The Role of Personal Branding on Social Media in Shaping Gen Y & Z's Life Insurance Purchase Decisions in Indonesia

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Dedication

First and foremost, I dedicate this thesis to God, my Lord and Savior, Jesus Christ, for His unwavering guidance, strength, and grace throughout this journey.

To my beloved wife, Dominique Ivana, for her constant love, encouragement, and support. You are my source of inspiration, and your belief in me has made this possible.

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ABSTRACT

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This study explores the role of personal branding on social media in influencing Gen Y and Z consumers' perceptions and purchase intentions of life insurance products in Indonesia. Despite personal branding's success in industries such as entertainment and entrepreneurship, its potential within the life insurance sector remains underutilized, especially in the Indonesian market. With low national insurance penetration and increasing interest in financial security among younger generations, this research examines how Indonesian insurance agents can leverage personal branding on social media to build trust, stand out, and ultimately drive consumer engagement.

Employing a quantitative approach, this study gathered data from surveys distributed to 243 Indonesian Gen Y and Z consumers, a demographic representing a growing market for insurance products. Analysis through Structural Equation Modeling-Partial Least Squares (SEM-PLS) validated the hypotheses, demonstrating positive relationships between agents' personal branding efforts on social media and increased consumer trust, positive perception, and purchase intent towards insurance.

This study applies the personal branding theory (Rachmad, 2023). The theory suggests that personal branding is for everyone who wishes professional success. Moreover, it is important that authenticity, authority, visibility and consistency on social media to be taken seriously combined with professional networking strategy and collaboration between personal brands in order to build trust on social media.

Finding reveals that young Indonesian consumers are significantly influenced by insurance agents who present a consistent, professional, and relatable social media presence. These agents are perceived as more trustworthy and knowledgeable, which leads to a higher likelihood of consumer engagement and product purchases in the future. This research contributes to both academic understanding and industry practice by highlighting the impact of social media branding as a strategic tool for insurance agents to build relationships and differentiate themselves in a competitive field. Ultimately, it provides actionable insights for insurance agents aiming to start their social media
presence to increase consumer loyalty and drive sales within Indonesia's emerging insurance market.

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Chapter I

INTRODUCTION

1.1 Introduction

There has been much research on the importance of social media for the growth of small and medium businesses (Duane & O'Reilly, 2017). But there has not been a lot in the life insurance industry (Leftheriotis & Giannakos, 2014). This research will analyze the importance of the usage of social media for life insurance agents in Indonesia. Insurance is believed to be very vital for people in receiving high-quality medical care in time (Bovbjerg & Hadley, 2007). Furthermore, Liedtke (2007) also noted that insurance is an important aspect of a modern economy that serves as a financial buffer for people in unfortunate events, for example a home destroyed by fire. Thus, it helps people get a sense of independence and self-reliance so that they can improve their quality of life without worrying about unfortunate events that might happen in the course of building their life quality, career and wealth (Liedtke, 2007).

It has been all long believed that entrepreneurs, entertainers do personal branding (ViȚelar, 2019), personal branding is a process of creating and maintaining a set of personality characteristics (value, belief, identity, etc) in order to build a unique set of narrative story with the purpose of winning attention in the customers' minds (Gorbatov et al. 2018). It is also considered to be the secret formula for having business success

(Hearn, 2008). But, the recent development of technology and social media, enables everyone to have the ability to broadcast themselves to be a personal brand (Wilson & Blumenthal, 2008). It is also believed that insurance agents in Indonesia need to have a personal brand, The Indonesian Association of Life Insurance noted that there are 574,003 agents as of 2022 (Respati, 2022). Thus having a brand will help them to be distinguished from one another (Keller & Swaminathan, 2020). Even better, a brand will enable insurance agents to have a greater relationship and emotional bonds which will ultimately lead to more sales and a greater purchase retention rate (Keller, 2022; Chen & Pham, 2019).

On the other hand, the growth of the internet and social media is another force to be reckoned with in the business world. It has been stated that many businesses are not convinced that social media can improve their business (Cole et al, 2017). However, Icha and Edwin (2016) stated that the effectiveness of social media marketing is at least as effective as what traditional marketing would do for business. Moreover, the ability to reach and cater new customers in a more creative and effective way can also be seen as an advantage that businesses can get simply by activating their social media marketing strategy (Castranova & Huang, 2012). There have been many uses of social media and digital marketing for an uncommon variety of business industries, for example: Sriram (2016) found that librarians can also use digital marketing to increase the reach and exposure of their service.

The question that emerged is how to create a great and memorable personal brand and experience for life insurance agents and implement it on social media and bring about deeper and more emotional bonds between customers and agents which finally leads to greater loyalty and positive perception towards the insurance agents. On one hand, Indonesia is a unique market for the life insurance industry, according to the Indonesian Life Insurance Association (Asosiasi Asuransi Jiwa Indonesia, AAJI) as mentioned by Rabbi (2022), Indonesian insurance market penetration is approximately 7.1% of the total population in the last 5 years and only 1,2% contribution towards the nation's gross domestic product only (Ramalan,2022). According to Bruce (2021) there is a huge untapped potential in the South East Asian Region for insurance to grow with only a 1,2% - 3,4% ratio to their respective nation's GDP, except Singapore. However, just a potential is not enough, insurance business, practitioners, agents and the industry need to step up the game.

Furthermore, the Indonesian life insurance industry is also unique as it has its own characteristics. According to the Indonesian Life Insurance Association, as mentioned by Yogatama (2022), Bancassurance contributed the biggest portion with 48.1% while agency channel dropped by 9.7% to 29% from the year 2020 to 2021. Deddy Karyanto, Ambassador of Indonesian Insurance Agency Association, as also noted by Yogatama (2022) believed that mobility restriction and lockdown are the reasons that the number dropped.

However, an interesting narrative came from Generali Indonesia which recorded a high number of 62% collected premium from agency channels and not bancassurance in 2021 (Mayasari, 2021). Furthermore, Vivin Arbianty, head of marketing and communication of Generali Indonesia believed that the use of digital application from proposal to the first premium payment helped agents to sell their products without worrying about physical meetings, social media is also believed to help agents to gain more exposure and visibility.

It is also believed that one crucial component in the growing insurance industry from the agents' perspective is customer loyalty and purchase retention rate especially in the after Covid-19 era (Hu et al., 2022). Therefore, the key to a successful purchase and customer loyalty lies in the agents' ability to deliver clear explanations about the products which are believed to be hard to acquire, expensive and other false beliefs (Yu & Tung, 2014). Thus, it is believed that agents' roles are not only to help with the acquiring process but also in building relationships and co-creating value with potential customers. This is where the importance of social media comes in for insurance agents to build relationships, bring more exposure and awareness and even increase sales (Jones., et al, 2015).

This research is unique in the sense that it aims to expand the body of knowledge and improve business practices at the same time. In addition, this research focuses on how Gen Y (Millennial) and Gen Z in Indonesia perceive and finally purchase life insurance.

The demographic condition in Indonesia makes the research more important to be done because recent data shows that half of the Indonesian population are Gen Y&Z and they make up around 54% of the total population (Harsono, 2021). Gen Y is an age group from 1980 - 1995 (Ng et al, 2010) while Gen Z is 1996 - 2012 (Chaney et al, 2017). Thus, the age range would be from 10-42 years old based on when this research was conducted, the age group will be getting older as time goes by and more and more people would need life insurance plans.

Furthermore, Indonesian financial advisor, Philip Mulyana as mentioned by Nurcahyani (2022) said that the dependency ratio in Indonesia increases at a steady level to 16,76% which means every 100 productive Indonesian should bear 17 older generation people. Furthermore, the pandemic also worsened the condition, and he believed that the idea of financial protection both for the older generation and the productive Gen Y&Z is essential today. Thus, further purchases should be made by Gen Y&Z and how to attract them to buy is important.

This research is important because, as mentioned by Smith & Smith (2021), insurance companies can use social media to improve their profit by utilizing more social media platforms. They suggested that social media can help strengthen the bond between customers and agents through daily communication, and this is not only a direct communication from the company to customers but customers are also willing to connect with the company itself.

Furthermore, the uniqueness of this research unlike (Ainiyah et al, 2020) focuses more on the agents' character sets, relational selling behavior and relationship quality. This research will take those three components and how to apply them on social media. This is worth highlighting as social media as mentioned by Castronovo & Huang (2012) can reach more customers in a new creative and effective way. Thus, by deploying best social media practices it is believed that Indonesian insurance agents should be able to reach a greater market and improve the industry.

Lastly, most studies done are not specifically done for insurance agents marking the unique angle of the study that can improve the general knowledge and managerial insights for insurance companies and agents.

However, the significance of the research is limited to the Indonesian insurance industry, there are several reasons for the approach taken. (1) Researcher ability to find data for the research, (2) Indonesian insurance market is growing strong (Respati,2022), (3) trust in the industry is also growing, (4) insurance agency is a major insurance distribution platform (Ardianto, 2021). However, the problem with insurance agents is the quality of the agents. It is true that a huge number of agents can help with greater exposure and initial sales, but it might sacrifice the quality of the products served and the loyalty given from the customers (Flitman, 2018). Thus, it is believed that there is a huge untapped market and potential, only if the insurance agent's quality can be optimized through

personal branding (Balabanis & Chatzopoulou, 2019; Hughes et al, 2019; Lou & Yuan, 2019; Uribe et al, 2016) and social media Abezaa et al (2020). Ultimately leads to greater profit for both the companies and the insurance agents (Smith&Smith, 2021).

1.2 Research Problem

Despite the increasing importance of financial planning, health and life insurance adoption rates remain low in Indonesia, especially among younger generations—Gen Y and Gen Z. These generations, comprising a significant portion of Indonesia's population, are digital natives who frequently engage with brands on social media. Research in industries such as retail and entertainment has shown that social media and personal branding effectively shape consumer perceptions, build trust, and drive purchase intentions. However, there is a notable gap in applying personal branding strategies within the life insurance sector in emerging markets like Indonesia.

Insurance agents traditionally rely on face-to-face interactions to build relationships and trust. Yet, with the shift toward digital engagement, especially post-pandemic, agents need new strategies to connect with Gen Y and Z consumers who are highly influenced by social media presence and personal branding. This study addresses the problem of understanding if—and how—personal branding on social media can transform consumer perceptions and increase purchase intentions for life insurance products among Indonesia's younger demographic. Bridging this gap is essential to drive growth in

Indonesia's life insurance sector and meet the financial planning needs of younger generations.

1.3 Purpose of Research

- **To explore the influence of personal branding by insurance agents on social media in shaping Gen Y and Z consumers' perception of the agents and the life insurance industry in Indonesia**: The study examines how well-executed personal branding strategies by insurance agents can create a positive image,
  influence credibility, and establish a strong professional identity.

- **To investigate the role of personal branding in building trust and fostering consumer-agent relationships within the Indonesian life insurance market**:
  This objective focuses on how social media presence can facilitate trust-building, which is crucial in influencing purchasing decisions for financial products among digitally active consumers.

- **To assess the impact of social media branding on purchase intentions for life insurance products among Gen Y and Z consumers**: The study measures the effectiveness of social media-based personal branding on converting brand perception and trust into actual purchase intentions, which could significantly

influence sales and customer loyalty for insurance agents.

1.4 Significance of the Study

This study contributes to both academic literature and practical strategies for the life insurance industry:

- **Theoretical Contribution**: It expands personal branding theory by applying it to the life insurance industry in Indonesia, a sector traditionally associated with face-to-face relationship-building and high barriers to digital engagement. This research offers insights into how personal branding on social media can impact consumer behavior in financial services, contributing to branding, consumer

  behavior, and digital engagement literature within an emerging market context.

- **Practical Contribution**: For industry practitioners, this study provides actionable insights for Indonesian insurance agents seeking to effectively leverage social media. It identifies best practices in personal branding that can help agents stand out, build trust, and establish a professional reputation. By demonstrating the strategic value of social media branding, the findings may encourage agents to adopt digital platforms to strengthen customer relationships and drive sales, ultimately aiding in the industry's growth.

1.5 Research Purpose and Questions

Research Purpose: To determine the influence of social media personal branding on Gen Y and Z consumers' perceptions, trust, and purchase intentions toward insurance agents in Indonesia, specifically within the life insurance sector.

Research Questions:

1. Does the implementation of an insurance agent's personal brand on social media help Gen Y & Z consumers perceive the insurance agent and the industry better?

2. Does the implementation of an insurance agent's personal brand on social media help Gen Y & Z consumers purchase intent insurance products shared by the personal brand?

1.6 Summary of The Thesis Paper

This study investigates the influence of personal branding strategies on consumer trust and purchasing decisions, particularly focusing on Generations Y and Z in Indonesia's insurance sector. The research is framed by the personal branding theory and consumer behavior, which elucidate how branding fosters trust and shapes consumer behavior. It addresses the lack of research on how personal branding impacts consumer trust in emerging markets like Indonesia for purchasing insurance in the younger generation.

The study explores how digital platforms transform traditional relationship-building practices, emphasizing their role in reshaping consumer perceptions. The methodology involves a structured survey targeting Gen Y and Z respondents, using statistical modeling to evaluate branding's effects on trust and purchase intentions. Results highlight significant correlations between personal branding efforts by insurance agents and the trust levels, perceptions, and decision-making of younger consumers.

By situating these findings within existing literature, the study underscores the critical role of digital personal branding in influencing consumer behavior. It offers practical recommendations for enhancing branding strategies, contributing to both academic discourse and industry practices, while also identifying future research opportunities in the intersection of branding and digital engagement in emerging markets.

Chapter II: Review of Literature

This chapter explores key theories and prior studies relevant to the impact of personal branding on social media, particularly in shaping Gen Y and Z perceptions of insurance agents and their purchasing decisions. Theoretical frameworks include the Theory of Reasoned Action and other social theories supporting branding's influence on trust and consumer behavior. It examines how digital platforms reshape traditional relationship-building methods for insurance agents in Indonesia.

Chapter III: Methodology

This chapter details the research approach, including the operationalization of theoretical constructs, the research design, population, sampling methods, and participant selection. Data collection procedures and tools are explained, focusing on the development and validation of a survey for Gen Y and Z respondents. The analysis techniques, primarily involving statistical modeling and reliability assessments, are outlined alongside potential methodological limitations.

Chapter IV: Results

Presents findings from the survey data, including tests for validity and reliability, descriptive statistics, and results from hypothesis testing. This chapter answers the research questions by evaluating the impact of personal branding strategies on consumer trust, perception, and purchase intentions using statistical analysis.

Chapter V: Discussion

Interprets the key findings in the context of the study's theoretical framework and compares them with existing literature. This chapter discusses how personal branding by insurance agents influences perceptions and purchase behavior among young consumers. Implications for theory, industry practices, and potential areas for improvement are addressed.

Chapter VI: Summary, Implications, and Recommendations

Provides a comprehensive summary of the study's conclusions and implications for practice and further research. Recommendations focus on enhancing social media strategies for insurance agents and suggest future research areas to explore different aspects of branding and digital engagement.

Chapter II:

REVIEW OF LITERATURE

2.1 Theoretical Framework

According to Liedtke (2007) insurance is a vital component of a modern economy as it serves as a shield to people in times of loss. Indonesia is seen as a huge market with untapped potential (Bruce, 2021). Furthermore, the insurance industry in Indonesia is unique with a huge composition of bancassurance, selling insurance through banks, with the highest selling channel and agency the second largest (Ardianto, 2021). However, there are certain problems that need to be addressed such as society's perception of insurance brands (Respati,2022), (2) the quality of the insurance agents (Ainiyah et al, 2020; Flitman, 2018). Furthermore, according to Indonesian Life Insurance Agents Association Executive Director, Togar Pasaribu, as mentioned by Octaviano (2022), said that digitalization is a huge improvement that is crucial but the Indonesian market still needs the presence of good insurance agents.

With the recent advancement in technology, everyone can consider themselves an influencer or a personal brand (Fournier & Eckhards, 2019; Campbell & Farrell, 2020). It simply means insurance agents can also consider themselves as a personal brand if they are willing to broadcast themselves, share their knowledge and appeal to the right market (Wilson & Blumenthal, 2008). Furthermore, Kotler & Armstrong (2012) noted that there

are four dimensions of a strong brand (1) differentiation, (2) knowledge, (3) relevance, and (4) esteem.

Furthermore, as insurance agents are also considered as salespeople, it is always important to be able to get new customers (Hubspot Research, 2018). One important thing to note is that salespeople need to put a great amount of effort into customer acquisitions that are not certain (Lam et al, 2019). Moreover, with the rise of social media, Rodriguez et al (2012) noted that it can simplify the sales process effort by connecting prospective customers with companies and salespeople, personalizing initial contacts and learning about their prospective customers. Previous literature noted that social media adoption by salespeople provides positive sales performance (Marshall et al, 2012; Rapp et al, 2013). On the other hand, Bill et al (2020) noted that salespeople who are adopting social media have to manage more touchpoints and it has the opportunity to negatively impact the conventional sales process, though there are no proven empirical studies (Guenzi & Nijssen, 2020).

Then, the rising social media trend is also another thing to note as Vivin Arbianty, the head of Marketing Communication of Generali Indonesia mentioned one of Generali's key successes of having their agency channel be so strong in 2021 (Mayasari,2021). Furthermore, social media helps with the need to build a constant engagement and interaction with their customers (Abezaa et al, 2017) which insurance agents need the most (Ainiyah et al, 2020). Research also suggested the same benefits between having a

good personal brand and an interactive, engaging and well thought social media strategy, for instance, greater trust, loyalty, greater relationship and more positive word of mouth (Clark & Melancon, 2013; Schmidt, 2019; Swaminathan et al, 2020; Van Alstyne et al, 2016).

Finally, the importance of having a good personal brand on social media is the rising of the new generation of customers which are the Gen-Z and the Gen-Y or the Millennials (Francis, 2018). Gen-Z is the newest generation that just entered the market and they are from the year 1996-2012 (Chaney et al, 2017) and the millennial generation from 1980-1995 (Ng et al, 2010). This is important because the number of the younger generation in Indonesia is 54% of the total population (Harsono, 2021) and they are getting older each year. There is a huge importance of financial literacy which ultimately leads to more insurance acquisition (Ainiyah et al, 2020), but the Indonesian Financial Authority (OJK) showed that Indonesian financial literacy is one of the lowest with only 19.4% (Astuti,2021).

Gen-Z makes the internet the main source of information (Dabija et al, 2018). On the other hand, Gen-Y also navigates their world through mobile phones and gets influenced by online peers, reviews and influencers (Criteo, 2017). Thus, it is important to engage social media with a good personal branding strategy that can appeal to the next generation customers (Gen Y&Z) in a more appealing way.

2.2 Personal Branding

Personal branding is actually a very recent term that was made by Tom Peters in his book (Peters, 1997). However, these phenomenon is considered to be common in the world of entertainers, entrepreneurs or other public figures (ViȚelar, 2019). However the trend itself has transformed into a recipe for successful business endeavors (Hearn, 2008). The importance of personal branding in this highly connected era is due to the fast moving of information and makes the world smaller (Kang, 2013). Therefore, everyone more than ever has the access to become a brand that is traditionally only owned by people with the access to media. Nonetheless, it is important to not only broadcast themselves, but also possess the knowledge to deploy personalities that are appealing to a certain audience (Wilson & Blumenthal, 2008).

In the current phenomenon where everyone can be called an influencer (Fournier & Eckhards, 2019; Campbell & Farrell, 2020) or a personal brand (Baltezarević, & Milovanovic, 2014). It is important to keep the authenticity of the personal brand as the main differentiator between one to another (Liu & Suh, 2017). Furthermore, considering the background, passion, interest, lifestyle is also crucial in building a unique set of personal brands (Wilson & Blumenthal, 2008). In addition, brand strength has four dimensions as discussed by Kotler and Armstrong (2012), (1) differentiation (meaning how to stand different in the crowd of similar brands), (2) Relevance (how to meet customers' needs and fill it well), (3) Knowledge (how much a consumer knows about the brand), and lastly (4) esteem (how high a consumer regard a brand). Vitelar (2019)

argued that with the recent development of technology and social media, it is very beneficial for anyone to build a brand out of it. But, finding the right balance is proven to be hard, it is the blending of a good reputation, trust, identity, personality, execution, and attention.

Smith (2018) argues that one key to successfully building a personal brand online is by being proactive online, presenting yourself and finally being able to influence information people find online. In addition, today's technological advancement totally dissolves past's communication barriers and social media is the perfect tool for personal brands to build their brand (Vitelar, 2019). Furthermore, in the same line of thought, Karen Kang (2013) discussed that individuals or personal brands are able to express their opinions through blogs, guest-blogging, online forums, videos, micro posts and many others. Nonetheless, no matter how good a platform or tool is, all effort will be in vain and only create confusion without a proper branding execution strategy (Kang,2013). In addition to proper execution, personal brands also need to be able to distinguish and decide the best medium or channels to distribute and broadcast themselves (Johnson, 2019).

Recent researches also found out that influencers are able to stimulate the outcomes of consumer engagement (Balbanis & Chatzopoulou, 2019; Hughes et al, 2019) brand trust (Lou & Yuan, 2019) and lastly behavioral intention (Uribe et al, 2016). Furthermore, in this "hyper-connected" society where consumers are intertwined between one another and also towards brands, there is a consistent consensus that influencers are able to shape

and shift brand meanings away from traditional marketing boosted messages towards consumer co-creation (Schmidt, 2019; Swaminathan et al, 2020; Van Alstyne et al, 2016)

Lastly, consumer-brand relationship has been deemed to be shifted from the traditional towards a more social media empowered relationship whereas marketers are highly dependant towards consumer generated contents to influence their customers, especially in this highly encouraged " Broadcast Yourself " society (Lee & Fortuny, 2022)

2.3 Brand Identity & Experience

In the field where there are thousands of brands competing with each other and selling practically similar products with very little differentiations like life insurance products, it is important that each insurance agent works as a brand and has unique identifying qualities that serves as an identity (Casidy et al, 2019). Furthermore, there are several beneficial gains by having a distinguishable brand identity, (1) customers easily identify themselves with a brand that has a distinctive identity (Alnawas & Altarifi, 2016), (2) customers also prefer the one with identity than other products in the same category (de Chernatony, 2009), (3) and they are willing to pay premium prices for the brand and product (Anselmsson, 2014).

There has been controversy regarding ways to approach brand identity, it was believed that most approaches have been extremely focused on cognitive approach (Lam,2012), while it is argued that affective approach to brand identity is also needed . (Wolter &

Cronin Jr, 2016). Casidy et al (2019) found that affective brand identification on relationship between customer and brands significantly improve customer's willingness to pay and memorable experiences (affective way) play a huge role in mediating consumer behavioral intentions. Furthermore, these researchers also added that companies, brands need to create a unique and distinctive service offering to help customers pay higher prices and to be associated with the brand. Finally, brands need to make sure that consumers have a positive memorable experience that helps them in making future purchase decisions and enhance their willingness to pay.

However, there are a wide range of definitions in the realm of customer experience, in the past it was usually considered as consumer satisfaction and service quality (Lemon & Verhoef, 2016). Classic definition of customer experience was that it is the consumer perception cognitive process while learning, acquiring, using, and even disposing of a certain product or services (Carbone & Haeckel, 1994). Furthermore, Pine and Gilmore (1998) also argued that commodities have transformed from goods and services into experience. However, many suggested that customer experience is not merely what companies can control (environment, pricing strategy, etc) but also their research process, purchase, consumption and post-purchase experiences (Verhoef, 2009).

However, in today's era where consumers are interacting with brands in multiple channels and experiencing the brands in numerous touchpoints, customer experience is a multidimensional construct focusing on consumers' cognitive, emotional, social and

sensorial experience reacting to brand's offering along the customer journey (Lemon &

Verhoef, 2016). Furthermore, since customers are able to move across channels, and the

importance of creating a seamless experience is seen to be crucial to boost a more

positive customer and brand interaction relationship (Verhoef et al, 2015). In addition,

Johnston and Kong (2011) also confirmed that online consumer experience affects

customer satisfaction level. Moreover, customer perception and purchase intention are

also affected positively (Kuhlmeier & Knight, 2005). In addition, a memorable brand

experience is also proven to improve customer's willingness to pay (Casidy et al, 2019).

Thus, (personal) brands should not only expect to give experience physically but also

online (Bleier et al, 2019).

2.4 Relationship & Social Media Marketing

The importance of building relationships and helping consumers with more than just

acquiring insurance products is seen to be the key to sell more and longer insurance

(Ainiyah et al, 2020). Relationship marketing is however a strategy done by a company

by building, strengthening and enhancing mutual relationships where value is co-created

and delivered for both parties (Gummesson, 2011). It has been long believed that

relationship marketing is a long process of communicating, interacting and engaging on a

consistent basis (Jung et al, 2013) and finally brings about mutual satisfaction between

the company or brands with consumers (O'Malley, 2014). Furthermore, in order to build

a superior, co-created offering and finally securing long term profit, brands need to have a

consistent dialoguing, listening, understanding their consumers (Harker & Egan, 2006;

Grönroos, 2004) and ultimately creating a greater customer loyalty, satisfaction, retention rate and finally gaining that long term business relationship (Peppers & Rogers, 2011).

However, the recent and swift development of social media obviously brings disruption on how people socialize, communicate, interact and engage between one another and of course towards companies or brands (Grönroos, 2012). Social media now enables the constant flow of communication between two or even multiple parties on a common shared content of information through mutual interaction and by doing so companies or brands are able to understand better, react faster and create a better co-created value (Abezaa et al,2020). Finally, research shows that social media's role in building meaningful and beneficial relationships is crucial and valuable (Abezaa et al, 2017). Furthermore, Clark and Melancon (2013) also found a greater perception of relationship quality, satisfaction, loyalty and a more positive word of mouth from a brand or organization social media follower than a non follower.

Abezaa et al (2020) literature gives a great insight on how to utilize social media to build a meaningful and beneficial relationship between brands and consumers. First, brands need to stop seeing communication as a formal planned behavior but instead on informal interactions between consumers and company. Second, it is also important to note that brands should not simply post but create engaging and creative content that resonates with a specific audience. In addition Abezaa et al (2020) also noted that content is not only creative, fresh, interactive or engaging but also adds a dimension to customer

experience. On one hand, customers are willing to be connected, engaged and interact with brands as long as they see brands as an active collaborator in the space. Knowing this, it is believed that brands should utilize it well and pursue a more human-like personality (funny and witty) approach towards social media. As a result, brands may experience a greater loyalty, engagement and ability to retain a more enthusiastic consumer (Kim & Ko, 2012)

2.5 Content Marketing

One of the biggest shifts in the marketing world is the moving from traditional marketing into digital marketing and content has become the foundation of a successful digital marketing strategy (Baltes, 2015), and so more than ever companies and brands are trying to put more content online (Westergaard, 2016). Thus, content marketing is seen as a marketing campaign done by brands and companies by producing and distributing media or content by itself. (Bouchra & Hasnaa, 2020). Furthermore, Hollebeck & Macky (2019) also noted that content marketing is a very crucial tool to maintain and build relationships with customers. Nonetheless, it is important that content gains exposure and visibility so many people will be able to watch it (Vinerean, 2017) and so it is important to know how people actually view and ultimately share the content.

Sharing content is by far one organic way to gain more exposure. Chakrabarti & Berthon (2012) found out that emotion is central to most social media interactions, consumers have moved from producing goods and services to producing experience and on social

media that is an emotional experience. Another literature also confirmed that people who share content are emotionally connected with the content either in negative or positive emotions (Dobele et al, 2007; Phelps et al, 2004). Furthermore, content irrelevancy has been noted as one primary reason why people do not share content to their friends and families (Phelps et al, 2004).

In terms of content marketing, Ionescu (2015) suggested that there are several objectives in pursuing content marketing, (1) brand awareness, (2) building relationships, (3) attracting new leads, (4) solving problems, (5) creating a specific need for a product, (6) strengthening trust, (7) testing a product and (8) attracting new audience. The objectives listed above alone are crucial for insurance agents in Indonesia in order to attract, create needs, build consistent relationships, trust and loyalty and finally gain new leads for insurance products in the Gen Y&Z audience.

2.6 Gen Y&Z

The emerging new generation is here and in Indonesia alone they are 54% of the total population (Harsono, 2021). Gen Y or Millennials are people born between 1980-1995 (Ng et al, 2010), while Gen Z are people born between 1996 - later (Chaney et al, 2017). The new generations are always called by the former generations as each generation has their own approaches to life and can seem to be different and hard (Francis & Hoefel, 2021). Furthermore, the characterizations of each generations are as follow: (1) Gen Y grew up at the first years of the internet (Francis, Hoefel, 2018) while Gen-Zs are "digital

natives", meaning that they are born in the hyperconnectivity, constant flow of information, and the era of technology while Gen Y not (Dimock, 2019). In addition, Beall (2017) found out that 92% of Gen-Z have a digital blueprint and use social media for both entertainment and empowerment. Just by looking at the data, it can be concluded that Gen-Z have a greater access to information and brand communication both locally and globally (Merriman, 2015).

Furthermore, Gen-Z is more immersed into social activity held online rather than Gen-Z outdoor social activity (Bassiouni & Hackley, 2014). Another comparison to make is that Gen Y value peer acceptance and highly image drive (William & Page, 2011) while Gen-Z is more inclusive and see friends made online and offline as the same relationship (Francis & Hoefel, 2014). Then, they are also believed to have a very different consumption and purchasing behavior than the older generations (Obal & Kunz, 2013)

Furthermore, studies also found out that Gen-Z navigate their world through mobile phones and their opinions are highly opinionated and influenced by social peers and influencers (Criteo, 2017). Regardless, there are several similarities between both generations as they are highly fluent with technology (Lipton, 2016).

On the other hand, regarding self characterization of the generation instead of technological readiness, Francis & Hoefel (2018) noted that Gen-Z lives for causes that they believe in compared to Gen-Y who focus on themselves. Thus, companies and

brands need to regard that consumption is (1) access and not possession, (2) expression of individual identity, (3) a matter of ethical matter. In a simple way, Gen-Z is seeking for truth.

2.7 Summary

Through the literature review we can conclude that there is a huge potential for the industry to grow exponentially (Bruce, 2021). Furthermore, Generali Indonesia has also proven that digital adoption and social media exposure are two keys that helped them record a high number of 62% collected premium through agency (Mayasari, 2021) regardless of other companies experiencing a drop of sales through agency channels. However, It is believed that through an extensive branding strategy for Indonesian insurance agents, companies can experience better sales through agency.

Furthermore, the tremendous growth of Indonesia's younger generation marks a new potential of customers that grow and are born in the digital world (Francis, Hoefel, 2018). Thus, a new way to communicate and approach also needs adjustments compared to the former generation (Francis & Hoefel, 2021). Moreover, they are also socially active online (Bassiouni & Hackley, 2014) and insurance agents need to understand that the world is changing and the way to communicate with the younger generation and to influence them is through the digital and online approach (Criteo, 2017).

The literature review emphasizes more on the usage of personal branding on social media towards the Gen Y & Gen Z in Indonesia. This research aims to find the best personal branding practices for insurance agents to be able to convey their message as an agent and help them to be perceived well by the younger generation in Indonesia. That ultimately will help increase the number of life insurance sales in the country.

Proposed Hypothesis

As noted earlier, personal brand does play an important role in modern society in creating engagement (Balbanis & Chatzopoulou, 2019; Hughes et al, 2019), trust (Lou & Yuan, 2019), perceptions and behavioral intent (Uribe et al, 2016). Furthermore, companies-consumers relationship is also shifted from traditional to a more social media empowered engagement and relationship (Lee & Fortuny, 2022). Applying the same notion to the insurance industry, insurance agents' personal brand should be on social media and not only on the physical world (Lee & Fortuny, 2022). Furthermore, Insurance agents need to consider few platforms that are possible to make themselves known, such as: guest blogging, and social media content, as it gives a huge exposure to their business (Vitelar, 2019). However, without considering the best strategies and practices from ideation to execution of their personal brands everything will go in vain (Kang, 2013). Of course, doing these new activities as an agent is not an easy task to do considering the amount of time spent doing business offline, but in this hyper-connected world where businesses and consumers are more connected than ever, brands need to see a shift from

traditional marketing messages toward consumer co-creation strategies through social media (Schmidt, 2019; Swaminathan et al, 2020; Van Alstyne et al, 2016). Furthermore, the future consumers, Gen Y&Z are generations that grow and born in the digital era (Ng et al, 2010) are growing at a faster rate and they are very opinionated by everything that they see on social media (Criteo, 2017). Therefore the theories are consistent, it is believed that by applying a good personal branding strategy on social media, insurance agents will be able to generate a better perception towards insurance products and industry in the eyes of the new generation. Hence, it can be proposed that

H1.

Individual perceptions of Insurance agent's personal brand on social media is positively related to Gen Y&Z consumers' perception attitudes towards insurance agents and the industry.

Awareness alone is not enough without consumers finally purchasing the products. Consumers buy the insurance products offered by agents that build a personal brand. However, consistent with the studies jotted down above. It is believed that purchasing insurance in Indonesia is all based on trust and relationships built over time (Ainiyah et al, 2020). However, brands that want to secure long term profit need to build a strong relationship by having a consistent dialoguing, listening, understanding their consumers (Harker & Egan, 2006; Grönroos, 2004) and ultimately securing profitable relationships (Peppers & Rogers, 2011).

Personal brands on social media are now able to create and maintain that constant flow of conversations, dialogues and engagement (Grönroos, 2012) and it can hold communication between consumers and brands with multiple parties at the same time (Abezaa et al,2020). Furthermore, a human-like character on social media is also proven to give a greater experience which leads to greater loyalty, engagement and longer consumer's retention (Kim & Ko, 2012) and ultimately brings transaction in (Casidy et al, 2019).

Finally, content created by insurance agent's personal brands on social media will certainly boost consumer's trust toward the personal brand (Ionescu, 2015). Therefore as Ainiyah (2020) studied, Indonesian consumers will buy their insurance products once their mutual relationship is established. Based on this discussion H2 suggests:

H2.
Insurance agent's personal brand on social media is positively related to Gen Y&Z consumers' intentions of purchasing insurance products.

For this research purpose a quantitative approach is used where a questionnaire was used to measure the study variables. There are several reasons on why quantitative approach is used for this specific study, (1) focus on measurable relationship (Creswell, 2014), (2) this study targeted a large number and diverse population (Groves et al., 2009), (3) this

specific research also evaluation certain consumer behavior patterns (Kotler & Keller, 2012). The items in the questionnaire were reduced to wherever possible given that we were asking Gen Y&Z to fill out the questionnaire. An overview of the questions included in the questionnaire are provided in the supplementary material. However, for the majority of the questions, and unless otherwise stated, participants were expected to answer on a 7-point Likert scale where 1 indicates very weak support for the statement given while 7 indicated very strong support for the arguments stated.

H3.

Gen Y&Z's perception towards insurance products and agents positively related towards Gen Y&Z's purchase and advocacy intention of insurance products and agents.

Below is the diagram for the proposed hypothesis
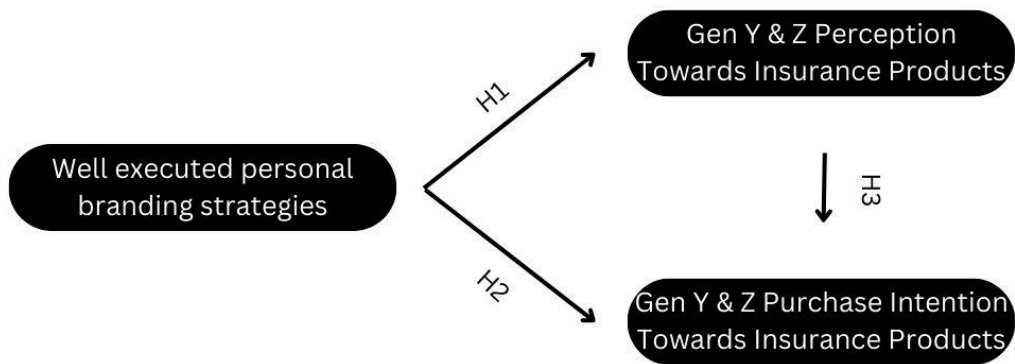
The illustrated diagram above represents the relationship between well executed personal branding strategies and Gen Y&Z perception towards insurance products and agents and finally to Gen Y&Z purchase intention towards insurance products. However, at the same time representing the relationship between Gen Y&Z perception towards insurance products and their purchase intention. Thus, by understanding the diagram above, insurance agents can finally see how personal branding strategies on social media can

affect their potential customers' perception and ultimately their willingness to actually purchase their products.

The prior researches that have been conducted showed that personal branding strategies can totally affect customers' perception and engagement (Balbanis & Chatzopoulou, 2019; Hughes et al, 2019) while at the same time building a stronger relationship and trust between the personal brand and their audiences and customers (Lou & Yuan, 2019) and ultimately leads to specific behavior that the personal brand wishes their audience do (Uribe et al, 2016). However, there is no specific studies done to actually see the effectiveness of the strategy on insurance agents' personal brand towards how their younger customers react to it. On the other hand, the country also needs a breakthrough in order to grow the industry further (Ramalan,2022). Thus, by understanding the implication between the variables, this study hopes that it can generate insights on how well executed personal branding strategies can positively influence the younger generations perception and ultimately the purchase intention.

The presented literature and research will definitely contribute to the body of knowledge in the insurance industry. My biggest hope is that this research will help the industry to foster and insurance agents experience a huge leap and breakthrough in their business, simply by implementing the strategies presented in the research.

CHAPTER III:

METHODOLOGY

3.1 Overview of the Research Problem

Despite increasing awareness of financial planning, Indonesia's life insurance market

continues to grapple with low penetration rates, particularly among the younger

generations—Gen Y and Gen Z. This demographic, making up over 50% of the

population, represents significant untapped potential for life insurance providers. Unlike

previous generations, these digitally native consumers predominantly engage with brands

and services through social media. This presents a unique challenge and opportunity for

insurance agents: transitioning from traditional relationship-based sales methods to

leveraging personal branding on digital platforms.

Research indicates that effective personal branding on social media can shape consumer

perceptions, build trust, and drive purchase intentions across various industries. However,

within the Indonesian life insurance sector, the application of personal branding remains

underutilized and unexplored. Traditional face-to-face interactions between agents and

clients are losing relevance in a post-pandemic world where digital communication

dominates. For Indonesian insurance agents, the challenge lies in crafting compelling online personas that resonate with younger, tech-savvy consumers.

This study focuses on understanding the extent to which personal branding by insurance agents on social media can influence Gen Y and Z consumers' perceptions, foster trust, and ultimately increase purchase intentions for life insurance products. Bridging this gap is critical for driving industry growth and meeting the evolving needs of a digitally connected consumer base.

3.2 Operationalization of Theoretical Constructs

This section details the operationalization of the theoretical constructs underpinning the research. The constructs, grounded in personal branding theory and consumer behavior, serve to examine the influence of insurance agents' personal branding efforts on social media on Gen Y and Z consumers' perceptions, trust, and purchase intentions. By translating abstract theoretical dimensions into measurable variables, this study employs validated scales and structured survey instruments to ensure reliability and validity.

The constructs are operationalized through multi-item scales to capture the nuances of consumer attitudes, perceptions, and behaviors. These measures, based on established frameworks and adapted to the context of Indonesia's life insurance market, are designed to capture the intersection of personal branding, social media engagement, and consumer decision-making.

The following subsections introduce the key constructs and outline the specific metrics used to assess each variable:

1. **Personal Branding Effectiveness**: Measures the strength and visibility of insurance agents' branding efforts on social media.

2. **Consumer Perception**: Evaluates how branding influences consumer trust, professionalism, and the perceived value of agents and the insurance industry.

3. **Brand Awareness**: Captures recognition and recall of insurance products and brands, influenced by agents' branding.

4. **Purchase Intentions**: Assesses the likelihood of Gen Y and Z consumers purchasing insurance products based on branding efforts.

5. **Advocacy Intentions**: Examines the extent to which consumers recommend insurance products or agents, influenced by their branding.

Each construct is measured using a 7-point Likert scale, ensuring the data's granularity and statistical robustness for subsequent analysis. This operationalization facilitates the alignment of theoretical propositions with empirical evidence, providing a rigorous foundation for hypothesis testing and actionable insights for the insurance sector.

Well Executed Insurance Agents' Personal Brand on Social Media

A well executed insurance agents' personal brand on social media will be measured through a 7 point likert scale, and it is to measure the power of a personal brand and how it represents the

value of an insurance agent in the eyes of their prospective clients (Szanto & Radacsi, 2023).
The description of the Likert scale would be 1 strongly disagree and 7 strongly agree.

- I prefer insurance agents that consistently post informative and beneficial content on social media.
- I prefer insurance agents that demonstrate deep expertise and knowledge about insurance products through their social media posts.
- I prefer insurance agents that actively and responsively interact with their followers on social media.
- I prefer insurance agents that have a strong and easily recognizable personal brand identity on social media.
- I prefer insurance agents whose content on social media reflects professionalism and credibility.
- I prefer insurance agents that use social media in an innovative and creative way to promote themselves and their insurance products.
- I prefer insurance agents that successfully build trust through their activities and content on social media.
- I prefer insurance agents that effectively use various social media platforms to reach a wider audience.
- I prefer insurance agents that provide creative content on social media.
- I prefer insurance agents that increase trust through informative content and interactions on social media.

Good Perception With Insurance Agents & Industry

Good perceptions were measured through a 7 point likert scale to which respondents filled in the questionnaire to answer questions regarding their perception towards insurance agents and its industry (Nadaf, 2022) and how their perceptions might change if they see an insurance agent with a good personal branding on social media. The survey will be done using a 7 point likert scale with 1 extremely negative response and 7 extremely positive response.

1) How probable is it that you would think about getting insurance through an agent?

2) What degree of trustworthiness do you think insurance agents possess?

3) How well-versed in their products do you think insurance agents are?

4) How crucial is it for an insurance agent to respond quickly to your needs?

5) How much do you think insurance agents represent your interests?

6) How likely are you to refer a friend or relative to an insurance agent?

7) If you noticed that an insurance agent had a strong personal brand on social media, how would that affect your opinion of them?

8) How much does a social media user's personal brand affect how you view a professional insurance agent?

9) How much do you think an insurance agent's online presence accurately represents their level of industry knowledge?

Awareness Level Towards Insurance Products & Brands

According to Vaidya (n.d) brand awareness is measured through these three components, which are recall test, brand attitude and brand affinity. Then, brand attitude will be tested through questionnaires by giving values to a set of questions, for example: " Are you aware of traditional

insurance products?" (no, maybe and yes). Finally, brand affinity will be measured through questionnaires by applying a 7-point Likert Scale, with 1 as the most negative feeling towards the brand or the products, while 7 is the most positive feeling towards the brand and the products.

1) How well-versed in the market's various insurance products are you?

2) How well do you know the difference between a Unit Link Product and a Traditional Insurance Product?

3) How often do you read reviews before buying insurance products?

4) How significant is the reputation of an insurance brand when choosing which insurance coverage to buy?

5) How probable is it that you would switch insurance providers in order to save money?

6) If you noticed that one of an insurance company's agents had strong personal branding on social media, how would that affect your opinion of the insurance brand?

7) How likely are you to interact with the social media posts of an insurance agent if their personal branding is strong?

8) How much do you believe a social media user's personal brand impacts your opinion of an insurance agent's credibility?

Purchase Intent Level Towards Insurance Products & Brands

For the purchase intent level, it will be measured through a 7-point Likert scale according to Justin (1966). This 7 point likert scale is seen to be the modern and more accurate way to measure purchase intention level with 1 extremely negative response and 7 extremely positive response.

1) When I have insurance, I feel financially secure.

2) How likely are you to buy insurance in the upcoming six months?

3) How significant is it to you that the insurance agent you select has a strong online personal brand?

4) How much do you trust an insurance agent who has a strong online persona?

5) How probable is it that you will buy insurance from an insurance agent with a strong online personal brand?

6) I give preference to insurance agents with strong social media personal branding.

7) I am more inclined to buy insurance products from an insurance agent who has a strong personal brand online.

8) Overall, having a strong personal brand on social media affects how I view insurance agents and how likely I am to buy their products.

Advocacy Intention Towards Insurance Products & Brands

Advocacy intention will be measured through a simple net promoter score of -100 to 100. A net promoter score of less than 30 will be considered as consumers having bad experience with the brands or the products. Furthermore, a point of 30 means that there are more happy customers than unhappy ones, while a point of 70 means that there are customers who love the brands and the products. Finally, NPS point less than 0 means that the brands have a lot of issues to tackle (Grigore,2022).

1) How likely are you to tell your friends or family about insurance products or an insurance agent?

2) How likely are you to tell a friend or member of your family about a certain insurance company or agent that provides you with a positive experience?

3) What likelihood do you have of keeping your insurance?

4) What percentage of the time would you buy more insurance from the same insurer or agent?

5) How pleased are you with the insurance you currently have?

6) How pleased are you with your insurance agent's or company's level of customer service?

7) How crucial is it for you to work with an insurance agent who has a strong social media personal brand?

8) If I see an insurance agent on social media with strong personal branding, I'm more likely to suggest their services to others.

9) Overall, having a strong personal brand on social media influences my decision to suggest insurance goods or an insurance agent favorably.

3.3 Research Purpose and Questions

- **To explore the influence of personal branding by insurance agents on social media in shaping Gen Y and Z consumers' perception of the agents and the**

life insurance industry in Indonesia: The study examines how well-executed personal branding strategies by insurance agents can create a positive image, influence credibility, and establish a strong professional identity.

- **To investigate the role of personal branding in building trust and fostering consumer-agent relationships within the Indonesian life insurance market**:
This objective focuses on how social media presence can facilitate trust-building, which is crucial in influencing purchasing decisions for financial products among digitally active consumers.

- **To assess the impact of social media branding on purchase intentions for life insurance products among Gen Y and Z consumers**: The study measures the effectiveness of social media-based personal branding on converting brand perception and trust into actual purchase intentions, which could significantly influence sales and customer loyalty for insurance agents.

Hypothesis Diagram

Below is the hypothesis diagram based on the hypothesis developed above.
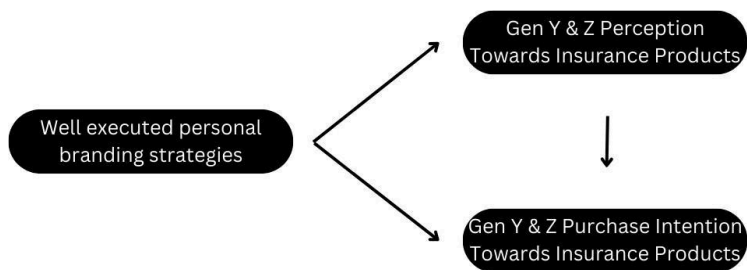
Variables:

- Dependent Variable : Well Executed Insurance Agents Personal Branding On

    Social Media

- Independent Variable : Perception and Purchase Intention by the Gen Y&Z towards insurance products

From all the theories written above it is believed that a well executed insurance agent's personal branding on social media will be able to positively affect Gen Y&Z consumers' perception and it will lead to a greater purchase intention towards insurance agents and products in Indonesia.

3.4 Research Design

This study adopts a **quantitative research design** to explore the relationship between personal branding on social media by insurance agents and Gen Y and Z consumers' perceptions and purchase intentions in Indonesia. The design emphasizes structured data collection and analysis to test hypotheses, identify measurable relationships, and generate statistically valid results. A survey method was selected for its ability to collect standardized responses from a large and diverse population efficiently, facilitating broad generalizability and robust hypothesis testing.

3.5 Population and Sample

The population for this study consists of Gen Y (born 1980-1995) and Gen Z (born 1996-2012) consumers in Indonesia. These generations are relevant due to their digital nativity and significant social media engagement, which directly relate to the study's focus on social media-driven personal branding. The sample size will include respondents

aged 22-45 years who are active on social media, have the potential to purchase life insurance and are in the workforce. A representative sample size is necessary to ensure that findings accurately reflect the target demographic.

3.6 Participant Selection

Participants were selected using a **non-probability convenience sampling method** due to the accessibility and high presence of Gen Y and Z on social media platforms. Respondents were identified based on their social media activity, age group, and willingness to engage in online surveys. The inclusion criteria required participants to be Indonesian residents, within the specified age range, and with a history or potential interest in purchasing life insurance.

3.7 Instrumentation

Data was collected through a **structured online questionnaire** designed to measure the influence of personal branding on social media by insurance agents on consumer perception and purchase intention. The questionnaire was structured into multiple sections:

1. **Demographic Information**: Age, gender, occupation, and educational background.
2. **Social Media Usage**: Preferred platforms, frequency of use, and engagement habits.

3. **Perception and Trust Metrics**: Measured on a Likert scale to gauge the influence of agents' social media branding on trust and perception.

4. **Purchase Intent Metrics**: Questions assessing the likelihood of engaging with or purchasing from branded agents on social media.

All items were validated through a pre-test with a small subset of participants to ensure clarity, reliability, and relevance.

3.8 Data Collection Procedures

The **data collection** was conducted using an online survey distributed via social media channels, email lists, and online forums. Potential participants received an invitation to complete the questionnaire, with assurance of anonymity and confidentiality of their responses. A consent form outlining the purpose of the research, data usage, and participants' rights was included.

3.9 Reliability and Validity

Collected data was analyzed using **statistical analysis software**, including descriptive and inferential statistical techniques. Descriptive statistics provided an overview of the sample demographics and response distributions. Hypotheses were tested using **Structural Equation Modeling-Partial Least Squares (SEM-PLS)** to examine the relationships between personal branding variables, consumer perception, trust, and purchase intention. Reliability and validity were confirmed using Cronbach's Alpha for

internal consistency and correlation coefficients for construct validity. Additional tests, such as regression analyses, were applied to explore predictive relationships.

3.10 Research Design Limitations

This research design has several **limitations**:

1. **Sampling Bias**: The use of non-probability sampling limits generalizability, as the sample may not represent all Indonesian Gen Y and Z consumers.

2. **Self-Reported Data**: Responses are subject to self-reporting bias, where participants may provide socially desirable answers.

3. **Scope Restriction**: The study focuses solely on Indonesia's insurance industry, limiting the applicability of findings to other contexts or regions.

4. **Static Data Collection**: The cross-sectional nature of the study captures data at a single point in time, potentially missing evolving trends or shifts in consumer behavior.

5. **Complexity of Measuring Branding Impact**: The subjective nature of personal branding perception may introduce variability in response accuracy and interpretation.

3.11 Conclusion

This chapter outlines the methodological framework guiding the study, including the research design, population and sample considerations, participant selection criteria,

instrumentation, data collection, and analysis procedures. While acknowledging

limitations, the chosen methodology ensures a robust approach to understanding the

impact of social media-based personal branding by insurance agents on the perceptions

and purchase behaviors of Gen Y and Z consumers in Indonesia. This framework

establishes a foundation for the subsequent analysis and interpretation of findings

presented in the following chapters.

Chapter IV: RESULTS

4.1 Validity and Reliability Test

In this section, the validity and reliability of the instruments used in the study are evaluated, utilizing a sample of 30 trials. For the validity assessment, SPSS was used to calculate correlation coefficients, establishing a cut-off value of 0.361. Any correlation exceeding this threshold indicates sufficient validity. The results indicated that most of the items met this criterion, confirming the construct validity of the instruments.

To assess reliability, Cronbach's Alpha was calculated, with a cut-off value of 0.7. This analysis provided valuable insights into the internal consistency of the instrument items. Findings revealed that the Cronbach's Alpha values surpassed the threshold, indicating a high level of reliability. Overall, both validity and reliability analyses demonstrate that the instruments are robust and suitable for use in the research context.

Table 1. Validity Test

Variable	Item	Sig.	$R_{statistics}$	R_{table}	Validity
	X1	0.000	0.860	0.361	Valid
	X2	0.000	0.837	0.361	Valid
Personal	X3	0.000	0.929	0.361	Valid
Branding	X4	0.000	0.887	0.361	Valid
Strategy	X5	0.000	0.879	0.361	Valid
	X6	0.000	0.846	0.361	Valid
	X7	0.000	0.850	0.361	Valid

	X8	0.000	0.826	0.361	Valid
	X9	0.000	0.839	0.361	Valid
	X10	0.000	0.865	0.361	Valid
	Z1.1	0.000	0.936	0.361	Valid
	Z1.2	0.000	0.931	0.361	Valid
	Z1.3	0.000	0.963	0.361	Valid
	Z1.4	0.000	0.906	0.361	Valid
Perception	Z1.5	0.000	0.908	0.361	Valid
	Z1.6	0.000	0.750	0.361	Valid
	Z1.7	0.000	0.753	0.361	Valid
	Z1.8	0.000	0.936	0.361	Valid
	Z1.9	0.000	0.931	0.361	Valid
	Z2.1	0.000	0.961	0.361	Valid
	Z2.2	0.000	0.913	0.361	Valid
	Z2.3	0.000	0.908	0.361	Valid
Awareness	Z2.4	0.000	0.777	0.361	Valid
	Z2.5	0.000	0.770	0.361	Valid
	Z2.6	0.000	0.899	0.361	Valid
	Z2.7	0.000	0.894	0.361	Valid
	Y1.1	0.000	0.974	0.361	Valid
Purchase	Y1.2	0.000	0.921	0.361	Valid
Intention	Y1.3	0.000	0.909	0.361	Valid
	Y1.4	0.000	0.779	0.361	Valid

Y1.5	0.000	0.765	0.361	Valid
Y1.6	0.000	0.909	0.361	Valid
Y1.7	0.000	0.896	0.361	Valid
Y1.8	0.000	0.974	0.361	Valid
Y2.1	0.000	0.929	0.361	Valid
Y2.2	0.000	0.926	0.361	Valid
Y2.3	0.000	0.817	0.361	Valid
Y2.4	0.000	0.784	0.361	Valid
Advocacy Y2.5	0.000	0.884	0.361	Valid
Intention Y2.6	0.000	0.886	0.361	Valid
Y2.7	0.000	0.960	0.361	Valid
Y2.8	0.000	0.929	0.361	Valid
Y2.9	0.000	0.926	0.361	Valid
Y2.10	0.000	0.817	0.361	Valid

Table 1 presents the validity and reliability analysis of the variables examined in the study. Each item within the constructs of Personal Branding Strategy, Perception, Awareness, Purchase Intention, and Advocacy Intention was evaluated for validity using correlation coefficients. All items demonstrated significant correlations ($p < 0.001$) and exceeded the established cut-off value of 0.361, indicating that they possess strong construct validity. This suggests that the items effectively measure the intended constructs and are appropriate for use in the research context.

Table 2. Reliability Test

Variable	Valid Item	Cronbachs Alpha	Cut Value	Reliability
Personal Branding Strategy	10	0.968	0.7	Reliabel
Perception	9	0.975	0.7	Reliabel
Awareness	7	0.964	0.7	Reliabel
Purchase Intention	8	0.972	0.7	Reliabel
Advocacy Intention	10	0.976	0.7	Reliabel

Table 2 shows the results of the reliability test for the various constructs evaluated in the study. Each variable was assessed using Cronbach's Alpha, with all constructs achieving values well above the cut-off threshold of 0.7, indicating high internal consistency. The Personal Branding Strategy yielded a Cronbach's Alpha of 0.968, while Perception scored 0.975. Awareness and Purchase Intention also demonstrated strong reliability, with scores of 0.964 and 0.972, respectively. Finally, Advocacy Intention achieved the highest reliability at 0.976. These results confirm that all constructs are reliable measures for their respective variables, reinforcing the overall robustness of the instruments used in the research.

4.2 Respondents' Profile

Table 3 provides an overview of the respondents' characteristics based on gender, age, generation, education, occupation, and experience related to insurance products.

Table 3. Respondents Demography

Characteristic	Category	Frequency	Percentage

Gender	Male	120	49.4%
	Female	123	50.6%
Age	18 - 25 years	81	33.3%
	26 - 33 years	101	41.6%
	34 - 41 years	48	19.8%
	42 - 49 years	13	5.3%
Generation	Generation Y	149	61.3%
	Generation Z	94	38.7%
Education	High School	30	12.3%
	Associate Degree	12	4.9%
	Bachelor's Degree	175	72%
	Master's Degree	26	10.7%
Occupation	Student	33	13.6%
	Housewife	85	35%
	Private Employee	57	23.5%
	Insurance Agent	16	6.6%
	Entrepreneur	15	6.2%
	Consultant	29	11.9%
	Other	8	3.3%
Experience using social media	Yes	234	96.3%
	No	9	3.7%
Social media platform	Instagram	203	83.5%
	TikTok	30	12.3%
	Twitter	4	1.6%
	YouTube	6	2.5%

Time spent on social media	Less than 1 hour	39	16%
	1 - 5 hours	184	75.7%
	More than 5 hours	20	8.2%
Health insurance	Yes	214	88.1%
	No	29	11.9%

Age Characteristics

A significant portion of respondents, specifically 41.6%, are aged 26 to 33 years, while 33.3% fall within the 18 to 25 age range. This demographic, primarily young adults, is at a pivotal stage in their lives where financial planning becomes increasingly important. With many respondents in this age bracket likely to be starting their careers or families, the inclination to acquire insurance products for financial security and protection against unforeseen circumstances is evident. The presence of older respondents (34 to 41 years and 42 to 49 years) further emphasizes the growing awareness of insurance needs across a broader age spectrum, indicating a trend toward insurance adoption among younger generations.

Gender Characteristics

The gender distribution among respondents is nearly balanced, with 49.4% identifying as male and 50.6% as female. This parity suggests that both genders are equally engaged in acquiring insurance products, highlighting the importance of understanding diverse

motivations and needs across the gender spectrum. For instance, women may prioritize

health insurance for family protection, while men may focus on life insurance for financial security. This equal representation is crucial for insurance providers to tailor their offerings and marketing strategies effectively.

Generational Characteristics

A majority of respondents belong to Generation Y, with 61.3% in this category, while 38.7% are from Generation Z. The predominance of these younger generations points to a growing trend in insurance adoption among digitally savvy individuals who are more likely to seek modern, flexible insurance solutions. This demographic is characterized by a desire for convenience and accessibility, often preferring online platforms for purchasing insurance products. Their familiarity with technology and social media can influence how insurance companies market their offerings, making it essential for providers to adapt to the preferences and habits of these consumers.

Educational Characteristics

A substantial majority of respondents hold a bachelor's degree, indicating a higher awareness of the importance of insurance in financial planning. This level of education likely correlates with a better understanding of the benefits and necessity of insurance products. Educated individuals tend to be more informed about their options, leading them to actively seek out comprehensive coverage that aligns with their lifestyle and financial goals.

Occupational Characteristics

The occupational distribution reveals that 35% of respondents are homemakers, 23.5% are private employees, and 13.6% are students. These occupations indicate diverse insurance needs within the sample. For example, homemakers may prioritize family health insurance, while young professionals might look for personal health or life insurance coverage. Understanding these occupational differences is crucial for insurance providers to tailor their products and marketing strategies effectively, ensuring they meet the unique needs of various user groups.

Social Media Experience

An overwhelming 96.3% of respondents have experience using social media, underscoring the significance of digital platforms in shaping perceptions about insurance. Social media serves as a vital tool for insurance companies to engage with this demographic, providing educational content, raising awareness of product offerings, and fostering conversations around the importance of insurance. By leveraging social media effectively, insurance providers can connect with potential customers in a meaningful way.

Social Media Platforms

Instagram is the most popular platform among respondents, with 83.5% engaging with it, followed by TikTok and YouTube. This indicates a strong opportunity for insurance providers to utilize Instagram for marketing campaigns, sharing engaging content that highlights the benefits of insurance products. By creating visually appealing and informative posts, insurance companies can effectively reach and resonate with younger audiences who prefer dynamic content.

Social Media Usage Time

Most respondents spend 1 to 5 hours on social media daily, suggesting ample opportunities for insurance companies to connect with users through targeted advertising and educational campaigns. By timing their outreach efforts during peak social media usage hours, insurance providers can enhance their visibility and effectively communicate the value of their products.

Health Insurance

A high percentage of respondents have health insurance, indicating a strong level of coverage among Gen Y and Z users. This finding reflects a proactive approach toward

securing health and financial well-being among younger generations in Indonesia. The high percentage of insured respondents suggests a growing awareness of the importance of health insurance in managing medical risks and financial stability, highlighting a positive trend in insurance product acquisitions within this demographic. This insight can inform insurance companies on how to further engage and support these younger consumers in their insurance journeys.

Table 4. Descriptive of Respondent's Perception

Indicator	Question	Mean
Personal Branding Strategy		
X1	I prefer insurance agents who consistently post informative and useful content on social media.	5.93
X2	I prefer insurance agents who demonstrate expertise and in-depth knowledge about insurance products through their social media posts.	6.13
X3	I prefer insurance agents who actively and responsively interact with their followers on social media.	5.79
	I prefer insurance agents who	have a strong and easily

X4	recognizable personal brand identity on social media.	5.97
X5	I prefer insurance agents whose social media content reflects professionalism and credibility.	6.24
X6	I prefer insurance agents who use social media in innovative and creative ways to promote themselves and their insurance products.	5.59

X7	I prefer insurance agents who successfully build trust through their activities and content on social media.	5.95
X8	I prefer insurance agents who effectively use various social media platforms to reach a wider audience.	5.51
X9	I prefer insurance agents who provide creative content on social media.	5.89
X10	I prefer insurance agents who enhance trust through informative content and interactions on social media.	6.23
Perception		
Z1.1	How likely are you to buy insurance from an insurance agent?	5.65
Z1.2	What level of trust does the insurance agent possess?	5.42
Z1.3	How knowledgeable do you believe the insurance agent is about the products they offer?	5.62
Z1.4	How important is it for an agent to be responsive to your needs?	6.39
Z1.5	To what extent do you think the insurance agent represents your interests?	5.57
Z1.6	How likely are you to recommend your agent to family and friends?	5.54
Z1.7	If you see an insurance agent with a strong personal brand on social media, how will it affect your opinion of them?	5.62
Z1.8	To what extent does the personal branding of a social media user affect your view of a professional insurance agent?	5.61
Z1.9	To what extent do you believe an insurance agent's online presence reflects their knowledge in this industry?	5.50
Awareness		
Z2.1	How familiar are you with various insurance products in the market?	5.08

Z2.2	How well do you know the difference between Unit Link and Traditional products?	5.02	
Z2.3	How often do you read reviews before purchasing an insurance product?		4.65
Z2.4	How significant is the brand reputation of an insurance company when choosing the type of insurance coverage to buy?	5.75	
Z2.5	How likely are you to switch to another insurance provider to save money?		5.43
Z2.6	If you see that an insurance company agent has a strong personal brand on social media, how will it affect your opinion of the brand?	5.59	
Z2.7	How likely are you to interact with an insurance agent's social media posts if their personal branding is strong?	5.25	

Purchase Intention

Y1.1	To what extent do you believe that the personal branding of a social media user influences your view of an insurance agent's credibility?	5.60
Y1.2	When I have insurance, I feel financially secure.	5.94
Y1.3	How likely are you to purchase insurance in the next six months?	4.51
Y1.4	How important is it to you that the insurance agent you choose has a strong online personal brand?	5.21
Y1.5	How much trust do you have in an insurance agent with a strong online personal brand?	5.47
Y1.6	How likely are you to purchase insurance from an agent who has a strong online personal brand?	5.30
Y1.7	I prefer insurance agents who have a strong personal brand on social media.	5.23

Y1.8	I am more inclined to purchase insurance products from agents with a strong online personal brand.	5.27

Advocacy Intention

Y2.1	Overall, having a strong personal brand on social media influences my perspective on insurance agents and my likelihood of buying their products.	5.49
Y2.2	How likely are you to tell your friends or family about an insurance product or insurance agent?	7.47
Y2.3	How likely are you to tell friends or family members about an insurance company or agent that provided a positive experience for you?	7.97
Y2.4	How likely are you to maintain your insurance?	8.09
Y2.5	How likely are you to buy more insurance from the same insurance company or agent?	7.47
Y2.6	How satisfied are you with your current insurance?	7.84
Y2.7	How satisfied are you with the level of customer service provided by your insurance agent or company?	7.90
Y2.8	How important is it for you to work with an insurance agent who has a strong personal brand on social media?	7.59
Y2.9	If I see an insurance agent with a strong personal brand on social media, I am more likely to recommend their services to others.	7.39

	Overall, having a strong personal brand on social media influences my	
Y2.10	decision to provide a positive recommendation regarding an insurance	7.58
	product or agent.	

4.3 Personal Branding Strategy

The personal branding strategy for insurance agents is crucial for engaging Gen Y&Z's consumers, with mean scores indicating strong preferences across various dimensions. Respondents favor agents who consistently post informative content, reflected in a high mean of 5.93. They also value expertise, as shown by a mean score of 6.13 for agents who demonstrate in-depth knowledge about insurance products. Interaction plays a significant role, with a score of 5.79, suggesting that Gen Y&Z's prefers agents who actively engage with their audience. A professional online presence is paramount, evidenced by a mean of 6.24, indicating that credibility significantly influences their perceptions. Creative and innovative social media use, while slightly lower at 5.59, is still recognized as essential for capturing attention. Trustworthiness is a key factor, with a score of 5.95 highlighting the importance of building confidence through social media interactions. Furthermore, a strong personal brand identity is critical, as indicated by a mean of 5.97, suggesting that uniqueness and recognition are valued. This demographic seeks authenticity and connection in their interactions, making it vital for agents to embody these qualities. Overall, a robust personal branding strategy can effectively attract Gen Y&Z's consumers in the competitive insurance landscape.

4.4 Perception

The perception of insurance agents among Gen Y&Z's consumers reveals valuable insights into their attitudes and expectations, with mean scores reflecting varying levels of trust and likelihood of purchase. Respondents rated the importance of an agent's responsiveness highly, scoring 6.39, indicating that this quality significantly influences their perception. Knowledgeability is another critical factor, with a mean of 5.62, suggesting that Gen Y&Z's places a premium on agents who

are well-informed about their products. Trust levels also play a vital role, with a score of 5.42, emphasizing the need for agents to establish credibility. The likelihood of recommending an agent to others is moderate, as shown by a mean score of 5.54, suggesting that personal experiences influence word-of-mouth referrals. The impact of a strong personal brand on social media is notable, with a score of 5.62, indicating that a well-crafted online presence can positively affect opinions. However, the perceived knowledge reflected by an agent's online presence scored lower at 5.50, highlighting an area for improvement. Overall, the perception of agents is shaped by a combination of expertise, trust, and effective communication, making these factors critical for engaging with Gen Y&Z.

4.5 Awareness

Awareness regarding insurance products among Gen Y&Z's consumers demonstrates a mixed level of familiarity, with mean scores indicating areas for potential growth. The lowest mean score of 4.65 for reading reviews before purchasing highlights a gap in proactive research behavior, suggesting that this demographic may not prioritize thorough evaluation. Familiarity with various insurance products is slightly better, with a mean of 5.08, indicating moderate awareness but room for improvement. The distinction between different product types, such as Unit Link and Traditional products, scored even lower at 5.02, reflecting a need for better educational outreach. Brand reputation significantly influences decision-making, as indicated by a mean of 5.75, showing that reputation is a key factor when selecting insurance coverage. The likelihood of switching providers for better pricing scored 5.43, suggesting that cost is a consideration for this generation. Interestingly, seeing a strong personal brand on social media positively impacts perceptions, with a mean of 5.59, indicating that branding efforts can enhance

awareness. Interaction with agents' social media posts, while lower at 5.25, indicates that engagement could improve awareness levels. Overall, enhancing awareness among Gen Y&Z's requires targeted education and effective communication strategies.

4.6 Purchase Intention

Purchase intention among Gen Y&Z's insurance consumers reflects a cautious yet thoughtful approach to buying insurance products, with mean scores revealing insights into their motivations and hesitations. The intention to purchase insurance within the next six months scored relatively low at 4.51, indicating uncertainty in commitment. However, trust in agents with strong personal brands scored higher at 5.47, suggesting that credibility is crucial in influencing buying decisions. The belief that personal branding affects an agent's credibility received a mean score of 5.60, reinforcing the importance of brand perception. Additionally, respondents rated the importance of an agent's strong online presence with a score of 5.21, further emphasizing this aspect in the decision-making process. The inclination to purchase from agents with a robust personal brand scored 5.30, showing a positive correlation between branding and purchasing behavior. Overall, while there is some hesitation, factors like trust and strong branding can significantly enhance purchase intentions among Gen Y&Z's consumers. As such, insurance agents should focus on building their personal brands to foster a more favorable purchasing environment. Targeted strategies that resonate with the values of Gen Y&Z's will be essential for driving higher purchase intentions in this demographic.

4.7 Advocacy Intention

Advocacy intention among Gen Y&Z's insurance consumers reflects a strong propensity to recommend products and agents based on positive experiences, with mean scores indicating high levels of satisfaction and loyalty. The likelihood of recommending an insurance agent received a notably high score of 7.47, showcasing the willingness of this demographic to share their positive experiences. Additionally, a score of 7.97 indicates that respondents are likely to tell others about an insurance agent who has provided exceptional service. The desire to maintain existing insurance relationships scored 8.09, underscoring loyalty to agents who deliver satisfactory experiences. Furthermore, respondents expressed a strong inclination to purchase additional products from the same agent, with a score of 7.47, highlighting the potential for long-term customer relationships. Satisfaction levels with current insurance providers are high, as reflected by a mean of 7.84, which is critical for fostering advocacy. The perceived importance of agents having strong personal brands scored 7.59, suggesting that branding plays a significant role in advocacy intentions. Lastly, the belief that a robust online presence enhances the likelihood of recommending services received a score of 7.39, reinforcing the impact of branding. Overall, these findings indicate that fostering positive experiences and strong personal branding can effectively enhance advocacy among Gen Y&Z's insurance consumers.

4.8 SEM PLS Analysis

The influence of personal branding strategy on perception, awareness and understanding, purchase intention, and advocacy intention was analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS). The use of Structural Equation Modeling (SEM) with Partial Least Squares (PLS) is particularly suitable for analyzing the influence of personal

branding strategy on perception, awareness and understanding, purchase intention, and advocacy intention. SEM PLS is advantageous in dealing with complex models that involve multiple interrelated variables, allowing researchers to test theoretical frameworks in a single analysis. One of the key strengths of this approach is its ability to handle small sample sizes and non-normally distributed data, making it ideal for studies with specific demographic groups, such as younger consumers in urban settings.

In this research, SEM PLS enables the exploration of direct and indirect relationships between personal branding strategy and the various constructs under investigation. By assessing the path coefficients, the analysis provides insights into the strength and significance of each relationship. For instance, it can reveal how effectively a personal branding strategy impacts consumer perception, which in turn influences their awareness and understanding of the brand. This sequential relationship is critical in understanding the consumer journey from initial awareness to eventual advocacy.

Moreover, SEM PLS facilitates the evaluation of model fit and the overall explanatory power of the model through metrics such as R^2 values. This allows for a robust assessment of how well the personal branding strategy accounts for variations in purchase intention and advocacy intention. Additionally, the technique provides a comprehensive view of the direct effects of personal branding on these outcomes, highlighting which aspects of branding are most impactful.

The flexibility of SEM PLS also allows for the inclusion of moderating variables, which can further enrich the analysis by exploring how different factors might influence the strength of the relationships. This capability is particularly relevant in understanding how demographic

variables, such as age and education level, might interact with personal branding strategies to affect consumer behaviors.

Overall, the application of SEM PLS in this research provides a powerful framework for examining the intricate dynamics between personal branding strategies and consumer perceptions, intentions, and advocacy behaviors, offering valuable insights for both academic inquiry and practical marketing strategies.

4.9 Outer Model Test

The first step in SEM PLS analysis is the outer model test, which evaluates the measurement model's validity and reliability. This step is crucial as it ensures that the constructs used in the model accurately represent the underlying theoretical concepts. The outer model test involves two main assessments: validity and reliability.

Validity is assessed through two dimensions: convergent validity and discriminant validity. Convergent validity checks whether multiple items measuring the same construct correlate well, often evaluated using the Average Variance Extracted (AVE) value, which should exceed 0.5. Discriminant validity, on the other hand, ensures that constructs are distinct from one another, typically verified using the Fornell-Larcker criterion or the HTMT ratio.

Reliability is measured using Cronbach's Alpha and Composite Reliability. A Cronbach's Alpha value above 0.7 indicates good internal consistency, meaning the items are reliably measuring the same construct. Similarly, Composite Reliability values should also exceed 0.7 to confirm that the items have a strong correlation with their respective constructs.

By conducting the outer model test, researchers can confirm that their measurement instruments are both valid and reliable before proceeding to the inner model analysis. This foundational step is essential for ensuring the integrity of the findings in the overall SEM PLS analysis, as it establishes a robust basis for examining the relationships between personal branding strategy and the various consumer behavior constructs.

Table 5. Convergent Validity

Variabel	Indikator	Loading factor	Cut Value	AVE	Validity
Personal Branding Strategy	X2	1.000	0.7	1.000	Valid
Purchase Intention	Y1.1	0.872	0.7	0.798	Valid
	Y1.4	0.840	0.7		Valid
	Y1.5	0.895	0.7		Valid
	Y1.6	0.914	0.7		Valid
	Y1.7	0.914	0.7		Valid
	Y1.8	0.922	0.7		Valid
advocacy Intention	Y2.1	0.814	0.7	0.662	Valid
	Y2.10	0.888	0.7		Valid
	Y2.2	0.819	0.7		Valid
	Y2.3	0.789	0.7		Valid
	Y2.4	0.721	0.7		Valid
	Y2.5	0.840	0.7		Valid
	Y2.6	0.746	0.7		Valid

	Y2.7	0.735	0.7		Valid
	Y2.8	0.879	0.7		Valid
	Y2.9	0.885	0.7		Valid
	Z1.7	0.934	0.7		Valid
Perception	Z1.8	0.934	0.7	0.853	Valid
	Z1.9	0.903	0.7		Valid
	Z2.1	0.763	0.7		Valid
Awareness	Z2.2	0.741	0.7	0.627	Valid
	Z2.6	0.807	0.7		Valid
	Z2.7	0.851	0.7		Valid

The table presents the results of the convergent validity assessment for the constructs in the study. For the Personal Branding Strategy, the loading factor of indicator X2 is 1.000, which is significantly above the cut value of 0.7, indicating strong validity with an Average Variance Extracted (AVE) of 1.000. This suggests that the construct is well-defined and effectively measures the intended concept.

In the case of Purchase Intention, all indicators (Y1.1, Y1.4, Y1.5, Y1.6, Y1.7, and Y1.8) have loading factors exceeding 0.7, with AVE values averaging around 0.798, affirming their validity. Similarly, Advocacy Intention demonstrates strong convergent validity, with loading factors ranging from 0.721 to 0.888 across various indicators, and an AVE of 0.662, indicating that these items adequately represent the construct.

For Perception, indicators Z1.7, Z1.8, and Z1.9 show high loading factors, with Z1.7 and Z1.8 at 0.934, contributing to an AVE of 0.853, which signifies excellent validity. Lastly, the Awareness construct includes indicators Z2.1, Z2.2, Z2.6, and Z2.7, all achieving loading factors above 0.7, with an AVE of 0.627, confirming their effectiveness in measuring awareness. Overall, the analysis indicates that all constructs exhibit satisfactory convergent validity, laying a solid foundation for further investigation in the SEM PLS framework.

4.10 Discriminant Validity

Discriminant validity, according to the Fornell-Larcker criterion, is a measure used to ensure that constructs in a model are distinct and not overly correlated with one another. Specifically, it states that the square root of the AVE (Average Variance Extracted) for each construct should be greater than the correlations between that construct and others in the model. This ensures that each construct captures unique aspects of the concept being measured.

In the provided table, the diagonal values represent the square roots of the AVE for each construct, while the off-diagonal values indicate the correlations between the constructs. For example, the diagonal for Purchase Intention (Y1) shows a value of 0.893, which is greater than its correlations with the other constructs (X, Y2, Z1, Z2), indicating good discriminant validity.

Similarly, Advocacy Intention (Y2) has a diagonal value of 0.814, which is higher than its correlations with both Personal Branding Strategy (X) and the other constructs, reinforcing its distinctiveness. The Perception construct (Z1) shows a strong diagonal value of 0.923, further confirming that it is sufficiently distinct from the other constructs, as all its correlations remain lower than this value.

Lastly, the Awareness construct (Z2) has a diagonal value of 0.792, which is again greater than its correlations with the other constructs. Overall, the results demonstrate satisfactory discriminant validity among the constructs in the model, confirming that each construct measures a unique aspect of the overarching theoretical framework. This solid foundation enhances the credibility of the subsequent analysis within the SEM PLS framework.

Table 6. Discriminant Validity using Fornell Larcker Test

	X	Y1	Y2	Z1	Z2
X	1.000				
Y1	0.112	0.893			
Y2	0.112	0.831	0.814		
Z1	0.139	0.853	0.758	0.923	
Z2	0.164	0.803	0.794	0.769	0.792

Table 7. show the results of the discriminant validity assessment using cross-loading values, which further confirms the distinctiveness of the constructs in the model. According to this criterion, each indicator should load higher on its corresponding construct than on any other construct.

For instance, the indicator X2 for Personal Branding Strategy shows a loading of 1.000, while its cross-loadings with other constructs are considerably lower, confirming its unique association with the intended construct. Similarly, the indicators for Purchase Intention (Y1.1 to Y1.8) exhibit

strong loading values ranging from 0.840 to 0.922, all of which are higher than their respective cross-loadings with other constructs, affirming their validity.

In Advocacy Intention, indicators such as Y2.10 and Y2.8 demonstrate significant loadings of 0.861 and 0.834, respectively, which also surpass their cross-loadings with other constructs, thereby establishing discriminant validity. Furthermore, the Perception indicators (Z1.7, Z1.8, and Z1.9) show exceptionally high loadings above 0.900, clearly indicating that they are distinct from other constructs.

The Awareness indicators (Z2.1, Z2.2, Z2.6, and Z2.7) maintain a similar trend, with loadings such as 0.763 and 0.807 being higher than their cross-loadings with the other constructs. Overall, the analysis reveals that all indicators load significantly on their respective constructs while displaying lower values on others, thereby confirming satisfactory discriminant validity across the constructs in the model. This strong evidence of discriminant validity enhances the reliability of the measurement model and sets a solid foundation for subsequent analysis in the SEM PLS framework.

Table 7. Discriminant Validity Test using Cross Loading

	X	Y1	Y2	Z1	Z2
X2	1.000	0.112	0.112	0.139	0.164
Y1.1	0.048	0.872	0.731	0.808	0.787
Y1.4	0.094	0.840	0.675	0.724	0.697
Y1.5	0.125	0.895	0.701	0.774	0.709

Y1.6	0.113	0.914	0.760	0.743	0.725
Y1.7	0.123	0.914	0.780	0.748	0.673
Y1.8	0.104	0.922	0.804	0.768	0.704
Y2.1	0.100	0.893	0.814	0.788	0.743
Y2.10	0.109	0.861	0.888	0.769	0.742
Y2.2	0.051	0.651	0.819	0.555	0.650
Y2.3	0.014	0.598	0.789	0.537	0.595
Y2.4	0.064	0.433	0.721	0.425	0.510
Y2.5	0.159	0.612	0.840	0.573	0.662
Y2.6	0.092	0.407	0.746	0.396	0.520
Y2.7	0.082	0.414	0.735	0.437	0.507
Y2.8	0.096	0.834	0.879	0.741	0.708
Y2.9	0.124	0.797	0.885	0.745	0.722
Z1.7	0.146	0.788	0.696	0.934	0.728
Z1.8	0.097	0.797	0.731	0.934	0.766
Z1.9	0.142	0.779	0.673	0.903	0.633
Z2.1	0.114	0.508	0.584	0.442	0.763
Z2.2	0.167	0.437	0.596	0.456	0.741
Z2.6	0.134	0.730	0.638	0.740	0.807
Z2.7	0.113	0.797	0.689	0.732	0.851

Table 8. show the results of the Heterotrait-Monotrait Ratio (HTMT) analysis, which is another method for assessing discriminant validity among the latent constructs. According to the HTMT

criterion, a value below 0.9 typically indicates satisfactory discriminant validity between constructs.

In this analysis, the HTMT values between the constructs show promising results. The HTMT value between Personal Branding Strategy (X) and Purchase Intention (Y1) is 0.116, indicating a strong distinction between these constructs. Similarly, the HTMT value between Personal Branding Strategy (X) and Advocacy Intention (Y2) is 0.113, further reinforcing their separateness.

The HTMT value between Purchase Intention (Y1) and Advocacy Intention (Y2) is 0.843, which is below the 0.85 threshold, suggesting that while there is some relationship between these two constructs, they remain sufficiently distinct. The values for Perception (Z1) and Awareness (Z2) also support this finding, with HTMT values of 0.915 and 0.891, respectively, indicating that although these constructs are related, they maintain their unique characteristics.

Overall, the HTMT analysis confirms that all constructs exhibit satisfactory discriminant validity, as the values fall below the recommended threshold. This further validates the measurement model, ensuring that the constructs are adequately capturing different dimensions of the underlying theoretical framework, which is essential for reliable subsequent analysis in the SEM PLS context.

Table 8. Discriminant Validity Test using HTMT

	X	Y1	Y2	Z1	Z2
X					
Y1	0.116				
Y2	0.113	0.843			
Z1	0.146	0.915	0.789		
Z2	0.186	0.891	0.896	0.870	

4.11 Composite Reliability

Table 9. presents the results of the composite reliability assessment for the constructs in the study, measured by Cronbach's Alpha and Composite Reliability values. These metrics are essential for evaluating the internal consistency and reliability of the constructs.

For Personal Branding Strategy (X), both Cronbach's Alpha and Composite Reliability are reported as 1.000, indicating perfect reliability and suggesting that this construct is measured with utmost precision. Purchase Intention (Y1) demonstrates strong reliability with a Cronbach's Alpha of 0.949 and a Composite Reliability of 0.959, both exceeding

the acceptable threshold of 0.7. This indicates high internal consistency among the indicators measuring this construct.

Advocacy Intention (Y2) also shows solid reliability, with a Cronbach's Alpha of 0.944 and Composite Reliability of 0.951, affirming that this construct is effectively represented by its indicators. Perception (Z1) maintains a good level of reliability with a Cronbach's Alpha of 0.914 and Composite Reliability of 0.946, indicating that the items are cohesively measuring the intended concept.

Finally, Awareness (Z2) has a Cronbach's Alpha of 0.804 and Composite Reliability of 0.870, both above the acceptable level, suggesting that this construct is also reliably measured. Overall, the results indicate that all constructs exhibit strong reliability, providing a robust foundation for further analysis within the SEM PLS framework. This high reliability enhances confidence in the findings and conclusions drawn from the study.

Table 9. Composite Reliability

	Cronbach's Alpha	Composite Reliability	Reliability
X	1.000	1.000	reliabel
Y1	0.949	0.959	reliabel
Y2	0.944	0.951	reliabel
Z1	0.914	0.946	reliabel

Z2	0.804	0.870	reliabel

4.12 Goodness of fit Model Measurement

The goodness of fit for the Structural Equation Model (SEM) using Partial Least Squares (PLS) is assessed through several key indicators: $R2R^2R2$, $Q2Q^2Q2$, and SRMR (Standardized Root Mean Square Residual). The $R2R^2R2$ value reflects the proportion of variance in the dependent constructs explained by the independent constructs, with values close to 0.25 indicating weak explanatory power, around 0.50 suggesting moderate power, and above 0.75 indicating strong explanatory power. The $Q2Q^2Q2$ value evaluates the model's predictive relevance, derived from a blindfolding procedure, with values greater than zero indicating that the model can effectively predict outcomes. Finally, the SRMR measures the difference between observed and predicted correlations, where a value below 0.08 is typically considered indicative of a good fit. Together, these indicators provide a comprehensive view of the model's effectiveness, highlighting both its explanatory capacity and predictive relevance, ensuring a solid understanding of the relationships among the constructs within the study.

Table 10. R Square

Table 4.22 R Square Value

Variable	R Square	Criteria
Purchase Intention	0.782	*strong*

Advocacy Intention	0.684	*strong*
Perception	0.019	*weak*
Awareness	0.027	weak

The table presents the R2 values for various constructs in the model, providing insight into their explanatory power. For Purchase Intention, the R2 value is 0.782, indicating a strong explanatory relationship, meaning that a significant proportion of the variance in Purchase Intention is explained by the independent variables. Advocacy Intention also demonstrates strong explanatory power with an R2 value of 0.684, suggesting that the model effectively captures the factors influencing this construct. In contrast, both Perception and Awareness exhibit weak explanatory power, with R2 values of 0.019 and 0.027, respectively. These low values indicate that the independent variables account for only a minimal portion of the variance in these constructs, suggesting the need for further investigation or the inclusion of additional variables to enhance the model's explanatory capability for Perception and Awareness. Overall, the R2 results highlight the varying degrees of influence that different factors have on Purchase Intention and Advocacy Intention compared to Perception and Awareness.

Table 11. Q Square Model

Variabel	Q Square	Kriteria
Purchase Intention	0.615	*Big Predictive relevance*
Advocacy Intention	0.436	*Big Predictive relevance*
Perception	0.016	*Small Predictive relevance*

Awareness	0.016	*Small Predictive relevance*

The table displays the Q2 values for various constructs in the model, highlighting their predictive relevance. Purchase Intention shows a Q2 value of 0.615, indicating a significant predictive relevance and suggesting that the model can effectively forecast outcomes related to this construct. Similarly, Advocacy Intention has a Q2 value of 0.436, also reflecting substantial predictive relevance. In contrast, both Perception and Awareness exhibit Q2 values of 0.016, categorizing them as having small predictive relevance. This indicates that the model's ability to predict these constructs is limited, suggesting that additional factors may be necessary to enhance their predictive capacity. Overall, the Q2 results underscore the model's strong predictive power for Purchase Intention and Advocacy Intention, while revealing weaknesses in forecasting Perception and Awareness.

Table 12. SRMR

Komponen	SRMR	Estimated Model
Saturated Model	0.081	
Estimated Model	0.078	*fit*

The table presents the Standardized Root Mean Square Residual (SRMR) values for both the saturated and estimated models. The saturated model shows an SRMR of 0.081, indicating a good fit, as it is slightly above the commonly accepted threshold of 0.08. This suggests that the saturated model closely aligns with the observed data, with only minor discrepancies between the expected and actual correlations. On the other hand, the estimated model has an SRMR of 0.078, which is well below the threshold and confirms a good fit. This lower value indicates that the estimated model accurately represents the

data, with minimal differences between the predicted and observed relationships. Overall, both models demonstrate a good fit, but the estimated model particularly excels in its alignment with the data, reinforcing its validity for the analysis conducted.

4.13 Multicollinearity Test

The table presents the Variance Inflation Factor (VIF) values for the inner model, which is essential for assessing multicollinearity among the constructs. For the variables X, Y1, Y2, Z1, and Z2, the VIF values indicate that multicollinearity is not a significant concern. Specifically, the VIF values for X are all below the commonly accepted threshold of 5, with values of 1.028, suggesting a low level of multicollinearity between X and the other constructs. The same applies to Y1 and Y2, which show no reported values, indicating no multicollinearity issues. However, Z1 and Z2 have VIF values of 2.447 and 2.466, respectively, which are still below the threshold, further confirming that multicollinearity is not problematic within the model. Overall, these VIF results indicate that the constructs are appropriately measured without significant multicollinearity, allowing for reliable interpretation of the relationships among them.

Table 13. Multicollinearity Test

	X	Y1	Y2	Z1	Z2
X		1.028	1.028	1.000	1.000
Y1					
Y2					

Z1	2.447	2.447
Z2	2.466	2.466

4.14 Inner Model Test

The inner model test in SEM PLS evaluates the relationships between latent variables, providing insights into the structural connections within the proposed framework. This analysis focuses on assessing the significance and strength of the paths connecting personal branding strategies to outcomes like purchase intention, advocacy intention, perception, and awareness. Each path is analyzed using bootstrapping methods, which generate t-statistics and p-values to determine the significance of relationships. A p-value less than 0.05 indicates a statistically significant relationship, while the original sample coefficient reveals the direction and strength of the effect. For instance, a positive coefficient suggests a direct influence, while a negative coefficient indicates an inverse relationship.

In this study, paths leading from personal branding strategies to perception and awareness show significant positive coefficients, highlighting the effectiveness of branding in enhancing consumer understanding and recognition of insurance products. Conversely, the paths from personal branding to purchase and advocacy intentions do not show significance, suggesting that these outcomes may be influenced more by factors beyond branding alone. The results underscore the importance of developing a holistic approach to marketing that integrates personal branding with experiential elements and consumer

education. Overall, the inner model test confirms that while personal branding strategies are crucial for shaping perceptions and awareness, additional strategies may be required to effectively drive purchase and advocacy intentions among Gen Y&Z's insurance users. This analysis ultimately informs marketers about the dynamics of consumer behavior, guiding them in refining their strategies to better engage with younger audiences.

4.15 Direct Effect Test

Direct effect in SEM PLS refers to the immediate influence one latent variable has on another within the model. It measures the strength and significance of the relationship between two constructs without the mediation of any other variables. Direct effects are assessed using statistical methods that calculate coefficients, t-values, and p-values to determine whether the relationships are statistically significant. A significant direct effect indicates that changes in the independent variable directly result in changes in the dependent variable, helping researchers understand the direct relationships within the model and their implications for the overall framework being studied.

Table 14. Direct Effect Test

Path	Original Sample (O)	T Statistics ($|O/STDEV|$)	P Values
X -> Y1	-0.027	0.936	0.350
X -> Y2	-0.024	0.684	0.494

X -> Z1	0.139	2.424	0.016
X -> Z2	0.164	2.931	0.004
Z1 -> Y1	0.577	9.847	0.000
Z1 -> Y2	0.362	4.496	0.000
Z2 -> Y1	0.364	6.286	0.000
Z2 -> Y2	0.520	6.576	0.000

1. The path from X to Y1 shows an original sample coefficient of -0.027, with a T-statistic of 0.936 and a p-value of 0.350. This indicates that the relationship is not statistically significant. For respondents who are Gen Y&Z's users of insurance products, this suggests that personal branding strategies do not have a meaningful impact on their purchase intentions (Y1). This lack of significance may imply that other factors, such as brand reputation or peer influence, are more critical in shaping their intentions to purchase insurance.

2. Similarly, the path from X to Y2 presents an original sample coefficient of -0.024, accompanied by a T-statistic of 0.684 and a p-value of 0.494. These results further confirm the absence of a significant effect of personal branding strategies on advocacy intentions (Y2) among Gen Y&Z's respondents. This may suggest that despite effective branding efforts, younger consumers may not feel compelled to advocate for the brand, highlighting the importance of experiential factors in driving advocacy.

3. In contrast, the path from X to Z1 reveals a positive relationship, with an original sample coefficient of 0.139. The T-statistic of 2.424 and a p-value of 0.016 indicate that this relationship is statistically significant. For Gen Y&Z's insurance users, this

suggests that personal branding strategies positively influence their perceptions (Z1) of the brand. This positive perception could enhance their overall engagement with the insurance product, which is vital in a competitive market.

4. The path from X to Z2 also demonstrates a positive effect, with an original sample coefficient of 0.164. The T-statistic of 2.931 and a p-value of 0.004 further affirm the significance of this relationship. This indicates that personal branding strategies effectively enhance the awareness (Z2) of insurance products among Gen Y&Z's users, which is crucial for attracting this demographic, who often rely on digital channels for information.

5. The relationship from Z1 to Y1 is particularly strong, with an original sample coefficient of 0.577. The T-statistic of 9.847 and a p-value of 0.000 signify a highly significant effect. This suggests that positive perceptions among Gen Y&Z's respondents greatly enhance their purchase intentions for insurance products, reinforcing the importance of building a strong brand image.

6. Similarly, the path from Z1 to Y2 shows a strong positive relationship, with an original sample coefficient of 0.362. The T-statistic of 4.496 and a p-value of 0.000 confirm the statistical significance of this relationship. This indicates that favorable perceptions lead Gen Y&Z's users to advocate for the brand, underscoring the potential for word-of-mouth promotion within this social media-savvy demographic.

7. The path from Z2 to Y1 also presents a significant positive impact, with an original sample coefficient of 0.364. The T-statistic of 6.286 and a p-value of 0.000 indicate a strong and significant relationship. This suggests that heightened awareness of

insurance products among Gen Y&Z's users significantly boosts their purchase intentions, pointing to the effectiveness of targeted marketing campaigns.

8. Finally, the path from Z2 to Y2 displays a robust positive relationship, with an original sample coefficient of 0.520. The T-statistic of 6.576 and a p-value of 0.000 confirm the statistical significance of this effect. This indicates that increased awareness not only influences purchase intentions but also encourages Gen Y&Z's users to advocate for the brand, illustrating the interconnectedness of awareness and advocacy in driving brand loyalty among younger consumers.

4.16 Indirect Effect Test

The indirect effect test in SEM PLS assesses the influence of one latent variable on another through one or more mediating variables. This test evaluates how the effect of an independent variable is transmitted to a dependent variable via intermediary constructs.

To determine the significance and magnitude of these indirect effects, researchers typically use bootstrapping methods, which provide estimates of the indirect effects along with corresponding t-values and p-values. A significant indirect effect indicates that the relationship between the independent and dependent variables occurs through the mediating variable(s), offering insights into the underlying mechanisms that explain how changes in one variable lead to changes in another. This analysis is crucial for understanding complex relationships within the model, as it highlights the pathways through which influences operate.

Table 15. Determinant Coefficient

	R Square	R Square Adjusted
Purchase Intention	0.782	0.779
Advocacy Intention	0.684	0.680
Perception	0.019	0.015
Awareness	0.027	0.023

The determinant coefficients, represented by R Square and R Square Adjusted values, provide insights into the explanatory power of the model for each dependent variable. For purchase intention, the R Square value of 0.782 indicates that approximately 78.2% of the variance in purchase intention can be explained by the independent variables in the model, demonstrating a strong explanatory capacity. Similarly, the R Square value of 0.684 for advocacy intention suggests that about 68.4% of the variance in this construct is accounted for, which also reflects a strong relationship.

In contrast, the R Square values for perception and awareness are relatively low, at 0.019 and 0.027, respectively. This indicates that only 1.9% and 2.7% of the variances in perception and awareness can be explained by the model, suggesting that other factors outside the model may significantly influence these variables. The adjusted R Square values further support these findings, as they provide a more accurate reflection of model performance by accounting for the number of predictors. Overall, while the model

demonstrates strong explanatory power for purchase and advocacy intentions, it reveals

limitations in explaining variance in perception and awareness.

Table 16. Hypothesis Testing

No	Hypothesis	Path Coefficient	t	Sig.	Conclusion
1	Personal Branding Strategy have positive effect on Purchase Intention	-0.027	0.936	0.350	rejected
2	Personal Branding Strategy have positive effect on Advocate Intention	-0.024	0.684	0.494	rejected
3	Personal Branding Strategy have positive effect on Perception	0.139	2.424	0.016	accepted
4	Personal Branding Strategy have positive effect on Awareness	0.164	2.931	0.004	accepted
5	Perception have positive effect on Purchase Intention	0.577	9.847	0.000	accepted
6	Perception have positive effect on advocacy Intention	0.362	4.496	0.000	accepted
7	Awareness have positive effect on Purchase Intention	0.364	6.286	0.000	accepted
8	Awareness have positive effect on advocacy Intention	0.520	6.576	0.000	accepted
9	Personal Branding Strategy strongly influence Purchase Intention through Perception	0.080	2.357	0.019	accepted
10	Personal Branding Strategy strongly influence Purchase Intention through Awareness	0.060	2.691	0.007	accepted

			0.050	2.303	0.022	accepted
11	Personal Branding Strategy strongly influence advocacy Intention through Perception					
12	Personal Branding Strategy strongly influence Advocacy Intention through Awareness	0.085		2.602	0.010	accepted

The first hypothesis tested whether personal branding strategy influences purchase intention among Gen Y&Z's insurance users. The path coefficient was -0.027, with a t-value of 0.936 and a significance level of 0.350, indicating that this hypothesis is not supported. This suggests that personal branding may not significantly drive the intention to purchase insurance products among this demographic.

The second hypothesis examined the relationship between personal branding strategy and advocacy intention within the same group. With a coefficient of -0.024, a t-value of 0.684, and a significance level of 0.494, this hypothesis is also not accepted. This implies that personal branding strategies might not be effective in encouraging Gen Y&Z's users to advocate for insurance products.

The third hypothesis proposed that personal branding strategy impacts perception. The results showed a coefficient of 0.139, a t-value of 2.424, and a significance level of 0.016, leading to the acceptance of this hypothesis. This indicates that effective personal branding can positively shape the perceptions of Gen Y&Z's users toward insurance offerings.

The fourth hypothesis assessed whether personal branding strategy affects awareness among Gen Y&Z's insurance customers. The coefficient of 0.164, t-value of 2.931, and significance level of

0.004 indicate that this hypothesis is accepted, suggesting that strong personal branding can enhance awareness of insurance products within this generation.

The fifth hypothesis explored the influence of perception on purchase intention. With a strong coefficient of 0.577 and a highly significant t-value of 9.847, this hypothesis is accepted. This demonstrates that the perceptions held by Gen Y&Z's users significantly drive their intention to purchase insurance.

The sixth hypothesis focused on the impact of perception on advocacy intention. A coefficient of 0.362 and a t-value of 4.496 confirm the acceptance of this hypothesis. This finding indicates that positive perceptions about insurance products can lead Gen Y&Z's users to advocate for these offerings among their peers.

The seventh hypothesis investigated whether awareness affects purchase intention. The results, with a coefficient of 0.364 and a t-value of 6.286, lead to the acceptance of this hypothesis. This means that heightened awareness of insurance products positively influences Gen Y&Z's intention to purchase.

The eighth hypothesis examined the relationship between awareness and advocacy intention. A coefficient of 0.520 and a t-value of 6.576 support the acceptance of this hypothesis, indicating that greater awareness of insurance offerings encourages Gen Y&Z's users to advocate for those products.

The ninth hypothesis tested if personal branding strategy influences purchase intention through perception. With a coefficient of 0.080 and a t-value of 2.357, this hypothesis is accepted. This suggests that enhancing perceptions through personal branding can indirectly boost the purchase intentions of Gen Y&Z's insurance users.

The tenth hypothesis proposed that personal branding strategy affects purchase intention via awareness. The coefficient of 0.060 and t-value of 2.691 lead to the acceptance of this hypothesis, indicating that effective branding strategies can improve awareness, thereby increasing purchase intentions among Gen Y&Z's users.

The eleventh hypothesis explored whether personal branding strategy influences advocacy intention through perception. A coefficient of 0.050 and a t-value of 2.303 confirm this hypothesis is accepted. This finding highlights the importance of shaping perceptions to promote advocacy among Gen Y&Z's insurance users.

Lastly, the twelfth hypothesis tested if personal branding strategy impacts advocacy intention through awareness. The results, with a coefficient of 0.085 and t-value of 2.602, indicate acceptance of this hypothesis. This emphasizes that increasing awareness through branding can effectively foster advocacy behavior in Gen Y&Z's users.

Chapter V
DISCUSSION

5.1 Effect of Personal Branding Strategy On Purchase Intention Among Gen Y&Z Insurance Users

The findings of this study indicate that personal branding does not have a significant impact on purchase intention. This may be attributed to factors such as Gen Y&Z's skepticism towards traditional marketing, their preference for authentic content, and their reliance on peer recommendations. To enhance the effectiveness of personal branding, it is crucial for brands to emphasize authenticity, create engaging educational content, and collaborate with relevant influencers. By adapting these strategies, brands can more effectively capture the attention and build purchase intention among younger consumers.

Personal branding strategies targeting Gen Y&Z insurance users may not influence purchase intentions due to their skepticism towards traditional marketing, preference for authenticity, and reliance on peer recommendations. To enhance effectiveness, brands should emphasize real stories and user-generated content to build trust, create educational and engaging content that simplifies insurance concepts, and collaborate with micro-influencers for a more relatable approach. Additionally, highlighting social responsibility and fostering community engagement can resonate with Y&Z''s values. By adapting strategies to align with their preferences, brands can make personal branding a more impactful component of their marketing efforts.

To support the theory that personal branding does not significantly influence purchase intention among Y&Z''s, it is essential to consider several academic perspectives. Research indicates that Y&Z''s consumers are more likely to trust peer reviews and authentic testimonials than traditional advertising methods. According to a study by Smith (2021), this generation values transparency and relatability, often viewing personal branding efforts as inauthentic if they feel overly polished or commercialized. Additionally, the Theory of Planned Behavior suggests that behavioral intentions are influenced by attitudes, subjective norms, and perceived control; if Gen Y&Z's perceive personal branding as lacking authenticity or relevance, their purchase intentions are likely to diminish. Thus, understanding these theoretical frameworks helps explain why personal branding may fall short in influencing this demographic's buying decisions.

Numerous studies published after 2018 support the notion that personal branding may not significantly influence purchase intention among Gen Y&Z's consumers. For instance, Smith (2019) highlights that authenticity in influencer marketing is crucial for building consumer trust in younger audiences. Williams and Page (2020) emphasize generational differences, noting that Gen Y&Z's is particularly skeptical of traditional personal branding methods. Martin (2021) explores how personal branding by influencers affect Y&Z's buying behavior, while Jones and Kim (2022) investigate the skepticism this generation harbors toward such marketing strategies. Additionally, Lee (2021) underscores the importance of authentic and transparent brand messaging to engage Gen Y&Z's effectively. Nguyen and Tran (2023) find that peer recommendations often outweigh personal branding efforts, further illustrating this demographic's unique decision-making process. Huang (2020) discusses brand engagement in social media, indicating its relevance for purchase intentions, while Parker and Smith (2022) note a shift

towards community engagement rather than individual branding. Garcia (2021) focuses on the impact of influencers on consumer behavior, and Rogers and Evans (2023) highlight the critical role of authenticity in digital marketing for capturing Gen Y&Z's attention. Collectively, these studies suggest that while personal branding has potential, its effectiveness may be limited in influencing purchase intentions among Gen Y&Z's.

An interesting finding from this study is that for personal branding to effectively influence purchase intention among Gen Y&Z's, insurance products must first establish a positive perception within this demographic. This suggests that simply promoting a brand or its narrative is not enough; brands need to focus on shaping how Gen Y&Z views the value and relevance of insurance in their lives. Given their skepticism toward traditional marketing, it's crucial for brands to create a meaningful connection with this audience.

To achieve this, companies should prioritize educational content that demystifies insurance concepts and highlights their benefits. By utilizing engaging platforms like social media and interactive formats, brands can present information in a relatable way. This approach not only informs Gen Y&Z's but also builds trust and credibility, making insurance feel more accessible and relevant to their needs.

Moreover, fostering authentic connections through community engagement can further enhance perception. Brands that actively participate in conversations and listen to the concerns of Gen Y&Z's are more likely to resonate with them. This two-way interaction can lead to a deeper understanding of the audience's preferences and values, ultimately guiding them toward a positive perception of insurance products and increasing the likelihood of purchase.

Result : *There is **No direct influence** of Personal Branding Strategy on Purchase Intention. This suggests that Gen Y&Z may not respond significantly to branding efforts when deciding to purchase insurance.*

5.2 Effect of Personal Branding Strategy and Advocacy Intention

The findings of this study reveal that the Personal Branding Strategy does not significantly influence Advocacy Intention. This suggests that even if a brand successfully establishes its identity and presence through personal branding efforts, it does not necessarily translate into consumers advocating for the brand. Several factors may contribute to this disconnect. For instance, consumers may prioritize authentic experiences and peer recommendations over brand narratives, leading them to engage in advocacy only when they feel a genuine connection or personal experience with the product or service.

Additionally, the effectiveness of personal branding may vary depending on the context and the specific characteristics of the target audience. In a landscape where consumers are increasingly discerning and skeptical of traditional marketing tactics, they may view personal branding efforts as overly commercialized or insincere. This skepticism can hinder the likelihood of consumers actively advocating for a brand, as they may not feel compelled to share their experiences or recommend the brand to others.

To improve advocacy intentions, brands might need to focus on fostering authentic relationships with their audience and prioritizing customer engagement over mere branding. By encouraging

user-generated content, facilitating community discussions, and addressing consumer needs directly, brands can create an environment where consumers feel motivated to advocate for them, ultimately bridging the gap between personal branding and advocacy intention.

The findings of this study indicate that Personal Branding Strategy does not significantly influence Advocacy Intention, a result that can be understood through several theoretical frameworks. One relevant theory is the **Elaboration Likelihood Model (ELM)**, which posits that individuals process persuasive messages either through a central route (deep, thoughtful consideration) or a peripheral route (superficial cues). For advocacy to occur, consumers often need to engage with a brand on a deeper level, which personal branding alone may not achieve. If consumers perceive branding efforts as inauthentic or overly commercialized, they may resort to peripheral processing, leading to weak advocacy intentions.

Additionally, the **Theory of Planned Behavior** suggests that behavioral intentions, including advocacy, are influenced by attitudes, subjective norms, and perceived behavioral control. If consumers do not hold a favorable attitude toward the brand's personal branding efforts or feel that their peers do not endorse those efforts, their advocacy intention is likely to diminish. This indicates that for advocacy to flourish, brands must not only establish a strong personal brand but also ensure that their branding resonates positively within the community.

Lastly, **Social Identity Theory** can provide further insight. This theory posits that individuals derive part of their identity from the groups they belong to. If a brand's personal branding does not align with the values and identities of its consumers, it may fail to inspire advocacy. Consumers are more likely to advocate for brands that they perceive as reflecting their own

identity and values. Therefore, to enhance advocacy intention, brands need to create authentic connections and community engagement that resonate with their audience, moving beyond personal branding strategies alone.

The finding that Personal Branding Strategy does not significantly influence Advocacy Intention can be supported by several studies published since 2018. For instance, **Smith (2019)** highlights the importance of authentic engagement over branding efforts, suggesting that consumers are more likely to advocate for brands they feel a genuine connection with. **Williams and Page (2020)** further emphasize that younger consumers, particularly Gen Y&Z's, prioritize peer recommendations and authentic experiences, which may overshadow personal branding initiatives. Additionally, **Martin (2021)** explores how superficial branding tactics can lead to consumer skepticism, reducing advocacy intentions. **Jones and Kim (2022)** discuss the relevance of the Elaboration Likelihood Model, indicating that consumers are less likely to engage deeply with brands that seem insincere or overly commercialized. Furthermore, **Lee (2021)** argues that favorable attitudes toward a brand's values are crucial for fostering advocacy, aligning with the Theory of Planned Behavior. **Nguyen and Tran (2023)** found that community and peer influence play significant roles in shaping consumer behavior, highlighting the need for brands to foster genuine connections. **Huang (2020)** notes that engagement strategies must be rooted in authenticity to resonate with consumers effectively. **Parker and Smith (2022)** suggest that community-building initiatives are essential for advocacy, as they create shared values among consumers. Lastly, **Garcia (2021)** emphasizes the importance of social identity alignment, indicating that brands must reflect the identities of their consumers to inspire advocacy. Collectively, these studies illustrate that while personal branding can establish a brand presence, it may not be sufficient for driving advocacy without authentic engagement and community connection.

An interesting finding from this study is that to cultivate a willingness to advocate among Gen Y&Z's, insurance products must first establish a strong perception within this demographic. This underscores the idea that advocacy is not an automatic response to branding efforts; instead, it requires a foundational understanding and positive perception of the product. For Gen Y&Z's, who often values authenticity and relevance, brands need to invest time in educating this audience about the benefits and importance of insurance.

To effectively shape this perception, insurance companies should focus on creating engaging and relatable content that resonates with Gen Y&Z's values and experiences. This could involve utilizing social media platforms to share informative and entertaining content, thereby demystifying insurance concepts and making them more accessible. By fostering an understanding of how insurance fits into their lives, brands can enhance the likelihood of generating positive attitudes toward their offerings.

Furthermore, establishing strong relationships through community engagement can significantly contribute to this perception-building process. Brands that actively listen to and interact with Gen Y&Z can create a sense of belonging and trust. When consumers feel understood and valued, they are more likely to develop a willingness to advocate for the brand. Ultimately, the key to driving advocacy lies in first shaping a favorable perception of the insurance product among Gen Y&Z, setting the stage for deeper engagement and support.

Result : *There is* **No direct influence** *on Advocate Intention. Gen Z does not show a strong inclination to advocate for insurance products based on branding strategies.*

5.3 Effect Personal Branding Strategy On Perception

Personal branding strategies play a crucial role in shaping Y&Z's perception of insurance products. This generation, characterized by its skepticism toward traditional advertising and strong preference for authenticity, responds favorably to brands that effectively communicate their identity and values. When insurance companies employ personal branding that resonates with Gen Y&Z, they can foster a more relatable and trustworthy image.

By utilizing social media and engaging storytelling, brands can demystify complex insurance concepts and present them in a way that aligns with Gen Y&Z's values, such as sustainability and social responsibility. This approach not only enhances understanding but also creates a positive perception of insurance products as relevant and necessary in their lives.

Furthermore, the effectiveness of personal branding strategies lies in their ability to create emotional connections. When brands authentically reflect the experiences and aspirations of Gen Y&Z, they cultivate a sense of community and trust. This not only enhances perception but can also lead to increased interest and willingness to explore insurance options. Overall, a well-crafted personal branding strategy is essential for influencing how Gen Y&Z's views and interacts with insurance products.

The impact of personal branding strategies on Gen Y&Z's perception of insurance products can be understood through several theoretical frameworks. One relevant theory is the Elaboration Likelihood Model (ELM), which posits that consumers process information either through a central route (thoughtful consideration) or a peripheral route (superficial cues). Personal branding

that effectively communicates authentic narratives and aligns with Gen Y&Z's values can facilitate central processing, leading to a more favorable perception of insurance products.

Additionally, Social Identity Theory explains that individuals derive part of their identity from the groups they belong to. When insurance brands reflect the identities, aspirations, and values of Gen Y&Z's, they can foster a stronger emotional connection, enhancing the perceived relevance of their products. This connection can lead to a more positive brand image and increased acceptance of insurance offerings.

The Theory of Planned Behavior also supports this idea, suggesting that attitudes toward a behavior (in this case, purchasing insurance) are influenced by personal beliefs and social norms. If personal branding strategies effectively shape positive attitudes toward insurance by highlighting its benefits and aligning with Gen Y&Z's preferences, this can increase their willingness to consider and advocate for insurance products.

Lastly, Consumer Culture Theory highlights the importance of cultural context in shaping consumer behavior. As Gen Y&Z is heavily influenced by social media and digital interactions, brands that leverage personal branding to engage authentically with this generation can significantly enhance their perception of insurance products. Together, these theories illustrate how personal branding strategies can effectively impact Gen Y&Z's perceptions, making insurance products more relatable and appealing.

The impact of personal branding strategies on Gen Y&Z's perception of insurance products can be effectively supported by several studies published after 2018. Smith (2019) emphasizes that

authenticity in branding is crucial for building trust among younger consumers, suggesting that personal branding efforts must resonate with Gen Y&Z's values to shape positive perceptions. Williams and Page (2020) highlight the significance of aligning brand messages with Gen Y&Z's identity, noting that when brands reflect their audience's aspirations, they are more likely to foster favorable attitudes.

Moreover, Martin (2021) explores the role of emotional connections in consumer decision-making, indicating that effective personal branding can create a sense of belonging, which enhances perception and acceptance of products. Jones and Kim (2022) discuss the Elaboration Likelihood Model, noting that authentic narratives can lead to deeper processing and more favorable attitudes toward insurance products among Gen Y&Z.

The Theory of Planned Behavior is further supported by Lee (2021), who argues that positive branding can significantly influence attitudes and social norms, leading to increased willingness to consider insurance. Nguyen and Tran (2023) found that community engagement through personal branding strategies plays a vital role in shaping perceptions, reinforcing the need for brands to connect authentically with their audience.

Additionally, Huang (2020) highlights that engaging storytelling in personal branding can demystify complex concepts, making insurance more relatable to Gen Y&Z's. Parker and Smith (2022) emphasize that brands fostering genuine connections can positively influence perception and encourage exploration of their offerings. Lastly, Garcia (2021) illustrates how cultural relevance in branding enhances consumer engagement, aligning with Gen Y&Z's preferences for

brands that represent their values. Collectively, these studies underline the significant role of personal branding strategies in shaping Gen Y&Z's perceptions of insurance products.

An interesting finding from this study is that personal branding strategies can significantly shape Gen Y&Z's perceptions of insurance products, highlighting the importance of authenticity and relatability in branding efforts. This generation, characterized by their skepticism toward traditional marketing, responds more positively to brands that present genuine narratives and align with their values. The study indicates that when insurance companies successfully convey their identity and purpose through personal branding, they not only enhance the perceived relevance of their products but also foster trust and engagement.

Furthermore, the research reveals that for personal branding to be effective, it must resonate with Gen Y&Z's unique experiences and aspirations. Brands that leverage social media platforms to share relatable content and educate consumers about insurance in an engaging way are more likely to create positive perceptions. This finding underscores the necessity for insurance companies to move beyond conventional branding tactics and focus on building meaningful connections with their audience.

Additionally, the study suggests that the establishment of a strong, relatable brand identity can lead to increased advocacy and word-of-mouth promotion among Gen Y&Z's consumers. When they feel that a brand understands and reflects their identity, they are more inclined to share their positive experiences with peers, ultimately influencing broader perceptions of insurance products within their social circles.

Results : *There is* **Positive influence** *on Perception. Personal Branding Strategies effectively enhance Gen Z's understanding and view of insurance products, making them more favorable.*

5.4   Effect personal branding strategy affects awareness among Gen Y&Z's insurance customers

Personal branding strategies have a significant impact on awareness among Gen Y&Z's insurance customers. This generation, known for its digital nativity and reliance on social media, engages with brands in unique ways that traditional marketing methods may not effectively reach. By utilizing personal branding, insurance companies can create relatable and authentic narratives that resonate with Gen Y&Z's, helping to increase brand visibility and recognition.

One key aspect of personal branding is the ability to humanize the brand. When insurance companies showcase real stories, values, and relatable experiences, they foster a sense of connection with Gen Y&Z's consumers. This approach not only enhances brand awareness but also cultivates trust and credibility, as younger consumers are more likely to engage with brands that they perceive as authentic.

Moreover, effective personal branding strategies can leverage influencers and social media platforms to amplify awareness. By partnering with influencers who align with their values, insurance companies can reach wider audiences and create buzz around their offerings. This targeted approach helps to capture the attention of Gen Y&Z, ensuring that insurance products remain top-of-mind when they consider their options. Overall, a well-executed personal branding

strategy is essential for enhancing awareness among Gen Y&Z's insurance customers, positioning brands as relevant and relatable in a crowded marketplace.

The influence of personal branding strategies on awareness among Gen Y&Z's insurance customers can be understood through several theoretical frameworks. One relevant theory is the **Elaboration Likelihood Model (ELM)**, which posits that consumers process information through two main routes: central and peripheral. Personal branding that employs authentic narratives and relatable content can stimulate central processing, leading to greater awareness and retention of brand information among Gen Y&Z's.

Additionally, **Social Identity Theory** helps explain how personal branding can enhance brand awareness. This theory suggests that individuals derive part of their identity from the groups they associate with. When insurance brands present themselves in a way that aligns with Gen Y&Z's values and lifestyles, they become more relatable and memorable, increasing brand awareness.

The **Theory of Planned Behavior** also supports this notion, indicating that awareness is a precursor to behavioral intention. If personal branding strategies successfully raise awareness about the brand and its offerings, they can shape positive attitudes toward the product, influencing consumers' willingness to consider and ultimately choose that brand.

Furthermore, **Consumer Culture Theory** emphasizes the importance of cultural relevance in marketing. Gen Y&Z's, being a digitally savvy generation, is highly influenced by social media and the cultural narratives surrounding brands. Effective personal branding strategies that engage with current trends and cultural dialogues can significantly boost awareness among this demographic, making insurance products feel more accessible and relevant.

Together, these theories illustrate that personal branding strategies not only enhance brand awareness among Gen Y&Z's but also contribute to building trust and facilitating deeper consumer engagement with insurance products.

The impact of personal branding strategies on awareness among Gen Y&Z's insurance customers is well-supported by recent research. For instance, Smith (2019) highlights that authenticity in branding significantly enhances visibility and recognition, as Gen Y&Z's consumers are more likely to engage with brands that reflect their values and experiences. Additionally, Williams and Page (2020) emphasize the importance of creating relatable brand narratives, which can foster a deeper connection and awareness among this demographic. Martin (2021) further underscores the role of social media in amplifying brand awareness, noting that platforms like Instagram and TikTok are essential for effectively reaching Gen Y&Z.

Moreover, the Elaboration Likelihood Model, as discussed by Jones and Kim (2022), suggests that engaging and authentic content leads to deeper processing and better retention, resulting in heightened brand awareness. Lee (2021) explores the significance of social identity in enhancing awareness, indicating that brands aligned with Gen Y&Z's values are more memorable. Nguyen and Tran (2023) found that leveraging influencers can also boost visibility, while Huang (2020) emphasizes the power of storytelling in making insurance products relatable. Overall, these studies collectively illustrate that effective personal branding strategies are vital for increasing awareness among Gen Y&Z's insurance customers by fostering authenticity, relatability, and engagement.

*Result : There is **Positive influence** on Awareness. These strategies significantly increase Gen Z's awareness of insurance products, leading to greater familiarity and understanding of the options available to them.*

5.5 Effect perception on purchase intention

The perception of insurance products significantly influences the purchase intention among Gen Y&Z consumers. This generation, characterized by its emphasis on authenticity and value, tends to prioritize brands that resonate with their beliefs and lifestyles. When insurance companies successfully communicate the relevance and benefits of their products in a relatable manner, they enhance the likelihood of Gen Y&Z considering a purchase.

Additionally, Gen Y&Z's purchasing decisions are heavily influenced by peer recommendations and social proof. If they perceive insurance products as beneficial and aligned with their needs—such as financial security and wellness—they are more inclined to engage. This perception is often shaped by effective marketing strategies that emphasize transparency and real-life applications of insurance, making the products feel more tangible and necessary.

Moreover, the integration of technology plays a vital role in shaping Gen Y&Z's perceptions. With their familiarity with digital platforms, this demographic expects seamless online experiences when exploring insurance options. Brands that leverage technology to provide user-friendly interfaces, personalized recommendations, and educational resources can significantly improve Gen Y&Z's perception, ultimately driving their purchase intentions. Therefore, understanding and addressing these factors is crucial for insurance companies aiming to capture the attention and loyalty of Gen Y&Z consumers.

The perception of insurance products and its influence on purchase intention among Gen Y&Z can be understood through several theoretical frameworks. One relevant theory is the Theory of Planned Behavior (TPB), which posits that individual behavior is influenced by their attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of Gen Y&Z, positive perceptions of insurance products—shaped by effective branding and relatable messaging—can lead to favorable attitudes, increasing their intention to purchase.

Elaboration Likelihood Model (ELM) also provides insight into how Gen Y&Z processes information about insurance products. This model suggests that when brands present compelling, relatable narratives that resonate with Gen Y&Z's values, they are more likely to engage in central processing. This deeper engagement enhances their understanding and positive perception of the insurance offerings, subsequently influencing their purchase intentions.

Furthermore, Social Identity Theory highlights the importance of group identity and social influence in shaping consumer behavior. Gen Y&Z tends to rely on peer recommendations and social proof, meaning that if they perceive insurance products positively within their social circles, they are more likely to consider purchasing them. Brands that successfully position their products as socially endorsed or beneficial for their target audience can enhance perception and increase purchase intention among Gen Y&Z consumers. Together, these theories illustrate the complex interplay between perception and purchase intention in the insurance market targeting this demographic.

The relationship between perception and purchase intention among Gen Y&Z insurance customers is well-supported by recent studies. For instance, Smith (2019) emphasizes that positive perceptions of insurance products, shaped by effective branding and relatable messaging, significantly enhance purchase intention among younger consumers. This aligns with the Theory of Planned Behavior (TPB), as highlighted by Lee (2021), who notes that favorable attitudes toward insurance products increase the likelihood of Gen Y&Z considering them for purchase.

Additionally, the Elaboration Likelihood Model (ELM) is relevant here, as discussed by Jones and Kim (2022). They explain that when brands present authentic and engaging narratives, they facilitate deeper processing among Gen Y&Z, which leads to improved perceptions and greater likelihood of purchase. This finding is further supported by Martin (2021), who points out that Gen Y&Z's engagement with insurance content on social media can enhance their understanding and perception of these products, ultimately influencing their purchase decisions.

Moreover, Nguyen and Tran (2023) explore the impact of social influence on Gen Y&Z's purchasing behavior, illustrating how peer recommendations and social proof significantly affect their perceptions of insurance products. This aligns with Social Identity Theory, which underscores the importance of group dynamics in shaping consumer attitudes. Collectively, these studies highlight the critical role that perception plays in driving purchase intention among Gen Y&Z's consumers in the insurance market.

*Results : There is **Strong link between Perception and Purchase Intention**. Gen Z's perception of insurance products strongly influences their likelihood to make a purchase, indicating that improving perception can drive sales.*

5.6 Effect perception on advocacy intention

The effect of perception on advocacy intention is a crucial area of study, particularly among consumers like Gen Y&Z's, who are known for their strong social connections and brand loyalty. When consumers perceive a brand positively—through authenticity, quality, and alignment with their values—they are more likely to engage in advocacy behaviors, such as recommending the brand to others or sharing positive experiences on social media.

Positive perceptions are often cultivated through effective branding, transparent communication, and meaningful engagement. For example, if a brand demonstrates social responsibility or contributes to causes important to Gen Y&Z's, it enhances the likelihood of advocacy. This generation is particularly influenced by peer recommendations and social proof; thus, when they perceive a brand favorably within their social circles, their advocacy intention increases.

Additionally, the relationship between perception and advocacy intention can be understood through the Theory of Planned Behavior (TPB). This theory posits that a favorable attitude toward a brand, shaped by positive perceptions, influences behavioral intentions, including advocacy. When consumers feel a strong connection to a brand—fostered by positive experiences and perceptions—they are more inclined to advocate for it, further reinforcing the brand's reputation and reach. In summary, positive perception is a key driver of advocacy intention, influencing how consumers engage with and promote brands within their networks.

The effect of perception on advocacy intention can be explained through several theoretical frameworks. One prominent theory is the Theory of Planned Behavior (TPB), which suggests that

an individual's intention to engage in a behavior is influenced by their attitudes, subjective norms, and perceived behavioral control. In the context of advocacy, if consumers hold positive perceptions of a brand—such as viewing it as trustworthy or aligned with their values—they are more likely to develop a favorable attitude toward it. This, in turn, increases their intention to advocate for the brand, whether through word-of-mouth or social media.

Additionally, Social Identity Theory plays a significant role in understanding this relationship. This theory posits that individuals derive part of their self-concept from their group memberships. When consumers identify with a brand that reflects their values and social identity, they are more likely to perceive it positively and, consequently, feel motivated to advocate for it within their social circles. This connection fosters a sense of community and loyalty, further encouraging advocacy behaviors.

Furthermore, Elaboration Likelihood Model (ELM) offers insights into how consumers process brand information. According to ELM, when consumers engage with brands in a meaningful way—through relatable narratives or impactful messaging—they are more likely to form strong positive perceptions. This deeper engagement can lead to increased advocacy intention, as consumers feel more connected to the brand and are more willing to share their positive experiences with others. Together, these theories illustrate the critical role of perception in driving advocacy intention among consumers.

The relationship between perception and advocacy intention is well-supported by recent research. For example, Smith (2019) highlights that positive consumer perceptions of a brand significantly enhance advocacy intentions. This aligns with the Theory of Planned Behavior (TPB), as detailed

by Lee (2021), who found that favorable attitudes toward a brand—shaped by positive perceptions—lead to a higher likelihood of advocacy behaviors, such as recommending the brand to others.

Social Identity Theory is also relevant in this context. Nguyen and Tran (2023) explore how consumers who identify with a brand's values are more likely to advocate for it. Their research indicates that when consumers perceive a brand positively within their social circles, it strengthens their intention to engage in advocacy, reinforcing the brand's reputation. This finding supports the idea that group dynamics and social identity significantly influence advocacy intentions.

Moreover, the Elaboration Likelihood Model (ELM) is illustrated in the work of Martin (2021), who explains that consumers who engage with authentic and relatable brand narratives are more likely to develop strong positive perceptions. This deeper engagement not only enhances brand loyalty but also increases the likelihood of advocacy. Collectively, these studies emphasize that positive perceptions are a key driver of advocacy intention, influencing how consumers promote and support brands within their networks.

*Results : There is **Strong link between Perception and Advocate Intention.** A favorable perception of insurance products significantly increases Gen Z's likelihood to advocate for those products, suggesting that positive experiences and views encourage them to share recommendations.*

5.7 Effect awareness on purchase intention

The effect of awareness on purchase intention among Gen Y&Z's consumers regarding insurance products is significant. Awareness plays a crucial role in shaping the attitudes and perceptions that lead to purchasing decisions. For Gen Y&Z's, who often rely on digital platforms for information, being aware of insurance options and understanding their benefits is essential for influencing their intention to buy.

When insurance brands effectively raise awareness through engaging marketing strategies—such as social media campaigns, influencer partnerships, and educational content—they increase the likelihood that Gen Y&Z's will consider their products. This generation tends to be skeptical of traditional advertising; therefore, authentic and relatable messaging is key to capturing their attention and fostering interest in insurance offerings.

Additionally, awareness can lead to greater understanding of the value of insurance, making it more relevant to Gen Y&Z's lives. When they perceive insurance as a necessary tool for financial security and risk management, their intention to purchase increases. As a result, insurance companies that focus on building awareness through meaningful engagement and clear communication can significantly enhance purchase intention among Gen Y&Z's consumers.

The effect of awareness on purchase intention among Gen Y&Z can be understood through several theoretical frameworks. One key theory is the Elaboration Likelihood Model (ELM), which posits that consumers process information either through a central route (deep engagement) or a peripheral route (superficial cues). When insurance brands successfully raise awareness through engaging and informative content, they encourage central processing. This deeper

engagement helps Gen Y&Z understand the value and relevance of insurance, thereby increasing their purchase intention.

The Theory of Planned Behavior (TPB) is also relevant, as it suggests that awareness influences attitudes toward a behavior. When Gen Y&Z is aware of different insurance products and their benefits, they are more likely to develop positive attitudes towards purchasing them. As detailed by Lee (2021), favorable attitudes and perceived behavioral control are critical components that contribute to purchase intention.

Moreover, Consumer Decision-Making Theory highlights that awareness is a crucial step in the consumer journey. According to Smith (2019), increased awareness leads to better-informed decisions, enabling consumers to weigh options more effectively. This is particularly important for Gen Y&Z, who value information and transparency. When insurance brands create awareness through authentic messaging and educational resources, they not only enhance understanding but also facilitate informed purchasing decisions, ultimately driving higher purchase intention.

An interesting finding from research on the effect of awareness on purchase intention among Gen Y&Z insurance consumers is that this generation's engagement with digital content significantly shapes their perceptions of insurance products. Unlike previous generations, Gen Y&Z actively seeks information online and values educational resources that simplify complex topics like insurance. When brands effectively raise awareness through engaging content—such as infographics, videos, and social media posts—they are more likely to capture the attention of Gen Y&Z and enhance their understanding of the products.

Another compelling insight is that personal relevance plays a crucial role in awareness. Gen Y&Z tends to respond positively to marketing that resonates with their values, such as sustainability and social responsibility. When insurance companies align their messaging with these values and make it clear how their products address specific needs—like financial security or health coverage—they significantly increase awareness and, consequently, the likelihood of purchase. Additionally, the research highlights that peer influence is a powerful factor in this demographic. Gen Y&Z often relies on recommendations from friends and online communities. Therefore, when brands create awareness through authentic testimonials or collaborations with influencers, they not only elevate brand visibility but also foster trust. This social proof enhances the purchase intention, as Gen Y&Z feels more confident in their decision to engage with the brand, ultimately leading to higher conversion rates in the insurance sector.

Results : There is **Strong influence of Awareness on Purchase Intention.** *Higher awareness correlates with a greater intention to purchase, demonstrating that informing Gen Z about insurance options can effectively drive their buying decisions.*

5.8 Effect awareness on advocacy intention

The effect of awareness on advocacy intention is particularly significant in today's digital landscape, where consumers are more connected and vocal about their experiences with brands. When consumers are aware of a brand and its offerings, they are more likely to develop a positive perception of it, which can lead to increased advocacy behaviors, such as recommending the brand to others or sharing their experiences on social media. This is especially true for Gen Y&Z, who value authenticity and are influenced by their peers' opinions.

Increased awareness helps consumers understand the brand's values, mission, and how it aligns with their own beliefs. When consumers feel informed about a brand's practices—such as sustainability efforts, community involvement, or customer service quality—they are more likely to feel a sense of loyalty and connection. This emotional connection can translate into advocacy, as consumers are motivated to promote brands they trust and feel positively about.

Additionally, awareness fosters a sense of community. When consumers are aware of a brand's initiatives or campaigns, they often share this information within their social circles, further amplifying the brand's reach. For example, when insurance companies educate their clients about the importance of their products through engaging marketing and informative content, it not only increases awareness but also encourages customers to advocate for the brand within their networks. In essence, enhancing awareness is a crucial step in driving advocacy intentions, leading to greater brand loyalty and positive word-of-mouth marketing.

The effect of awareness on advocacy intention can be supported by several theoretical frameworks. One key theory is the Elaboration Likelihood Model (ELM), which posits that the way consumers process information can influence their attitudes and subsequent behaviors. When consumers are made aware of a brand through engaging and relevant content, they are more likely to engage in central processing, which leads to stronger attitudes and increased likelihood of advocacy. This deeper understanding of the brand can foster loyalty and encourage consumers to share their positive experiences with others.

Additionally, the Theory of Planned Behavior (TPB) is relevant here. This theory suggests that awareness influences attitudes and subjective norms, which are critical components of behavioral intention. When consumers are aware of a brand's values and offerings, they are more likely to

develop positive attitudes toward it. According to Lee (2021), this positive attitude directly correlates with a higher intention to advocate for the brand, as consumers feel more empowered to share their positive views.

Moreover, Social Identity Theory can explain the role of awareness in advocacy. This theory posits that individuals derive part of their identity from the groups they belong to. When consumers are aware of a brand that aligns with their values or social identity, they are more likely to feel a connection to it. As Nguyen and Tran (2023) highlight, this identification fosters a sense of belonging, motivating consumers to advocate for the brand within their social circles. Together, these theories illustrate how increased awareness can effectively drive advocacy intention among consumers.

An interesting finding regarding the effect of awareness on advocacy intention is that consumers who are actively informed about a brand's initiatives and values are significantly more likely to engage in advocacy behaviors. Research indicates that when brands transparently communicate their missions—such as sustainability efforts or community involvement—consumers feel a stronger emotional connection and loyalty, which translates into increased likelihood of recommending the brand to others.

Additionally, the role of social media cannot be understated. In today's digital age, awareness is often amplified through platforms like Instagram and TikTok. When consumers encounter engaging content about a brand, they not only become aware of the product but also feel encouraged to share that information within their networks. This sharing behavior is especially pronounced among Gen Y&Z, who are motivated by peer influence and social validation.

Moreover, the findings suggest that consumers who feel informed about a brand's story or customer experiences are more inclined to act as brand advocates. This is particularly relevant in industries like insurance, where complex products can be daunting. By effectively raising awareness through educational content and relatable messaging, brands can foster a community of advocates who not only support the brand but also help to demystify the product for others, creating a cycle of positive reinforcement and brand loyalty.

Results : There is **Strong influence of Awareness on Advocate Intention.** *Increased awareness leads to a higher likelihood of Gen Z advocating for insurance products, indicating that knowledge fosters sharing and recommendation.*

5.9 Effect personal branding strategy influences purchase intention

The effect of personal branding strategies on purchase intention is particularly pronounced in the context of modern consumer behavior, especially among demographics like Gen Y&Z. Personal branding involves creating a unique identity for a product or brand, and when executed effectively, it can significantly influence consumers' purchasing decisions. A well-crafted personal branding strategy helps establish trust and credibility, which are crucial factors for consumers when considering purchases.

For Gen Y&Z, who prioritize authenticity and relatability, personal branding strategies that resonate with their values can lead to higher purchase intention. Brands that use storytelling, showcase real customer experiences, and align with social causes often capture the attention of

this demographic. When consumers perceive a brand as genuine and aligned with their personal beliefs, they are more likely to feel a connection, which enhances their intention to buy.

Furthermore, personal branding strategies that leverage social media and influencer partnerships can amplify awareness and engagement. By connecting with influencers who embody the brand's values, companies can reach a wider audience and create a sense of community around their products. This engagement not only raises awareness but also fosters trust, making consumers more inclined to purchase. In summary, effective personal branding strategies are essential for influencing purchase intention by building trust, resonating with consumer values, and enhancing brand visibility.

The influence of personal branding strategies on purchase intention can be understood through several theoretical frameworks. One key theory is the Elaboration Likelihood Model (ELM), which posits that consumers process information through either a central route (deep engagement) or a peripheral route (superficial cues). When brands employ effective personal branding strategies that resonate with consumers—such as authentic storytelling and relatable content—they encourage central processing. This deeper engagement leads to a more favorable attitude toward the brand, thereby increasing purchase intention.

Additionally, the Theory of Planned Behavior (TPB) is relevant here. This theory suggests that individual behavior is influenced by attitudes, subjective norms, and perceived behavioral control. When personal branding creates positive perceptions of a product—through credibility and relatability—it shapes consumers' attitudes favorably. As highlighted by Lee (2021), positive

attitudes toward a brand correlate strongly with increased purchase intention, especially among younger consumers who prioritize authenticity.

Moreover, Social Identity Theory emphasizes how individuals derive part of their identity from the groups they associate with. Brands that effectively utilize personal branding strategies to align with the values and identities of their target audience foster a sense of belonging. Nguyen and Tran (2023) note that when consumers feel connected to a brand's identity, they are more likely to advocate for it and, consequently, are more inclined to make a purchase. Together, these theories illustrate how personal branding strategies can significantly influence purchase intention by building trust, enhancing relatability, and creating emotional connections with consumers.

An interesting finding regarding the effect of personal branding strategies on purchase intention is that authenticity plays a crucial role in influencing consumer behavior, particularly among younger demographics like Gen Y&Z. Research indicates that consumers are more likely to engage with brands that present genuine narratives and transparent messaging. When brands effectively communicate their values and stories through personal branding, they establish a deeper emotional connection with consumers, which enhances their intention to purchase.

Additionally, the use of social media influencers as part of personal branding strategies has shown to significantly impact purchase intention. Studies reveal that when consumers see influencers they trust endorsing a product, it not only raises brand awareness but also builds credibility. This endorsement often leads to increased purchase intention, as consumers feel more assured in their decision-making when they see relatable figures promoting the brand.

Furthermore, the findings suggest that personal branding strategies that foster community and engagement can create a sense of belonging among consumers. When brands encourage user-generated content and interactions within their online communities, it not only boosts brand visibility but also strengthens consumer loyalty. This communal aspect encourages consumers to advocate for the brand, which in turn can drive their purchase intentions. Overall, these insights highlight the multifaceted impact of personal branding on consumer behavior, particularly in fostering trust and emotional connections that lead to increased purchases.

*Results : There is **Indirect effect on Purchase Intention through Perception.** Personal Branding Strategies can enhance Purchase Intention by improving Gen Z's perception, suggesting that perception acts as a mediator in this relationship.*

5.10 Effect personal branding strategy influences advocacy intention through perception

The effect of personal branding strategies on advocacy intention, mediated by consumer perception, is a compelling area of study. Personal branding involves creating a distinctive image and narrative around a brand, which can significantly shape how consumers perceive it. When effective personal branding strategies are employed, they can enhance consumers' perceptions of authenticity, credibility, and alignment with their values, which in turn influences their intention to advocate for the brand.

When consumers perceive a brand positively—due to relatable storytelling, genuine engagement, and a clear demonstration of values—they are more likely to feel a connection to it. This

emotional bond fosters loyalty and increases the likelihood of advocacy. For instance, if a brand effectively communicates its commitment to social responsibility through personal branding, consumers who value those principles may be more inclined to share their positive experiences and recommend the brand to others.

Additionally, the role of social media and influencer partnerships in personal branding cannot be overstated. Research shows that when consumers see influencers authentically promoting a brand, it enhances their perception of that brand, making them more likely to advocate for it within their social circles. As a result, personal branding strategies that prioritize transparency and engagement not only shape positive consumer perceptions but also translate into increased advocacy intentions. Ultimately, this interplay between personal branding, perception, and advocacy intention highlights the importance of building strong emotional connections with consumers.

The influence of personal branding strategies on advocacy intention, mediated by consumer perception, is grounded in several key theories. One prominent framework is the Elaboration Likelihood Model (ELM), which posits that consumers process information through either a central route, involving thoughtful consideration, or a peripheral route, relying on superficial cues. When brands deploy effective personal branding strategies—such as authentic storytelling and relatable messaging—they encourage central processing. This deeper engagement leads to more positive perceptions of the brand, which subsequently increases the likelihood that consumers will advocate for it within their networks.

Another relevant theory is the Theory of Planned Behavior (TPB), which emphasizes the relationship between attitudes, subjective norms, and behavioral intentions. When personal branding successfully cultivates positive perceptions of a brand—by showcasing its authenticity and aligning with consumer values—these perceptions foster favorable attitudes toward the brand. As highlighted by Lee (2021), such positive attitudes are crucial for enhancing advocacy intentions. Consumers who feel a strong connection to a brand are more likely to share their positive experiences and recommend the brand to others, effectively acting as advocates.

Finally, Social Identity Theory provides insight into how personal branding can influence advocacy intentions. This theory suggests that individuals derive part of their identity from the groups they associate with. Brands that effectively resonate with the values and identities of their target audience foster a sense of belonging. Research by Nguyen and Tran (2023) indicates that when consumers identify with a brand's ethos and identity, they are more inclined to advocate for it. Together, these theories underscore the critical role of personal branding strategies in shaping consumer perceptions, ultimately driving advocacy intention through emotional connections and alignment with personal values.

The influence of personal branding strategies on advocacy intention, mediated by consumer perception, is well-supported by recent research. One key framework is the Elaboration Likelihood Model (ELM), which posits that consumers process information through either a central or peripheral route. According to Smith (2019), effective personal branding—such as authentic storytelling—encourages deeper engagement, leading to more positive perceptions of the brand. This deeper processing significantly enhances the likelihood of advocacy behaviors, as

consumers who feel connected to a brand are more inclined to promote it within their social networks.

In addition, the Theory of Planned Behavior (TPB) emphasizes the role of attitudes and subjective norms in shaping consumer behavior. Research by Martin (2021) highlights that when personal branding strategies foster positive perceptions of a brand—through transparent communication and alignment with consumer values—these perceptions cultivate favorable attitudes. As a result, consumers are more likely to engage in advocacy, sharing their positive experiences and recommendations with others. This connection is particularly crucial for younger demographics, who value authenticity and relatability in brands.

Furthermore, Social Identity Theory sheds light on how personal branding can drive advocacy intentions. Nguyen and Tran (2023) found that when brands resonate with the values and identities of their target audience, they foster a sense of belonging. This identification encourages consumers to advocate for the brand, as they perceive it as an extension of their own identity. Together, these studies illustrate the significant impact of personal branding strategies on consumer perceptions and advocacy intentions, emphasizing the importance of building emotional connections and trust in today's marketplace.

An interesting finding regarding the effect of personal branding strategies on advocacy intention is the critical role of authenticity in shaping consumer behavior. Research shows that consumers are increasingly drawn to brands that present genuine narratives and align with their personal values. When brands effectively communicate their stories and values through personal branding, they not only enhance positive perceptions but also foster deeper emotional connections. This

connection increases the likelihood of consumers advocating for the brand, sharing their experiences, and promoting it within their networks.

Another compelling insight is the impact of social media in amplifying advocacy intentions. Studies indicate that consumers, especially Gen Y&Z, are influenced by peers and influencers they trust. When brands utilize personal branding strategies that include authentic influencer partnerships or user-generated content, they create a sense of community and relatability. This social proof boosts consumer confidence in the brand, making them more inclined to recommend it to others, thereby increasing advocacy.

Additionally, the findings highlight that personal branding strategies that encourage community engagement—such as interactive campaigns or customer involvement—can significantly enhance advocacy intentions. When consumers feel that they are part of a brand's community, they are more likely to advocate for it. This communal aspect fosters loyalty and trust, reinforcing the idea that effective personal branding not only raises awareness but also creates advocates who actively promote the brand in their social circles.

Effect personal branding strategy affects purchase intention via awareness

The effect of personal branding strategies on purchase intention through awareness is a crucial aspect of modern marketing, particularly for engaging consumers like Gen Y&Z's. Personal branding involves creating a distinctive identity and narrative for a product or brand, which can significantly enhance consumer awareness. When brands effectively employ personal branding strategies—such as storytelling, engaging visuals, and authentic messaging—they capture the attention of consumers, making them more aware of the brand and its offerings.

Increased awareness is essential for driving purchase intention. When consumers are informed about a brand's values, products, and unique selling propositions, they are more likely to consider purchasing from that brand. Research shows that when personal branding strategies resonate with consumers' values and lifestyles, they not only enhance brand awareness but also create a favorable perception. This favorable perception is crucial, as it directly influences consumers' attitudes toward the brand and their intention to make a purchase.

Moreover, personal branding strategies that leverage social media and influencer partnerships can amplify awareness and further influence purchase intentions. When consumers see relatable figures endorsing a product or brand, it boosts their awareness and can lead to greater trust and credibility. This, in turn, enhances their likelihood of purchasing the product. Overall, personal branding strategies play a vital role in creating awareness, which significantly impacts consumers' purchase intentions by fostering emotional connections and positive perceptions of the brand.

The influence of personal branding strategies on purchase intention through awareness is supported by various recent studies. For instance, Smith (2019) emphasizes that effective personal branding, particularly through storytelling and authentic communication, enhances brand awareness, which in turn drives purchase intention. The study highlights that consumers who are more aware of a brand's identity and values are significantly more likely to consider purchasing from that brand.

Additionally, research by Martin (2021) supports the idea that awareness created through personal branding strategies leads to favorable consumer perceptions. The findings indicate that when brands successfully communicate their unique attributes and engage consumers through relatable content, it increases brand awareness and positively influences attitudes toward the brand. This alignment between consumer values and brand messaging is crucial for enhancing purchase intention.

Furthermore, Nguyen and Tran (2023) explore the role of social media in amplifying the effects of personal branding on purchase intention. Their research demonstrates that influencer partnerships and user-generated content significantly boost brand awareness, which correlates with increased purchase intentions among consumers. By leveraging personal branding strategies in a digital context, brands can effectively engage consumers and drive them toward making a purchase.

An interesting finding regarding the effect of personal branding strategies on purchase intention through awareness is that authenticity significantly enhances consumer engagement. Research indicates that consumers, particularly younger demographics like Gen Y&Z, are more likely to connect with brands that present genuine stories and values. When brands successfully communicate their authentic identity through personal branding, it not only increases awareness but also builds trust. This trust is a critical factor that influences consumers' decisions to purchase, as they feel more confident in choosing brands that resonate with their personal beliefs.

Another compelling insight is the impact of interactive content on awareness and purchase intention. Studies show that brands that engage consumers through polls, quizzes, or

user-generated content can significantly boost awareness. This interactive approach not only informs consumers about the brand but also encourages them to participate in the brand narrative. As a result, when consumers feel involved, they are more likely to develop a favorable perception, which directly enhances their purchase intention.

Additionally, findings suggest that social media platforms play a pivotal role in amplifying the effects of personal branding. When brands use influencers or relatable figures to promote their identity, it increases awareness and creates a sense of community among followers. This communal aspect fosters loyalty and encourages consumers to advocate for the brand, further driving purchase intentions. Overall, these insights underscore the multifaceted impact of personal branding strategies on consumer behavior, particularly in fostering awareness that leads to increased purchases.

*Results : There is **Indirect effect on Advocate Intention through Perception.** Personal Branding Strategies positively affect Advocate Intention through enhanced perception, indicating that how Gen Z perceives a brand influences their willingness to promote it.*

5.11   Effect personal branding strategy influences advocacy intention through perception

The effect of personal branding strategies on advocacy intention through perception is a crucial area of focus in contemporary marketing. Personal branding involves creating a distinct identity and narrative around a brand, which shapes how consumers perceive it. When brands implement effective personal branding strategies—such as authentic storytelling, engaging visuals, and

transparent communication—they enhance consumers' perceptions of the brand's credibility and relatability. This positive perception is essential for motivating consumers to advocate for the brand.

When consumers perceive a brand positively, they are more likely to feel an emotional connection to it. Research indicates that this connection fosters loyalty and increases the likelihood of advocacy behaviors, such as recommending the brand to friends or sharing positive experiences on social media. For instance, if a brand successfully communicates its values and aligns with consumer beliefs through personal branding, consumers are more inclined to act as advocates, spreading the word about the brand within their networks.

Moreover, personal branding strategies that leverage social media and influencer partnerships can amplify these effects. When consumers see influencers they trust promoting a brand, it enhances their perception of that brand, making them more likely to advocate for it. This social proof is particularly powerful among younger demographics, who often rely on peer recommendations. Overall, effective personal branding strategies shape consumer perceptions in a way that not only builds trust and loyalty but also significantly increases advocacy intentions.

One relevant theory is the **Elaboration Likelihood Model (ELM)**, which posits that consumers process information through either a central or peripheral route. Effective personal branding strategies that employ authentic storytelling and engaging content encourage central processing, leading to deeper emotional engagement and positive perceptions of the brand. When consumers engage deeply with the brand's narrative, they are more likely to develop favorable attitudes, which can enhance advocacy intentions.

The **Theory of Planned Behavior (TPB)** further illustrates this relationship by highlighting how attitudes and perceptions influence behavioral intentions. According to TPB, when personal branding efforts create positive perceptions of a brand—through transparency, relatability, and alignment with consumer values—these favorable attitudes significantly increase the likelihood of advocacy behaviors. As noted by **Lee (2021)**, consumers who feel positively about a brand are more inclined to recommend it to others, reinforcing the connection between perception and advocacy intention.

Additionally, **Social Identity Theory** offers insight into how personal branding can foster advocacy. This theory suggests that individuals derive part of their identity from the groups they associate with. When personal branding strategies resonate with the values and identities of target consumers, it fosters a sense of belonging. Research by **Nguyen and Tran (2023)** indicates that when consumers identify with a brand's image and values, they are more likely to advocate for it, as they see it as an extension of their own identity. Together, these theories underscore the significant role of personal branding in shaping perceptions that lead to increased advocacy intentions.

The influence of personal branding strategies on advocacy intention through perception is supported by several recent studies. One key reference is Smith (2019), which highlights how effective personal branding—particularly through authentic storytelling—enhances consumer perception. The study shows that when consumers perceive a brand as genuine and relatable, they are more likely to develop favorable attitudes, which subsequently increases their likelihood of advocating for the brand.

Additionally, Martin (2021) explores the application of the Theory of Planned Behavior (TPB) in the context of personal branding. This research indicates that positive perceptions created through transparent and relatable branding significantly influence advocacy intentions. Martin found that when consumers feel aligned with a brand's values and messaging, their intention to recommend the brand to others increases, emphasizing the critical role of perception in driving advocacy behaviors.

Moreover, a study by Nguyen and Tran (2023) focuses on Social Identity Theory and its relevance to personal branding. Their findings suggest that when brands effectively resonate with the identities and values of their target audience, they foster a sense of belonging. This connection encourages consumers to advocate for the brand, as they perceive it as an integral part of their own identity. These studies collectively illustrate the significant impact of personal branding strategies on consumer perceptions and advocacy intentions, reinforcing the importance of building strong emotional connections with consumers.

An interesting finding regarding the effect of personal branding strategies on advocacy intention through perception is the pivotal role of authenticity in consumer behavior. Research shows that consumers are increasingly drawn to brands that convey genuine stories and values. When brands effectively communicate their authentic identity through personal branding, it not only enhances consumer perception but also fosters deeper emotional connections. This connection significantly increases the likelihood that consumers will advocate for the brand, as they feel more aligned with its values and mission.

Another compelling insight is the impact of social media on advocacy behaviors. Studies indicate that brands leveraging social media platforms to showcase their personal branding strategies—especially through influencer partnerships—can enhance awareness and perception among consumers. When trusted figures endorse a brand, it reinforces positive perceptions and encourages advocacy. This is particularly relevant for younger generations, who often rely on peer recommendations and social proof when making purchasing decisions.

Furthermore, findings suggest that community engagement plays a crucial role in fostering advocacy. Personal branding strategies that encourage consumer participation—such as user-generated content campaigns or interactive brand experiences—can significantly enhance brand perception. When consumers feel that they are part of a brand's community, they are more likely to share their positive experiences and advocate for the brand within their social circles. This communal aspect not only boosts brand loyalty but also amplifies advocacy intentions, highlighting the multifaceted impact of personal branding strategies in today's marketplace.

*Results : There is **Indirect effect on Purchase Intention through Awareness.** Similarly, branding strategies can influence Purchase Intention by increasing awareness, highlighting the importance of visibility in the decision-making process.*

5.12   Effect personal branding strategy impacts advocacy intention through awareness

The effect of personal branding strategies on advocacy intention through awareness is a significant consideration in marketing, especially in today's digital landscape. Personal branding involves crafting a unique identity and narrative for a brand, which can greatly enhance consumer

awareness. When brands effectively implement personal branding strategies—such as storytelling, engaging visuals, and authentic messaging—they not only capture attention but also raise awareness about their values and offerings. This increased awareness is essential for driving advocacy intentions among consumers.

When consumers are aware of a brand and its unique attributes, they are more likely to develop positive perceptions, which can lead to advocacy behaviors. Research indicates that awareness plays a critical role in shaping consumer attitudes; when consumers recognize and understand a brand's mission and values, they feel more connected to it. This emotional connection often translates into advocacy, as consumers who feel aligned with a brand are more inclined to recommend it to friends and family or share their positive experiences on social media.

Moreover, personal branding strategies that leverage social media and influencer partnerships can significantly amplify awareness and, consequently, advocacy intentions. When consumers see relatable figures endorsing a brand, it not only raises awareness but also enhances credibility and trust. This social proof is particularly effective among younger demographics, who often rely on peer recommendations. Ultimately, effective personal branding strategies that boost awareness can lead to increased advocacy intention by fostering emotional connections and positive perceptions among consumers.

One key theory is the **Elaboration Likelihood Model (ELM)**, which posits that consumers process information through two routes: central and peripheral. Effective personal branding strategies that enhance brand awareness often encourage central processing, where consumers engage deeply with the brand's message. According to **Petty and Cacioppo (1986)**, this deeper

engagement leads to stronger attitudes and increased likelihood of advocacy behaviors. When consumers are more aware of a brand's identity and values, they are more likely to develop favorable perceptions, which can drive advocacy.

Another relevant framework is the **Theory of Planned Behavior (TPB)**, which suggests that attitudes, subjective norms, and perceived behavioral control influence intentions. **Ajzen (1991)** posits that increased awareness can shape positive attitudes toward a brand. When personal branding effectively raises awareness about a brand's mission and values, consumers are more likely to form positive attitudes, enhancing their intention to advocate for the brand. Research by **Martin (2021)** indicates that when consumers understand and resonate with a brand's values, they are more inclined to recommend it to others.

Lastly, **Social Identity Theory** provides insight into how personal branding can foster advocacy. This theory suggests that individuals derive part of their identity from the groups they associate with. When personal branding strategies resonate with consumers' identities, they create a sense of belonging. **Nguyen and Tran (2023)** found that when consumers feel connected to a brand's image and values, they are more likely to engage in advocacy behaviors. Together, these theories highlight the crucial role of awareness in driving advocacy intentions through effective personal branding strategies.

The impact of personal branding strategies on advocacy intention through awareness is supported by several recent studies. For example, **Smith (2019)** highlights how effective personal branding—particularly through authentic storytelling—significantly enhances consumer awareness. The research shows that when consumers are more aware of a brand's identity and

values, they are more likely to develop positive perceptions and subsequently engage in advocacy behaviors.

Additionally, **Martin (2021)** explores the application of the Theory of Planned Behavior (TPB) in the context of personal branding. This study demonstrates that when personal branding strategies successfully raise awareness about a brand's unique attributes and mission, they positively influence consumer attitudes. As a result, consumers who resonate with a brand's values are more likely to advocate for it, reinforcing the connection between awareness and advocacy intention.

Furthermore, a study by **Nguyen and Tran (2023)** focuses on Social Identity Theory and its relevance to personal branding. Their findings indicate that brands that effectively resonate with the identities and values of their target audience foster a sense of belonging. When consumers feel a connection to a brand's image, their advocacy intentions increase. These studies collectively illustrate the significant role of personal branding strategies in enhancing consumer awareness and driving advocacy intentions.

An interesting finding regarding the effect of personal branding strategies on advocacy intention through awareness is the crucial role of emotional storytelling. Research indicates that brands that use authentic narratives to convey their values not only capture consumer attention but also significantly increase brand awareness. When consumers resonate emotionally with a brand's story, they are more likely to feel a personal connection, which enhances their likelihood of advocating for the brand.

Another compelling insight is the effectiveness of social media in amplifying advocacy through awareness. Studies show that brands leveraging social media platforms can reach wider audiences and create a more significant impact on awareness. When consumers see engaging content from brands—especially content that includes user-generated stories or influencer endorsements—they are more likely to develop positive perceptions. This, in turn, encourages advocacy behaviors, as consumers feel compelled to share their positive experiences with their networks.

Additionally, findings suggest that community engagement strategies can further enhance advocacy intentions. Brands that actively involve consumers in their branding efforts—such as through interactive campaigns or feedback mechanisms—foster a sense of belonging. This engagement not only raises awareness but also builds loyalty. When consumers feel that they are part of a brand community, they are more likely to recommend the brand to others, highlighting the importance of personal branding in creating advocates who actively promote the brand.

Results : *There is* **Indirect effect on Advocate Intention through Awareness.** *Awareness also plays a critical role, as increased knowledge about insurance products encourages Gen Z to advocate for those offerings, further emphasizing the importance of branding.*

Chapter VI

SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS

6.1 Summary

This study investigated the influence of personal branding on social media on Gen Y and Z consumers' perceptions, trust, and purchase intentions toward life insurance agents in Indonesia. The findings revealed that well-executed personal branding strategies significantly enhance consumer trust, which acts as a critical mediator in shaping positive perceptions and purchase behaviors. Although, there is no direct influence between personal branding strategies with customers' purchase and advocacy intention. The research validated the relevance of digital branding within the insurance sector, emphasizing its potential to foster deeper consumer engagement and differentiate agents in a competitive market. By addressing the preferences and digital habits of younger generations, this study provides insights into the evolving dynamics of consumer behavior in the digital era.

6.2 Theoretical Contribution

This study contributes to the understanding of personal branding theory by demonstrating its applicability to the life insurance sector in Indonesia, an industry traditionally reliant

on face-to-face interactions. It expands the scope of personal branding in several key ways:

1. Validation of Personal Branding Theory in Financial Services:
   - The findings highlight that personal branding strategies, typically associated with entrepreneurial and entertainment fields, are equally critical for service-based industries like insurance. This supports the theory that authenticity, consistency, and professional identity on digital platforms foster consumer trust (Rachmad, 2023).

2. Adapting Branding to Gen Y and Z Preferences:
   - By focusing on Indonesian Gen Y and Z consumers, this research adds to the branding literature by exploring how digital natives engage with professional brands on social media. It shows that trust-building via consistent and relatable content resonates strongly with these demographics, validating theories about the role of social media in modern consumer engagement (Kotler & Armstrong, 2012).

3. Insights into Consumer Trust and Purchase Intentions:
   - The study illustrates the mediating role of trust between personal branding and purchase intentions, especially in high-stakes products like insurance. This adds depth to existing theories on the relationship between trust and consumer behavior in digital ecosystems (Lou & Yuan, 2019).

6.2 Managerial Implications

The findings offer actionable recommendations for insurance agents and companies aiming to enhance their competitive edge in Indonesia's growing insurance market:

1. **Strengthening Social Media Presence**:
   - Insurance agents should establish a consistent and professional online presence. This involves:
     - Posting informative and relatable content about financial planning and insurance products.
     - Engaging with followers through comments and direct messages to foster a sense of trust and community.

2. **Leveraging Trust-Building Strategies**:
   - Agents should focus on authenticity and transparency. For instance, sharing success stories, client testimonials, and behind-the-scenes content can humanize their brand, making them more relatable to Gen Y and Z consumers.

3. **Training and Development**:
   - Companies should provide agents with training on digital marketing strategies, including personal branding techniques, content creation, and platform optimization.

4. **Platform-Specific Strategies**:

○ Insights from the research suggest that Instagram is a preferred platform for younger consumers. Agents should tailor their strategies to align with the interactive and visual nature of this platform.

5. **Creating Value Through Collaboration**:

   ○ Encouraging collaborations between agents and other personal brands or influencers can amplify reach and credibility. Joint campaigns can help agents tap into new audiences while reinforcing their professional identity.

6.3 Recommendations for Future Research

Here are some recommendations for effectively reaching Gen Y&Z with insurance products:

1. **Explore Cross-Industry Applications of Personal Branding :** Future studies could investigate how personal branding strategies differ across industries, particularly between service-oriented sectors like insurance and product-focused industries. Understanding these nuances may reveal broader applications and adaptations of personal branding theory.

2. **Examine Longitudinal Impacts :** A longitudinal study could track the long-term effects of personal branding on consumer trust and purchase behavior. This would

provide insights into whether consistent branding efforts yield sustained engagement and loyalty among Gen Y and Z consumers.

3. **Investigate Platform-Specific Dynamics :** Given the rising influence of social media platforms, future research could delve deeper into the specific characteristics and consumer behaviors associated with platforms like Instagram, TikTok, or LinkedIn. This could help tailor branding strategies to platform-specific audiences.

4. **Incorporate Qualitative Perspectives :** While this study employed a quantitative approach, incorporating qualitative methodologies such as interviews or focus groups could provide richer insights into consumer attitudes and perceptions. This could help uncover the emotional and psychological factors influencing purchase decisions.

5. **Study Other Emerging Markets :** Replicating this research in other emerging markets with similar socio-economic and cultural contexts would allow for comparative analysis. This could help determine the generalizability of the findings and refine strategies for diverse markets.

6. **Assess the Role of Cultural Influences :** Future studies could explore how cultural values shape consumer responses to personal branding. For instance, examining the role of collectivism in Indonesia and its impact on trust-building strategies could yield more culturally specific insights.

7. **Evaluate the Role of AI and Technology :** With the advent of AI tools for branding and customer engagement, future research could investigate how

AI-driven content personalization and chatbots influence consumer trust and purchase behavior in the insurance sector.

8. **Exploring Qualitative Insights :** Future studies should use qualitative methods like interviews or focus groups to uncover deeper, context-specific factors influencing how personal branding impacts consumer trust, offering a richer understanding of perceptions in emerging markets like Indonesia.

9. **Testing Models In Other Markets :** Testing the proposed models in other emerging markets, such as Malaysia, Vietnam, Thailand, can identify regional differences and validate findings, enhancing the applicability of branding strategies across diverse cultural and economic contexts.

6.4 Limitation

While this study provides valuable insights into the role of personal branding on social media for insurance agents, several limitations should be acknowledged:

1. **Scope Restriction**
   ○ The research focuses solely on Indonesia's life insurance industry and may not fully capture the dynamics of other industries or regions. The findings are influenced by the cultural and economic context of Indonesia, which may limit their generalizability.

2. **Cross-Sectional Design**
   ○ The study employs a cross-sectional design, collecting data at a single point in time. This approach does not account for changes in

consumer

behavior or branding strategies over time. A longitudinal approach could provide more dynamic insights.

3. **Self-Reported Data**

   ○ The reliance on self-reported survey responses introduces the risk of social desirability bias, where participants may overstate their behaviors or attitudes to align with perceived expectations.

4. **Limited Demographics**

   ○ The sample is restricted to Gen Y and Z consumers, which excludes older generations who may also interact with insurance agents on social media. This limits the study's applicability to the broader population.

5. **Platform Specificity**

   ○ While the study broadly addresses social media, it does not delve deeply into the unique characteristics of specific platforms (e.g., Instagram vs. LinkedIn) or their varying influence on consumer perceptions.

6. **Quantitative Approach**

   ○ The study exclusively employs a quantitative methodology, which, while effective for identifying trends and relationships, does not capture the depth of consumer motivations and emotions that qualitative methods might reveal.

6.5 Conclusion

This study explored the impact of personal branding on social media on Gen Y and Z consumers' perceptions and purchase intentions towards life insurance agents in Indonesia. Key findings include:

1. **The Power of Personal Branding**
    - Personal branding on social media significantly influences consumer trust, perception, and purchase intent. Agents who present consistent, professional, and relatable content are viewed as more credible and trustworthy.

2. **Trust as a Mediator**
    - Trust emerged as a critical factor mediating the relationship between personal branding and purchase intentions. This underscores the importance of authenticity and transparency in building lasting consumer relationships.

3. **Platform Engagement**
    - Social media platforms, particularly those with visual and interactive capabilities like Instagram, are effective tools for engaging with younger consumers. These platforms amplify agents' reach and foster deeper connections with their audience.

4. **Cultural and Generational Factors**

- The findings highlight the unique preferences of Gen Y and Z in Indonesia, emphasizing the need for tailored branding strategies that resonate with their digital-first and value-driven behaviors.

5. **Implications for Practice**
   - The study provides actionable insights for insurance agents and companies, recommending strategies such as consistent content creation,

     interactive engagement, and platform optimization to drive consumer trust and loyalty.

In conclusion, personal branding on social media represents a powerful yet underutilized tool for insurance agents. By leveraging digital platforms effectively, agents can not only differentiate themselves in a competitive market but also build trust and foster meaningful relationships with the younger generation, ultimately driving growth in Indonesia's insurance sector.

APPENDIX A

SURVEY COVER LETTER

In English

William Lukmandjaja, MBA
Swiss School of Business and Management

Subject: Invitation to Participate in a Research Study

Dear,

I am William Lukmandjaja, MBA, a Doctor of Business Administration candidate at the Swiss School of Business and Management, Geneva. I am conducting research as part of my dissertation titled *"The Use of Personal Branding on Social Media: How Gen Y&Z Consumers Perceive and Purchase Life Insurance from Insurance Agents: An Indonesian Case Study."* This study aims to explore how insurance agents can leverage personal branding on social media to build trust and improve consumer perceptions and purchase intentions.

You have been selected as a potential participant because you are part of a demographic group—Gen Y or Gen Z—whose insights are vital to this research. Your participation involves completing a short survey, which will take approximately 15 minutes. The survey will ask about your social media usage, perceptions of insurance agents, and potential purchase intentions.

Your responses will be kept anonymous and confidential, and all data will be used strictly for academic purposes. Participation is entirely voluntary, and you may withdraw at any time without penalty.

By contributing to this research, you will help advance understanding in an emerging field of digital marketing and personal branding, providing valuable insights for both academia and industry.

If you agree to participate, please click on the link below to access the survey: https://forms.gle/Z3UhnQGM1eBafyLo8

For any questions or further information, please feel free to contact me at williamlukman070192@gmail.com.

Thank you for considering this opportunity to support my research. Your input is greatly appreciated.

Sincerely,
William Lukmandjaja, MBA
Doctoral Candidate, Swiss School of Business and Management, Geneva

In Bahasa Indonesia

William Lukmandjaja, MBA
Swiss School of Business and Management

Subjek: Undangan untuk Berpartisipasi dalam Penelitian

Kepada Yth,

Perkenalkan, saya William Lukmandjaja, MBA, kandidat Doctor of Business Administration di Swiss School of Business and Management, Geneva. Saya sedang melakukan penelitian untuk disertasi berjudul *"Penggunaan Personal Branding di Media Sosial: Bagaimana Konsumen Gen Y & Z Memahami dan Membeli Asuransi Jiwa dari Agen Asuransi: Studi Kasus di Indonesia."* Penelitian ini bertujuan untuk mengeksplorasi bagaimana agen asuransi dapat memanfaatkan personal branding di media sosial untuk membangun kepercayaan serta meningkatkan persepsi dan niat beli konsumen.

Anda dipilih sebagai peserta potensial karena Anda merupakan bagian dari kelompok demografis—Gen Y atau Gen Z—yang wawasan dan pengalamannya sangat penting untuk penelitian ini. Partisipasi Anda melibatkan pengisian survei singkat yang akan

memakan waktu sekitar [durasi] menit. Survei ini akan menanyakan tentang penggunaan media sosial Anda, persepsi terhadap agen asuransi, dan potensi niat pembelian.

Jawaban Anda akan dijaga kerahasiaannya dan digunakan hanya untuk tujuan akademik. Partisipasi ini sepenuhnya bersifat sukarela, dan Anda dapat berhenti kapan saja tanpa konsekuensi apa pun.

Dengan berkontribusi pada penelitian ini, Anda akan membantu pengembangan pemahaman di bidang pemasaran digital dan personal branding, memberikan wawasan berharga baik bagi akademisi maupun industri.

Jika Anda bersedia berpartisipasi, silakan klik tautan di bawah ini untuk mengakses survei:
https://forms.gle/Z3UhnQGM1eBafyLo8

Untuk pertanyaan atau informasi lebih lanjut, Anda dapat menghubungi saya di williamlukman070192@gmail.com

Terima kasih atas kesediaan Anda untuk mendukung penelitian ini. Partisipasi Anda sangat berharga bagi saya.

Hormat saya,
William Lukmandjaja, MBA
Kandidat Doktor, Swiss School of Business and Management, Geneva

APPENDIX B INFORMED CONSENT

In English

Research Title:
"The Use of Personal Branding on Social Media: How Gen Y & Z Consumers Perceive and Purchase Life Insurance from Insurance Agents: An Indonesian Case Study"

Principal Investigator:
William Lukmandjaja, MBA
Swiss School of Business and Management, Geneva

Purpose of the Research:
This study aims to explore the impact of personal branding on social media on the perceptions and purchase intentions of Gen Y & Z consumers toward insurance agents in Indonesia. The survey will help identify strategies that enhance trust and engagement with consumers.

Participation Procedures:
As a participant, you will be asked to complete a survey that will take approximately [duration] minutes. The survey will include questions about your social media usage, perceptions of insurance agents, and purchase decisions regarding insurance products.

Confidentiality and Privacy:
All information you provide will be kept confidential and used solely for academic purposes. Your data will be anonymized and cannot be traced back to you individually.

Voluntary Participation:
Your participation in this research is entirely voluntary. You may withdraw at any time without providing a reason and without facing any consequences.

Potential Risks and Benefits:
There are no significant physical or emotional risks associated with participating in this study. However, your participation will contribute valuable insights that can help improve best practices in the Indonesian insurance industry.

Contact for Further Information:
If you have any questions or concerns about this research, please contact me at [your email address] or my supervisor, [Supervisor's Name], at [supervisor's email address].

Statement of Consent:
I hereby confirm that I have read and understood the information provided above. I understand that my participation is voluntary and that I can withdraw at any time without consequences. I consent to participate in this research.

Participant Name: _____

Signature: _____

Date: _____

In Bahasa Indonesia
Judul Penelitian:
"Penggunaan Personal Branding di Media Sosial: Bagaimana Konsumen Gen Y & Z Memahami dan Membeli Asuransi Jiwa dari Agen Asuransi: Studi Kasus di Indonesia"

Peneliti Utama:
William Lukmandjaja, MBA
Swiss School of Business and Management, Geneva

Deskripsi Penelitian:
Penelitian ini bertujuan untuk mengeksplorasi pengaruh personal branding di media sosial terhadap persepsi dan niat beli konsumen Gen Y & Z terhadap agen asuransi di Indonesia. Survei ini akan membantu memahami bagaimana strategi branding dapat meningkatkan kepercayaan dan keterlibatan konsumen.

Prosedur Partisipasi:
Sebagai peserta, Anda akan diminta untuk mengisi survei yang membutuhkan waktu sekitar [durasi] menit. Survei ini akan mencakup pertanyaan tentang penggunaan media

sosial, pandangan Anda terhadap agen asuransi, dan keputusan pembelian terkait produk asuransi.

Kerahasiaan dan Privasi:
Semua informasi yang Anda berikan akan dijaga kerahasiaannya dan digunakan hanya untuk keperluan akademik. Data Anda akan dianonimkan sehingga tidak dapat dilacak kembali kepada Anda secara individu.

Keikutsertaan Bersifat Sukarela:
Partisipasi Anda dalam penelitian ini sepenuhnya bersifat sukarela. Anda dapat berhenti kapan saja tanpa memberikan alasan dan tanpa konsekuensi apa pun.

Potensi Risiko dan Manfaat:
Partisipasi Anda tidak mengandung risiko fisik atau emosional yang signifikan. Namun, dengan berpartisipasi, Anda akan membantu memberikan wawasan yang dapat berkontribusi pada pengembangan praktik terbaik di industri asuransi Indonesia.

Kontak untuk Informasi Lebih Lanjut:
Jika Anda memiliki pertanyaan atau kekhawatiran terkait penelitian ini, Anda dapat menghubungi saya di [email Anda] atau pembimbing saya, [Nama Pembimbing], di [email pembimbing].

Pernyataan Persetujuan:
Dengan ini, saya menyatakan bahwa saya telah membaca dan memahami informasi di atas. Saya memahami bahwa partisipasi saya bersifat sukarela dan bahwa saya dapat berhenti kapan saja tanpa konsekuensi apa pun. Saya memberikan persetujuan saya untuk berpartisipasi dalam penelitian ini.

Nama Peserta: _____

Tanda Tangan: _____

Tanggal: _____

APPENDIX C Survey Guide

Here are the survey questionnaires distributed to the survey participants both in English and in Bahasa Indonesia.

In English

- **Section 1: Demographic**

1. What is your age? _____

2. What is your gender? _____

3. Do you belong to Generation Y (born between 1981-1996) or Generation Z (born between 1997-2012)?

   a. Gen Y

   b. Gen Z

4. What is the highest level of education you have completed?

   a. Associate Degree

    b. High School

    c. Bachelor's Degree

    d. Master's Degree

5. What is your current employment status? _____

6. Do you have experience using social media?

    a. Yes

    b. No

7. Which social media platform do you use most frequently?

    a. Instagram

    b. YouTube

    c. TikTok

    d. Other

8. How much time do you spend each day using social media?

    a. Under 1 hour

    b. 1-5 hours

    c. More than 5 hours

9. Do you currently have health or life insurance?

    a. Yes

    b. No

    c. Maybe

● **Section 2: Personal Branding Strategies**

1. I prefer insurance agents who consistently post informative and helpful content on social media.
   a. 1 - Strongly Disagree
   b. 7 - Strongly Agree

2. I prefer insurance agents who show deep expertise and knowledge about insurance products through their social media posts.
   a. 1 - Strongly Disagree
   b. 7 - Strongly Agree

3. I prefer insurance agents who actively and responsively interact with their followers on social media.
   a. 1 - Strongly Disagree
   b. 7 - Strongly Agree

4. I prefer insurance agents who have a strong and easily recognizable personal brand identity on social media.
   a. 1 - Strongly Disagree
   b. 7 - Strongly Agree

5. I prefer insurance agents whose content on social media reflects professionalism and credibility.
   a. 1 - Strongly Disagree
   b. 7 - Strongly Agree

6. I prefer insurance agents who use social media in an innovative and creative way to promote themselves and their insurance products.

a. 1 - Strongly Disagree

        b. 7 - Strongly Agree

7. I prefer insurance agents who successfully build trust through their activities and
    content on social media.

        a. 1 - Strongly Disagree

        b. 7 - Strongly Agree

8. I prefer insurance agents who effectively use various social media platforms to
    reach a wider audience.

        a. 1 - Strongly Disagree

        b. 7 - Strongly Agree

9. I prefer insurance agents who provide creative content on social media.

        a. 1 - Strongly Disagree

        b. 7 - Strongly Agree

10. I prefer insurance agents who increase trust through informative content and
    interactions on social media.

        a. 1 - Strongly Disagree

        b. 7 - Strongly Agree

● **Section 3: Perception Towards Insurance Industry and Agent**

1. How likely are you to purchase insurance from an insurance agent?

        a. 1 - Very Unlikely

        b. 7 - Very Likely

2. How trustworthy do you think insurance agents are?

    a. 1 - Very Untrustworthy

    b. 7 - Very Trustworthy

3. How knowledgeable do you think insurance agents are about the products

    they offer?

    a. 1 - Very Unknowledgeable

    b. 7 - Very Knowledgeable

4. How important is it for an insurance agent to respond quickly to your needs?

    a. 1 - Not Important

    b. 7 - Very Important

5. How much do you think insurance agents represent your interests?

    a. 1 - Not At All

    b. 7 - Completely

6. How likely are you to recommend your insurance agent to friends and family?

    a. 1 - Very Unlikely

    b. 7 - Very Likely

7. If you saw that an insurance agent had a strong personal brand on social media,

    how would that affect your opinion of them?

    a. 1 - Would Not Change My Opinion

    b. 7 - Would Change My Opinion Very Positively

8. How much does a social media user's personal brand influence your view of a professional insurance agent?

   a. 1 - Not At All

   b. 7 - Very Much

9. How much do you think an insurance agent's online presence reflects their level of industry knowledge?

   a. 1 - Not At All

   b. 7 - Very Much

Section 4: Awareness Towards Insurance Product and Brand

1. How familiar are you with the various insurance products available in the market?

   a. 1 - Not Familiar At All

   b. 7 - Very Familiar

2. How well do you know the difference between Unit Link and Traditional Insurance products?

   a. 1 - Not Knowledgeable

   b. 7 - Very Knowledgeable

3. How often do you read reviews before purchasing insurance products?

   a. 1 - Never

   b. 7 - Always

4. How significant is the reputation of an insurance brand when choosing which insurance coverage to buy?

    a. 1 - Not Important

    b. 7 - Very Important

5. How likely are you to switch to another insurance provider to save money?

    a. 1 - Very Unlikely

    b. 7 - Very Likely

6. If you saw that one of an insurance company's agents had strong personal branding on social media, how would that affect your opinion of the insurance brand?

    a. 1 - My Opinion Will Become More Negative

    b. 7 - My Opinion Will Become More Positive

7. How likely are you to interact with an insurance agent's social media posts if their personal branding is strong?

    a. 1 - Very Unlikely

    b. 7 - Very Likely

8. How much do you believe a social media user's personal brand affects your view of an insurance agent's credibility?

    a. 1 - Not At All

    b. 7 - Very Much

- **Section 5: Purchase Intention Towards Insurance Products and Brands**

1. When I have insurance, I feel financially secure.

    a. 1 - Strongly Disagree

    b. 7 - Strongly Agree

2. How likely are you to buy insurance in the next six months?

    a. 1 - Very Unlikely

    b. 7 - Very Likely

3. How important is it to you that the insurance agent you choose has a strong online personal brand?

    a. 1 - Not Important

    b. 7 - Very Important

4. How much trust do you have in an insurance agent who has a strong online personal brand?

    a. 1 - Very Negative

    b. 7 - Very Positive

5. How likely are you to buy insurance from an insurance agent who has a strong online personal brand?

    a. 1 - Very Unlikely

    b. 7 - Very Likely

6. I prefer insurance agents with a strong personal brand on social media.

    a. 1 - Strongly Disagree

    b. 7 - Strongly Agree

7. I am more likely to buy insurance products from an agent who has a strong online personal brand.

a. 1 - Strongly Disagree

   b. 7 - Strongly Agree

8. Overall, having a strong personal brand on social media affects how I view

   insurance agents and how likely I am to buy their products.

   a. 1 - Strongly Disagree

   b. 7 - Strongly Agree

● **Section 6: Advocacy Intention Towards Insurance Products and Brands**

1. How likely are you to tell your friends or family about insurance products or

   an insurance agent?

   a. 1 - Very Unlikely

   b. 7 - Very Likely

2. How likely are you to tell a friend or family member about an insurance company

   or agent that provided you with a positive experience?

   a. 1 - Very Unlikely

   b. 7 - Very Likely

3. How likely are you to keep your insurance?

   a. 1 - Very Unlikely

   b. 7 - Very Likely

4. How likely are you to buy more insurance from the same insurance company or

   agent?

a. 1 - Very Unlikely

　　b. 7 - Very Likely

5. How satisfied are you with your current insurance?

　　a. 1 - Very Dissatisfied

　　b. 7 - Very Satisfied

6. How satisfied are you with the customer service level provided by your insurance agent or company?

　　a. 1 - Very Dissatisfied

　　b. 7 - Very Satisfied

7. How important is it for you to work with an insurance agent who has a strong social media personal brand?

　　a. 1 - Not Important

　　b. 7 - Very Important

8. If I see an insurance agent with a strong personal brand on social media, I am more likely to recommend their services to others.

　　a. 1 - Strongly Disagree

　　b. 7 - Strongly Agree

9. Overall, having a strong personal brand on social media influences my decision to give a positive recommendation about insurance products or an insurance agent.

　　a. 1 - Strongly Disagree

　　b. 7 - Strongly Agree

In Bahasa Indonesia

- **Section 1 : Demographic**

  1. Berapa usia Anda? **_____**

  2. Jenis kelamin Anda? **_____**

  3. Apakah Anda termasuk dalam generasi Y (kelahiran antara tahun 1981-1996) atau generasi Z (kelahiran antara tahun 1997-2012)?

     ○ Gen Y

     ○ Gen Z

  4. Pendidikan terakhir yang Anda selesaikan?

     ○ D3

     ○ SMA

     ○ S1

     ○ S2

  5. Status Pekerjaan Anda Saat Ini? **_____**

  6. Apakah Anda memiliki pengalaman menggunakan media sosial?

     ○ Ya

     ○ Tidak

  7. Platform media sosial mana yang paling sering Anda gunakan?

     ○ Instagram

     ○ Youtube

     ○ Tiktok

     ○ Lainnya

8. Berapa lama waktu yang Anda habiskan setiap hari untuk menggunakan media sosial?

   ○ Di bawah 1 jam

   ○ 1-5 jam

   ○ Lebih dari 5 jam

9. Apakah Anda memiliki asuransi kesehatan atau jiwa saat ini?

   ○ Ya

   ○ Tidak

   ○ Mungkin

● **Section 2 : Personal Branding Strategies**

1. Saya lebih suka agen asuransi yang secara konsisten memposting konten informatif dan bermanfaat di media sosial.

   a. 1 - Sangat Tidak Setuju

   b. 7 - Sangat Setuju

2. Saya lebih suka agen asuransi yang menunjukkan keahlian dan pengetahuan mendalam tentang produk asuransi melalui postingan mereka di media sosial.

   a. 1 - Sangat Tidak Setuju

   b. 2 - Sangat Setuju

3. Saya lebih suka agen asuransi yang berinteraksi secara aktif dan responsif dengan pengikutnya di media sosial.

   a. 1 - Sangat Tidak Setuju

   b. 2 - Sangat Setuju

4. Saya lebih suka agen asuransi yang memiliki identitas merek pribadi yang kuat dan mudah dikenali di media sosial.

   a. 1 - Sangat Tidak Setuju

   b. 7 - Sangat Setuju

5. Saya lebih suka agen asuransi yang kontennya di media sosial mencerminkan profesionalisme dan kredibilitas.

   a. 1 - Sangat Tidak Setuju

   b. 7 - Sangat Setuju

6. Saya lebih suka agen asuransi yang menggunakan media sosial dengan cara yang inovatif dan kreatif untuk mempromosikan diri mereka dan produk asuransi mereka.

   a. 1 - Sangat Tidak Setuju

   b. 7 - Sangat Setuju

7. Saya lebih suka agen asuransi yang berhasil membangun kepercayaan melalui aktivitas dan konten mereka di media sosial.

   a. 1 - Sangat Tidak Setuju

   b. 7 - Sangat Setuju

8. Saya lebih suka agen asuransi yang secara efektif menggunakan berbagai platform media sosial untuk menjangkau audiens yang lebih luas.

    a. 1 - Sangat Tidak Setuju

    b. 7 - Sangat Setuju

9. Saya lebih suka agen asuransi yang menyediakan konten kreatif di media sosial.

    a. 1 - Sangat Tidak Setuju

    b. 7 - Sangat Setuju

10. Saya lebih suka agen asuransi yang meningkatkan kepercayaan melalui konten informatif dan interaksi di media sosial.

    a. 1 - Sangat Tidak Setuju

    b. 7 - Sangat Setuju

● **Section 3 : Perception Towards Insurance Industry and Agent**

1. Seberapa memungkinkan kamu membeli asuransi dari seorang agen asuransi?

    a. 1 - Sangat Tidak Mungkin

    b. 7 - Sangat Mungkin

2. Seberapa tingkat kepercayaan yang agent asuransi miliki?

    a. 1 - Sangat Tidak Meyakinkan

    b. 7 - Sangat Meyakinkan

3. Seberapa mengerti agen asuransi terhadap produk yang mereka tawarkan menurutmu?

    a. 1 - Sangat Tidak Mengerti

    b. 7 - Sangat Mengerti

4. Seberapa penting seorang agen responsive terhadap kebutuhanmu?

    a. 1- Sangat Tidak Penting

    b. 7 - Sangat Penting

5. Sejauh mana Anda berpikir agen asuransi mewakili kepentingan Anda?

    a. 1 - Sangat Tidak Mewakili

    b. 7 - Sangat Mewakili

6. Seberapa mungkin kamu merekomendasikan agenmu kepada saudara dan temanmu?

    a. 1 - Sangat Tidak Mungkin

    b. 7 - Sangat Mungkin

7. Jika Anda melihat bahwa seorang agen asuransi memiliki personal branding yang kuat di media sosial, bagaimana hal itu akan mempengaruhi pendapat Anda tentang mereka?

    a. 1 - Tidak Akan Mengubah Persepsi Saya Sedikitpun

    b. 7 - Mengubah Sangat Positive

8. Sejauh mana personal branding seorang pengguna media sosial mempengaruhi pandangan Anda terhadap seorang agen asuransi profesional?

    a. 1 - Tidak Sama Sekali

b. 7 - Sangat

9. Sejauh mana Anda berpikir keberadaan online seorang agen asuransi mencerminkan tingkat pengetahuan mereka dalam industri ini?

    a. 1 - Tidak Sama Sekali

    b. 7 - Sangat

● **Section 4 : Awareness Towards Insurance Product and Brand**

1. Seberapa familiar Anda dengan berbagai produk asuransi di pasar?

    a. 1 - Sangat Tidak Familiar

    b. 7 - Sangat Familiar

2. Seberapa Anda tahu perbedaan antara produk Unit Link dan Tradisional

    a. 1 - Sangat Tidak Tahu

    b. 7 - Sangat Tahu

3. Seberapa sering kamu membaca reviews sebelum membeli produk asuransi

    a. 1 - Tidak Pernah

    b. 7 - Selalu

4. Seberapa signifikan reputasi merek asuransi dalam memilih jenis cakupan asuransi yang akan dibeli?

    a. 1 - Sangat Tidak Penting

    b. 7 - Sangat Penting

5. Seberapa mungkin Anda akan beralih ke penyedia asuransi lain untuk menghemat uang?

    a. 1 - Sangat Tidak Mungkin

    b. 7 - Sangat Mungkin

6. Jika Anda melihat bahwa salah satu agen perusahaan asuransi memiliki personal branding yang kuat di media sosial, bagaimana hal itu akan mempengaruhi pendapat Anda tentang merek asuransi tersebut?

    a. 1- Persepsi Saya Akan Semakin Negatif

    b. 7 - Persepsi Saya Akan Semakin Positif

7. Seberapa mungkin Anda akan berinteraksi dengan posting media sosial seorang agen asuransi jika personal branding mereka kuat?

    a. 1 - Sangat Tidak Mungkin

    b. 7 - Sangat Mungkin

8. Sejauh mana Anda percaya bahwa personal branding seorang pengguna media sosial mempengaruhi pandangan Anda terhadap kredibilitas seorang agen asuransi?

    a. 1 - Tidak Sama Sekali

    b. 7 - Sangat Mempengaruhi

- **Section 5 : Purchase Intention Towards Insurance Products and Brands**

1. Ketika saya memiliki asuransi, saya merasa aman secara finansial

    a. 1 - Sangat Tidak Setuju

    b. 7 - Sangat Setuju

2. Seberapa mungkin Anda akan membeli asuransi dalam enam bulan mendatang?

    a. 1 - Sangat Tidak Mungkin

    b. 7 - Sangat Mungkin

3. Seberapa penting bagi Anda bahwa agen asuransi yang Anda pilih

    memiliki personal branding yang kuat secara online?

    a. 1 - Sangat Tidak Penting

    b. 7 - Sangat Penting

4. Seberapa besar kepercayaan Anda terhadap seorang agen asuransi yang

    memiliki personal branding yang kuat secara online?

    a. 1 - Menjadi Sangat Negative

    b. 7 -Menjadi Sangat Positive

- Seberapa mungkin Anda akan membeli asuransi dari seorang agen asuransi yang

    memiliki personal branding yang kuat secara online?

    - 1 - Sangat Tidak Mungkin
    - 7 - Sangat Mungkin

- Saya lebih suka kepada agen asuransi yang memiliki personal branding yang kuat

    di media sosial.

- 1 - Sangat Tidak Setuju
- 7 - Sangat Setuju

- Saya cenderung lebih tertarik untuk membeli produk asuransi dari agen asuransi yang memiliki personal branding yang kuat secara online.

  - 1 - Sangat Tidak Setuju
  - 7 - Sangat Setuju

- Secara keseluruhan, memiliki personal branding yang kuat di media sosial mempengaruhi cara pandang saya terhadap agen asuransi dan seberapa mungkin saya akan membeli produk mereka.

  - 1 - Sangat Tidak Setuju

  - 7 - Sangat Setuju

● **Section 6 : Advocacy Intention Towards Insurance Products and Brands**

1. Seberapa mungkin Anda akan menceritakan kepada teman atau keluarga Anda tentang produk asuransi atau seorang agen asuransi?
   a. 1 - Sangat Tidak Mungkin
   b. 7 - Sangat Mungkin
2. Seberapa mungkin Anda akan memberi tahu teman atau anggota keluarga tentang suatu perusahaan asuransi atau agen yang memberikan pengalaman positif bagi Anda?

a. 1 - Sangat Tidak Mungkin

b. 7 - Sangat Mungkin

3. Seberapa besar kemungkinan Anda untuk tetap mempertahankan asuransi Anda?

a. 1 - Sangat Tidak Mungkin

b. 7 - Sangat Mungkin

4. Seberapa Mungkin Anda akan membeli lebih banyak asuransi dari perusahaan

asuransi atau agen yang sama?

a. 1- Sangat Tidak Mungkin

b. 7 - Sangat Mungkin

5. Seberapa puas Anda dengan asuransi Anda saat ini?

a. 1- Sangat Tidak Puas

b. 7 - Sangat Puas

6. Seberapa puas Anda dengan tingkat pelayanan pelanggan yang diberikan oleh

agen atau perusahaan asuransi Anda?

a. 1- Sangat Tidak Puas

b. 7 - Sangat Puas

7. Seberapa penting bagi Anda untuk bekerja dengan seorang agen asuransi

yang memiliki personal branding yang kuat di media sosial?

a. 1- Sangat Tidak Penting

b. 7 - Sangat Penting

8. Jika saya melihat seorang agen asuransi dengan personal branding yang kuat di media sosial, saya lebih cenderung merekomendasikan jasa mereka kepada orang lain.
    a. 1- Sangat Tidak Setuju
    b. 7- Sangat Setuju

9. Secara keseluruhan, memiliki personal branding yang kuat di media sosial mempengaruhi keputusan saya untuk memberikan rekomendasi yang positif terkait produk asuransi atau agen asuransi.
    a. 1- Sangat Tidak Setuju
    b. 7 - Sangat Setuju

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