

ANTECEDENT AND CONSEQUENCES OF CUSTOMER ENGAGEMENT IN SOCIAL MEDIA CONTENT: A STUDY OF BEAUTY PRODUCT MARKETPLACE MARKETING ACTIVITIES IN INSTAGRAM

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Abstract

Instagram is a platform for sharing content that can be enjoyed by its users. By becoming a place to share content, Instagram becomes a space for its users to engage with each other or brand accounts within it. This research aims to see the relationship between three antecedents of customer engagement on customer loyalty when interacting with brand pages on Instagram. The research design uses descriptive exploratory research by collecting data to explain the problems studied. This research uses purposive sampling from 250 Instagram users in Indonesia who follow two brand accounts on Instagram. SEM-PLS analysis is used to see the relationship between variables. The findings imply that the three antecedents, namely involvement, customer participation, and commitment, have a positive effect on customer engagement and have a significant influence in generating brand loyalty. From the results of this research, it can be concluded that the three antecedents of involvement, customer participation, and commitment have a positive influence on customer engagement. Managerial implementation that can be provided is by stimulating customer participation in engagement activities and stimulating loyalty by building customer trust.

Key words: Customer Engagement, Brand Attachment, Customer Trust, Brand loyalty, Instagram.

Abstrak

Instagram menjadi sarana untuk berbagi konten yang bisa dinikmati oleh para user yang ada di dalamnya. Dengan menjadi tempat untuk berbagi konten, Instagram menjadi ruang untuk para penggunanya melakukan engagement antar sesama ataupun akun brand yang ada didalamnya. Penelitian ini bertujuan untuk melihat hubungan antara tiga anteseden customer engagement terhadap loyalitas pelanggan pada saat berinteraksi dengan brand page di Instagram. Desain penelitian ini menggunakan riset eksploratori deskriptif dengan mengumpulkan data untuk menjelaskan permasalahan riset. Penelitian ini menggunakan purposive sampling dari 250 pengguna Instagram di Indonesia yang mengikuti dua akun brand e-commerce produk kecantikan di Instagram. Analisis SEM-PLS digunakan untuk melihat hubungan antar variabel. Temuan menyiratkan bahwa ketiga anteseden yaitu involvement, customer participation, dan commitment memiliki efek positif pada customer engagement dan memiliki pengaruh signifikan dalam menghasilkan loyalitas merek. Dari hasil penelitian tersebut, dapat disimpulkan bahwa tiga anteseden involvement, customer participation, dan commitment memiliki pengaruh secara positif pada customer engagement. Implementasi manajerial yang dapat diberikan yaitu dengan menstimulasi partisipasi pelanggan dalam kegiatan engagement dan menstimulasi loyalitas dengan membangun kepercayaan pelanggan.

Kata Kunci : Keterlibatan Pelanggan, Keterikatan Merek, Kepercayaan Pelanggan, Loyalitas Merek, Instagram.

INTRODUCTION

The rapid development of social media is a global phenomenon that occurs in the current era. This is supported by advances in information technology because people are increasingly consumptive in using the internet and digital platforms on smartphones. Social media is a means for sharing content that can be enjoyed by the users in it. Customers use social media as the main information in searching for products, then customers are influenced by content spread on social media in the early stages of the buying process (Holliman & Rowley, 2014). In marketing through social media, customers feel comfortable when engaging through social media platforms. The majority of customers who participated in the survey indicated that social media content had influenced their buying journey (Agnihotri, 2020). In an effort to raise their profile, draw in more potential customers, and boost sales, selecting the appropriate social media is crucial. It is important to focus on intriguing and amusing material, encourage engagement, and provide attractive content about the things being given if brand want to use social media as a tool to enlighten people about their products (Tjahyadi & Mahardhika, 2022).

Instagram is one of the most popular social media nowadays. Instagram is a social media where all users can share content through photos and videos. By becoming a place to share content, Instagram is a space for its users to engage with each other or the brand accounts in it. Instagram empowers user-generated content through various motivations such as self-expression and self-improvement. When viewing content

created, users engage in social comparisons that drive different emotional and behavioral consequences (Wenninger et al, 2021). Engagement is formed from user reactions to the content presented.

Involvement is defined as consumer involvement related to internal states that show intensity, direction, and persistence. On Instagram, which is highly image-oriented, product features can be judged through visual cues embedded in content, which catch the attention of followers (Bakhshi et al., 2014).

Customer participation is defined as efforts to achieve shared value creation through voluntary interactive participation of customers in service production and delivery processes on social media that highlight its relationship with customer engagement (Vinerean & Opreana, 2021).

Commitment is the belief that a channel relationship is so highly valued that it requires maximum effort to maintain it. Commitment is considered as the highest stage in the relationship between the customer and the Brand (Brown et al., 2019).

This research aims to determine customer behavior in involvement, customer participation, and commitment to posted content which can influence interest in engaging with giveaway content on beauty product e-commerce brands' Instagram social media accounts. Apart from knowing customer behavior in engaging, this research also aims to determine the relationship between customer engagement and brand loyalty and whether the relationship between these two variables is influenced by the mediation of brand attachment and customer trust. This research

focuses on the effect of customer engagement on brand loyalty in the type of giveaway content on Instagram, two e-commerce brands specifically for beauty products, namely the Sociolla brand and Brand Beauty Haul, where three antecedents such as involvement, customer participation, and commitment are factors that influence customer engagement in a platforms. If the customer gets a high sense of satisfaction, it not only creates preference for the customer but also creates an emotional attachment to the brand that is generated by the customer so that this leads to a high level of customer loyalty.

The trust that customers have when viewing content online involves the customer's perception of the competency of the brand's social media account to provide correct information and provide hope, the customer's perception of the company's goodwill, and their impression of the brand. Higher levels of social interaction and social presence are developed from synchronized two-way communication between buyers and sellers, and the display of comments from other audiences, thereby increasing consumer confidence and reducing customers' feelings of uncertainty.

LITERATURE REVIEW

Influence of Involvement on Customer Engagement

Involvement is related to the perceived relevance of individuals from objects based on their inherent needs, values, and interests. In social media marketing, engagement can be in the form of personal relevance or consumer interest in a brand (Vinerean & Opreana, 2021).). The attractiveness of the content plays a significant

role in driving the purchase intention of its main customers for followers of the accounts they follow (Koay et al., 2021). The attractiveness and visibility of content influence consumers with rich media content used in proper planning (Oruç & Aydin, 2022).

H1: Customer engagement has a positive effect on customer engagement.

Influence of Customer Participation terhadap on Customer Engagement

Customer participation is a concept that is related to co-creation and co-production (Vinerean & Opreana, 2021 Content is very important because it has an impact on the dissemination of social media messages, especially if it is deemed to be in accordance with the interests of the user (Onofrei et al., 2022). Brands use the expressions "digital status seeking" or "feedback seeking" to indicate a set of behaviors aimed at increasing social media-based indicators for peer status, such as the number of "likes", comments, or followers (followers) (Longobardi et al., 2020).

H2: Customer participation has a positive effect on customer engagement.

Influence of Commitment on Customer Engagement

When individuals show commitment, they are more likely to develop positive attitudes and behaviors towards brands, leading to consumer engagement (Vinerean & Opreana, 2021). Commitment captures the "psychological attachment" to the business and the customer's motivation to stay with the brand (Rizomyliotis et al., 2022). Customers who have a strong affective commitment will stick with the brand because

they want it. Customers have a strong continuance commitment because they need it, and those with a strong normative commitment because they feel they must remain committed to the brand (Singh et al., 2022).

H3: Commitment has a positive effect on customer engagement

Influence of Customer Engagement on Brand Loyalty

Consumer involvement with a brand is caused by consumers having previous experience with the brand resulting in feelings such as relaxation, enjoyment, and reinforcement for personal values (Calder et al, 2015). Engagement in social media behavior can be passive or active. Passive users limit their activities to browsing and viewing content and making use of relevant information, but they do not contribute to the activities proposed by social networks. In contrast, active behavior assumes that users interact with posts in a more energetic and proactive way (Gomez-Suarez & Veloso, 2022).

H4: Customer Engagement has a positive effect on brand loyalty.

Mediating influence of Brand Attachment on Customer Engagement and Brand Loyalty relationships

Customers who feel more attachment to brands on social media have strong brand loyalty (Zhang et al., 2013). Attachment is also associated with a sense of brand affiliation, and with the mental value that consumers place on the brand based on their experiences. Attachment only partially mediates the emotion of loyalty. As such, it cannot convey a commitment to be

emotionally loyal (Valette-Florence & Valette-Florence, 2020).

H5: Customer Engagement has a positive effect on Brand Attachment

H5a: Customer Engagement has a positive effect on Brand Loyalty mediated by Brand Attachment.

Mediating influence of Customer Trust on Customer Engagement and Brand Loyalty relationships

Customer engagement increases customer trust which in turn increases brand loyalty. In addition, the mediating impact of customer trust on brand-brand relationship outcomes has been shown that customers who engage with brand pages on social media have a high tendency to develop trusting relationships with brands (Li et al., 2020). Trust mediates the impact on loyalty and marketing results. Relationships on social media are rooted in interpersonal relationships as individuals who feel a high level of trust in such platforms continue to use them, influencing their interactive and shopping behavior (Kim & Kim, 2021).

H6: Customer Engagement has a positive effect on customer trust

H6a: Customer Engagement has positive effect on Brand Loyalty mediated by Customer Trust.

RESEARCH METHODOLOGY

This research was conducted quantitatively by testing the hypothesis to see the relationship between the dependent and independent variables. The research design uses descriptive exploratory research by collecting data to explain

the problems studied. The data analysis method used in this research is survey data analysis using SMART PLS using Partial Least Square Structural Equation Modeling (PLS-SEM). SEM examines the structure of this interrelationship which is expressed in a structural equation. Primary Data contains attributes that form factors that influence customer engagement. This data was obtained through distributing questionnaires which would be answered by respondents. The instrument for collecting this data is a questionnaire with measurements using a Likert

scale. The questionnaire was distributed using a single cross-sectional method based on the required respondent criteria. In this research, data was collected through a questionnaire with respondents aged over 17 years who follow the Sociolla and Beauty Haul brand accounts on the digital platform on Instagram, while the research object is beauty product giveaway content posted via Instagram.

Based on the literature reviewed, the conceptual framework for this study is presented below:

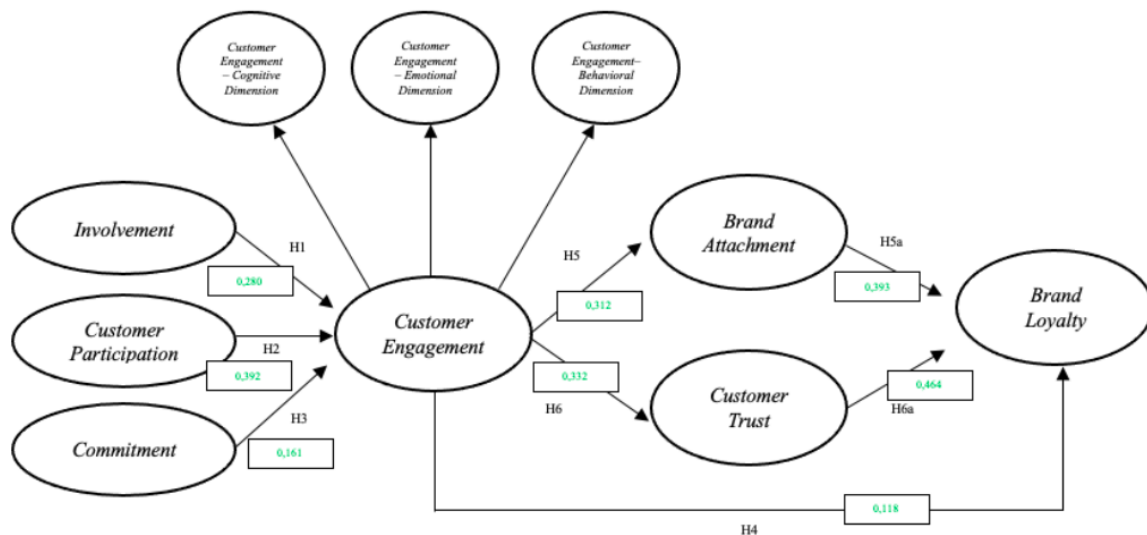


Figure 1. Conceptual Framework

Source: Researcher Processing Results Using SmartPLS 3 (n=250), 2022

RESULT AND DISCUSSION

According to Hair (2009), standardized factor loading must be at least 0.50. Calculating the Composite Reliability (CR) and Average Variance Extracted (AVE) is the next step after obtaining the standardized factor loading values from the variable indicators. The validity and reliability of the variables in this study are assessed using the two values of CR and AVE. Variables are reliable and valid if the CR value is greater than 0.70 and the AVE value is less than

0.50 (Malhotra, 2019). Table 1 shows that all variables have a Cronbach’s Alpha value greater than 0.5. It demonstrates that the measurement variables are already recognized as valid and have strong convergent validity. Additionally, the AVE value of each variable is greater than 0.50 it demonstrates that the measurement variables are reliable.

As shown in Table 2, all variable relations have positive coefficient value, which means independent and dependent variable move to the

same direction. Through T-value or P-value, the hypothesis is supported if it has T value > 1.96 or P-value < 0.05 , and hypothesis is rejected if it has T statistic < 1.96 or P-value > 0.05 . Based on the

result above, all of the hypotheses is supported and Customer Trust giving provides the greatest mediating influence in Customer Engagement and Brand loyalty relationships.

Table 1. Construct Reliability and Validity

	Cronbach's Alpha	ρ_A	Composite Reliability	(AVE)
Brand Attachment	0,923	0,924	0,935	0,591
Brand Loyalty	0,810	0,813	0,876	0,638
Commitment	0,786	0,831	0,873	0,697
Customer Engagement	0,939	0,940	0,947	0,619
Customer Participation	0,749	0,748	0,857	0,666
Customer Trust	0,808	0,810	0,874	0,636
Involvement	0,759	0,767	0,861	0,673

Source: Researcher Processing Results Using SmartPLS 3 (n=250), 2022

Table 2. Path Coefficient

Hypotheses	Path	T-Value	P-Value	Decision
H1	Involvement -> Customer Engagement	4,041	0,000	Supported
H2	Customer Participation -> Customer Engagement	5,330	0,000	Supported
H3	Commitment -> Customer Engagement	2,746	0,006	Supported
H4	Customer Engagement -> Brand loyalty	2,283	0,023	Supported
H5	Customer Engagement -> Brand Attachment	4,991	0,000	Supported
H5a	Customer Engagement -> Brand Loyalty (mediated by Brand Attachment)	6,363	0,000	Supported
H6	Customer Engagement -> Customer trust	5,736	0,000	Supported
H6a	Customer Engagement -> Brand Loyalty (mediated by Customer Trust)	8,084	0,000	Supported

Source: Researcher Processing Results Using SmartPLS 3 (n=250), 2022

CONCLUSION AND SUGGESTIONS

Conclusion

From the results of this study, it can be concluded that the three antecedents of involvement, customer participation, and commitment have a positive influence on

customer engagement. However, customer engagement is not enough to influence customers to remain loyal to the brand. Without a mediator, customer engagement and brand loyalty have a low T-value of 2.283, so a mediator is needed to strengthen the relationship between the two

variables. The mediating role of brand attachment and customer trust has a positive influence on customers in engaging with brands on Instagram. Because customers have a sense of trust in the content presented and are emotionally attached to the brand, thus encouraging customer interest to remain loyal in engaging with the brand.

Instagram is a fairly well-known social media which is currently a platform for customers to spread content widely. Engagement is formed from user reactions to the content presented and influences customers in making purchasing decisions if the customer likes the product presented in the content. It is important for practitioners to pay attention to this aspect as part of their communication strategy. In this research, the focus is on giveaway content, where practitioners can create giveaway content to attract customer engagement for customers to engage with the brand. The managerial implementation that can be provided is to see the influence produced by customer engagement in order to create positive relationships that make customers loyal to the company. Referring to the research that has been conducted, it can be concluded that the three variables involvement, customer participation, and commitment can form engagement between customers and brands.

Suggestions

So based on this, here are some suggestions that can be made, namely stimulating customer participation in engagement activities by increasing regular giveaway programs and user generated content (UGC), stimulating loyalty by building customer trust by creating video content of a thorough review of a product that is

demonstrated directly by model rather than just packaging content in writing and re-uploading content created by customers that tells about customer experiences while shopping at brands both online and offline. and commitment can form engagement between customers and brands. So based on this, here are some suggestions that can be made, namely stimulating customer participation in engagement activities by increasing regular giveaway programs and user generated content (UGC), stimulating loyalty by building customer trust by creating video content of a thorough review of a product that is demonstrated directly by model rather than just packaging content in writing and re-uploading content created by customers that tells about customer experiences while shopping at brands both online and offline. and commitment can form engagement between customers and brands. So based on this, here are some suggestions that can be made, namely stimulating customer participation in engagement activities by increasing regular giveaway programs and user generated content (UGC), stimulating loyalty by building customer trust by creating video content of a complete review of a product that is demonstrated directly by model rather than just packaging content in writing and re-uploading content created by customers that tells about customer experiences while shopping at brands both online and offline.

This research still focuses on retail cosmetic products using two companies with the same business sector. It is hoped that further research can be implemented in other business sectors to gain new perspectives in other industries. In the research conducted, the influencing factors

customer engagement on content on Instagram is still focused on online content in general, and has not been reviewed in depth regarding the giveaway content. Therefore, in future research it is hoped to focus on reviewing the influence further customer engagement especially in content giveaway on Instagram. In the future research, it is also hoped to adapt the same research model by adding or creating combinations involving measurements and other variables to find out factors not covered in this research.

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