y4, Y5 : Represent the dependent variables reflecting the impact of social media usage on different aspects of the relationship with customers in housing companies in Jordan:Y1: The impact of social media usage on customer awareness of housing services.Y2: The impact of social media usage on customer acquisition.Y3: The impact of social media usage on customer retention.Y4: The impact of social media usage on increased awareness of housing companies' strategies.Y5: The impact of social media usage on enhancing customer loyalty is the independent variable representing "social media usage" (e.g., Facebook, Twitter, YouTube).β0\beta is the intercept or constant, representing the value of the dependent variable when the independent variable (X) is zero.β1\beta is the coefficient representing the effect of social media usage on the dependent variable.ϵi\ epsilon is the error term, reflecting unexplained variation in the dependent variable due to factors not included in the model.

Study Results

1-Descriptive Results: Table 2 shows the distribution of demographic characteristics of the study participants.

Table 2. Demographic Characteristics of the Sample

Variable	Category	Frequency	Percentage	Valid Percentage	Cumulative Percentage (%)
Gender	Male	75	41.2%	41.2%	41.2%
	Female	107	58.8%	58.8%	100%
	Total	182	100%	100%	-
Age Group	20-30 years	57	31.3%	31.3%	31.3%
	31-40 years	53	29.1%	29.1%	60.4%
	41-50 years	44	24.2%	24.2%	84.6%
	50+ years	28	15.4%	15.4%	100%
	Total	182	100%	100%	-
Occupation	Public Sector Employee	36	19.8%	19.8%	19.8%
	Private Sector Employee	112	61.5%	61.5%	81.3%
	Retired	15	8.2%	8.2%	89.6%
	Unemployed	19	10.4%	10.4%	100%
	Total	182	100%	100%	-
Interaction with social media Regarding Real Estate	Always	62	34.1%	34.1%	34.1%
	Sometimes	75	41.2%	41.2%	75.3%
	Rarely	45	24.7%	24.7%	100%
	Total	182	100%	100%	-
Most Followed Platforms	Facebook	143	78.6%	78.6%	78.6%

Variable	Category	Frequency	Percentage	Valid Percentage	Cumulative Percentage (%)
	X (Twitter)	13	7.1%	7.1%	85.7%
	LinkedIn	10	5.5%	5.5%	91.2%
	Other	16	8.8%	8.8%	100%
	Total	182	100%	100%	-

The results from the table indicate the following:

Gender: The results show that females make up the majority, with 58.8%, compared to 41.2% for males. This aligns with findings from various studies, such as Hajli (2014), which demonstrated that women tend to engage more on social media platforms, including Facebook and Twitter, which helps in building trust and loyalty.

Age Group: The results show that the most active age group is 20-30 years, followed by 31-40 years. These results are consistent with Morgan & Hunt (1999), who indicated that younger generations are the most likely to use digital platforms to interact with brands. Additionally, Graciela C. D. Z. et al. (2019) note that younger generations are more adaptable to technological and digital updates, making them more engaged with digital content provided by companies via social media platforms.

Employment: According to the results, employees in the private sector make up the largest group, at 61.5%, reflecting this demographic's continuous access to social media platforms during or after work hours. This finding supports Tsiotsou's (2019) research, which emphasized that companies, especially in the private sector, can enhance interaction with this group by utilizing tools like chatbots on platforms such as Facebook and Instagram.

Interaction with Social Media Regarding Real Estate: The results indicate that 41.2% of the sample interact with social media about real estate "sometimes," while 34.1% engage "always." These results align with Drummond et al. (2018), which showed that continuous interaction with clients via social media enhances personal connections with brands, helping companies better meet customer needs. The findings also support Pressey & Tzokas (2006), who emphasized the importance of building sustainable relationships with customers, suggesting that consistent interaction on these platforms strengthens companies' relationships with clients in the real estate sector.

Most Followed Platforms: Facebook ranks as the leading platform with 78.6% followership, which aligns with numerous studies confirming that Facebook is the most effective platform in enhancing customer engagement across various sectors, including real estate. A study by Hossain & Kibria (2024) indicates that platforms like Facebook provide an interactive environment that allows brands to maintain continuous communication with their customers, thereby fostering loyalty and trust. In contrast, the results show that X (formerly Twitter) and LinkedIn represent a smaller share, which is consistent with some studies indicating that these platforms may have less impact in certain industries compared to Facebook in building long-term relationships with customers.

The results suggest that social media platforms play a crucial role in enhancing customer interaction within the Jordanian real estate sector. Facebook emerges as the most widely used platform, with "sometimes" or "always" interaction being common in the real estate sector. These findings reflect the strategic importance of using social media to build sustainable relationships, consistent with many studies that highlight the impact of these platforms on increasing customer engagement and brand loyalty.

2-Results for the First Question:

How frequently do people use social media platforms (such as Facebook, Twitter, YouTube) to follow real estate services in Jordan?

The responses were analyzed using means, standard deviations, and percentages, as shown in Table 3. The results were as follows:

Table 3. Descriptive Statistics of Key Variables

Variable	Mean	Standard Deviation	Percentage
Social Media Use	2.42	0.460	80.7%
Customer Awareness	2.57	0.400	85.7%
Customer Acquisition	2.53	0.436	84.3%
Customer Retention	2.31	0.548	77%
Increased Awareness	2.56	0.542	85.3%
Loyalty Enhancement	2.30	0.641	76.7%

- **Social Media Use:** The average for social media usage was 2.42, with 80.7%, indicating a significant use of digital platforms for following real estate services.
- **Customer Awareness:** This variable had the highest value, with a mean of 2.57 and 85.7%, demonstrating that social media plays a significant role in raising customer awareness of real estate services.
- **Increased Awareness:** Ranked second, with an average of 2.56 and 85.3%, reflecting the importance of social media in increasing brand and service awareness.
- **Customer Acquisition:** Ranked third, with a mean of 2.53 and 84.3%, showing that social media platforms have a significant impact on attracting new customers.
- **Customer Retention:** This variable had the lowest average at 2.31 and 77%, suggesting a lower impact of social media in retaining current customers compared to other factors.
- **Loyalty Enhancement:** Ranked last with an average of 2.30 and 76.7%, indicating a moderate effect of social media on enhancing customer loyalty to real estate companies.

These findings suggest that while social media has a strong impact on increasing customer awareness and attracting new customers, its role in retaining existing customers and enhancing loyalty appears to be more limited.

3-Results for Questions 2-5: Does the use of social media platforms (such as Facebook, Twitter, YouTube) affect customer awareness, customer acquisition, customer retention, increasing awareness, and enhancing customer loyalty for real estate companies in Jordan? To answer these questions, simple regression analysis was used, and Table 4 below shows the results:

Table 4. Regression Analysis Results for the Impact of Social Media Use on Key Variables

Variable	R	R^2	F	sig	Constant (Intercept)	Beta	T	sig
Use * Awareness	0.512	0.262	63.984	0.000	1.492	0.512	7.999	0.000
Use * Customer Acquisition	0.441	0.195	43.545	0.000	1.515	0.441	6.599	0.000
Use * Customer Retention	0.435	0.189	42.083	0.000	1.055	0.435	6.487	0.000
Use * Increasing Awareness	0.433	0.188	41.607	0.000	1.326	0.433	6.450	0.000
Use * Enhancing Loyalty	0.351	0.123	25.236	0.000	1.117	0.351	5.024	0.000

1. **Effect of Social Media Use on Customer Awareness:** The table shows a correlation of 0.512 between the use of social media and customer awareness of real estate companies' services. The R^2 value of 0.262 indicates that changes in social media usage explain 26.2% of the changes in customer awareness. The T-test value of 7.999 confirms statistical significance at a 0.000 level, indicating a strong and statistically significant impact of social media usage on customer awareness. Based on this, we can accept the hypothesis that social media use affects customer awareness in the Jordanian real estate sector at a 0.05 significance level. The effect's strength is verified by the F-test value of 63.984, which is statistically significant at a level lower than 0.050. Thus, the relationship between the variables can be expressed by the equation: $\mathbf{Y = 1.492 + 0.512X}$.

2. **Effect of Social Media Use on Customer Acquisition:** The table shows a correlation of 0.441 between the use of social media and acquiring new customers. The R^2 value of 0.195 indicates that changes in social media usage explain 19.5% of the changes in customer acquisition. The T-test value of 6.599 shows statistical significance at the 0.000 level. Based on this, we can conclude that the hypothesis that social media use affects customer acquisition has been confirmed. The relationship can be expressed by the equation: **Y = 1.515 + 0.441X**.
3. **Effect of Social Media Use on Customer Retention:** The table shows a correlation of 0.435 between the use of social media and customer retention. The R^2 value of 0.189 means that 18.9% of the changes in customer retention are explained by changes in social media usage. The T-test value of 6.487 shows statistical significance at the 0.000 level. Based on this, we can confirm that the hypothesis that social media usage affects customer retention is correct. The equation is: **Y = 1.055 + 0.435X**.
4. **Effect of Social Media Use on Increasing Awareness:** The table shows a correlation of 0.433 between social media use and increasing awareness of real estate services. The R^2 value of 0.188 indicates that 18.8% of the changes in awareness are explained by changes in social media usage. The T-test value of 6.450 shows statistical significance at the 0.000 level, confirming that social media usage has a positive impact on increasing awareness. The equation is: **Y = 1.326 + 0.433X**.
5. **Effect of Social Media Use on Enhancing Loyalty:** Finally, the table shows a correlation of 0.351 between social media use and enhancing customer loyalty. The R^2 value of 0.123 means that 12.3% of the changes in loyalty are explained by changes in social media usage. The T-test value of 5.024 indicates statistical significance at the 0.000 level. Based on this, we can express the effect by the equation: **Y = 1.117 + 0.351X**.

Discussion

The results of the current study indicate a significant role for social media platforms in various aspects of the relationship between real estate companies and customers in Jordan, despite variations in the impact across different variables. The following discusses these results based on previous studies and the theoretical framework followed in this field. To begin with, the role of social media platforms in customer awareness and increasing awareness deserves attention as the results showed that social media platforms are widely used to enhance "customer awareness" (85.7%) and "increase awareness" (85.3%), reflecting a significant positive impact in these areas. This aligns with findings from several previous studies, such as Tsiotsou (2019) and Hajli (2014), which confirmed that social media plays a vital role in enhancing customer awareness of companies' services, whether through direct interaction or targeted promotional content. Additionally, Perry (1995), in the "Relationship Marketing" theory, emphasized that the use of social media enhances continuous communication with customers, contributing to improved knowledge of services and increased brand awareness. Through ongoing interaction and fresh content, brands can maintain a strong presence in the minds of customers and consistently improve the company's image.

Furthermore, the effect of social media platforms on customer acquisition is evident as the study revealed that social media platforms contribute to "customer acquisition" by 84.3%. This result aligns with previous studies such as Pressey & Tzokas (2006) and Hajli (2014), which indicated that platforms like Facebook and Twitter can significantly help attract new customers through advertising campaigns and direct engagement with the target audience. This result supports the idea that social media helps expand the customer base and motivates customers to make purchase decisions by providing easy and quick access to information. Moreover, the effect of social media platforms on customer retention and enhancing loyalty can be observed as in contrast, the study results regarding "customer retention" (77%) and "enhancing loyalty" (76.7%) were less impactful compared to the other variables, which may reflect additional challenges in maintaining continuous engagement with customers and fostering their loyalty through social media platforms. These results suggest that while social media can effectively contribute to customer acquisition and increasing awareness, retaining customers requires deeper interaction and sustainable relationships, which might require more personalized marketing strategies and stronger interactive tools.

Previous studies, such as Morgan & Hunt (1999) and Mangold & Faulds (2009), indicate that customer retention depends on continuous interaction with customers and consistently meeting their needs, which may be difficult to achieve

through social media alone unless supported by robust strategies, such as continuous campaigns and personalized offers. As for "enhancing loyalty," the result came in lower than expected (76.7%). This suggests that while social media platforms contribute to building loyalty, the impact is more modest compared to other effects like increasing awareness. Enhancing loyalty requires deeper and more continuous engagement with customers, and companies may need to develop more specialized and innovative strategies to foster loyalty, such as offering customized content that aligns with the unique needs of customers. Finally, the interpretation using Relationship Marketing Theory highlights that the results of the study are supported by the Relationship Marketing theory (Perry, 1995), which suggests that the use of social media enhances the development of sustainable, long-term relationships with customers. However, interaction through these platforms needs to be purposeful and continuous to yield stronger effects in areas that require sustained interactive strategies, such as customer retention and loyalty enhancement.

By comparing the results with the existing literature, we can interpret the findings as follows: The significant effects in the areas of "customer awareness" and "increasing awareness" may be linked to the use of visual and graphic content that easily captures customers' attention on platforms such as Facebook and YouTube. On the other hand, the lesser effect in "customer retention" and "enhancing loyalty" may reflect the nature of interaction via social media, where the engagement is often superficial compared to interactions that occur through other channels such as email or dedicated loyalty programs.

Conclusion

This study underscores the transformative role of social media platforms in enhancing digital engagement with customers in the Jordanian housing sector. It provides robust evidence that platforms like Facebook, Twitter, and YouTube significantly influence customer awareness, acquisition, and brand recognition. The findings indicate that these platforms are integral tools for real estate companies to increase their visibility and strengthen their connection with existing and prospective customers. The results reveal that social media has the strongest impact on increasing customer awareness and acquisition, emphasizing the importance of these platforms in reaching broader audiences and effectively communicating services and brand value. These outcomes align with previous studies that emphasize the potential of digital platforms to amplify marketing reach and improve customer interactions through targeted campaigns and visually engaging content. However, the study also highlights areas requiring further attention, particularly customer retention and loyalty enhancement. While social media contributes to fostering initial engagement and trust, it appears less effective in sustaining long-term customer relationships. This underscores the need for housing companies to adopt more specialized and innovative engagement strategies. Combining social media efforts with personalized content, interactive tools, and loyalty programs could enhance retention and deepen customer relationships. The findings resonate with Relationship Marketing Theory, which posits that sustainable engagement relies on continuous, meaningful interactions that address customers' evolving needs and preferences. Furthermore, this research identifies challenges within the Jordanian housing sector, such as gaps in digital infrastructure and limited expertise in leveraging advanced social media tools. Addressing these barriers is critical to maximizing the potential of digital platforms. Real estate companies must invest in digital literacy programs for their staff and adopt integrated marketing strategies that combine online and offline engagement approaches.

Future Recommendations:

1. **Expanded Studies:** It would be useful to conduct similar studies across different cities in Jordan to expand the sample size and obtain more accurate and comprehensive results.
2. **Develop Comprehensive Marketing Strategies:** Real estate companies should rely on a mix of social media and other tools, such as email marketing and dedicated loyalty programs, to ensure continuous customer engagement.
3. **Invest in Customized Content:** Real estate companies should invest in creating engaging and customized content, especially visual content that highlights their offers and services in a creative way.
4. **Focus on Relationship Building:** Companies should focus on building long-term relationships with their customers through social media platforms via targeted marketing campaigns, enhancing personal interaction, and responding to customer needs.

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