

Conference Paper

Online Engagement Factors on Instagram Local Fashion Brand Accounts

Rima Raidah Rachmah and Lidia Mayangsari

School of Business and Management, Institut Teknologi Bandung – Indonesia

Abstract

Instagram is one of the most popular social media among young people. Indeed, Instagram not only used as social media but also a marketing tool for local fashion brands. There are various phenomena of Instagram marketing, yet there is still a lack of explanation of why the phenomena happened. Therefore, to propose an active social media marketing in Instagram for local fashion brands, identification of consumer engagement in social media is necessary. The objective of this research is to identify the forms of communication in which consumers most enthusiastically interact with local fashion brands on Instagram and explore the correlation between Instagram contents of fashion brands with the engagement of the consumers. The researcher surveyed through an online questionnaire as a tool to collect the data with Instagram active users as the requirement for respondents. The researcher found out that the content type of post characteristics influences boosting customer engagement. In this research, the content type classified into entertainment, informative, and remuneration posts. Each content type has different results in controlling customer engagement. Among the three classifications of content types, entertainment content type has the most substantial influence on customer engagement. Therefore, local fashion brands are recommended to utilize their marketing strategy by creating more entertainment content type, among other types on Instagram.

Keywords: Instagram, social media marketing, content type, customer engagement.

Corresponding Author:
Rima Raidah Rachmah
rima.raidah@sbm-itb.ac.id

Received: 7 February 2020
Accepted: 9 March 2020
Published: 23 March 2020

Publishing services provided by
Knowledge E

© Rima Raidah Rachmah and
Lidia Mayangsari. This article is
distributed under the terms of
the [Creative Commons](#)
[Attribution License](#), which
permits unrestricted use and
redistribution provided that the
original author and source are
credited.

Selection and Peer-review under
the responsibility of the
ICE-BEES 2019 Conference
Committee.

1. Introduction

Nowadays, social media has an influential role in modern society for both individual and organisation. In its revolution, social media used for communication (Baruah, 2012). One of the most popular social media among young people is Instagram (Che, Cheung, & Thadani, 2017), which is a social media application to share photos and videos launched in 2010 which provides users to own their profile, upload their photos, and give likes or comments to other user profiles (Noor, 2017; Bergstrom and Backman, 2013). Indeed, social media, like Instagram, has enormous benefits in digging knowledge about customer relationship marketing activities (Hennig-Thurau et al., 2010). Therefore, it is

OPEN ACCESS

mandatory for companies to use social media, such as Instagram, as their marketing tool (Bergstrom and Backman, 2013; Ha, 2015; Casaló et al., 2017).

Entering the industrial era 4.0 has an impact on the appearance of many local fashion brands, especially in Indonesia. The phenomenon is immensely increasing, particularly in the creative fashion industry. It proved by the fact that numberless fashion local brands have an Instagram account as their social media marketing tool. Hence, brands utilize various marketing to engage their customers, yet those various marketing generate different level of consumer engagement, which also impacts to brands' profitability. Therefore, this study goal is to identify the forms of communication in which consumers most enthusiastically interact with local fashion brands on Instagram and explore the correlation between Instagram contents of fashion brands with the engagement of the consumers.

This study used previous literature from Cvijikj and Michahelles (2013), which quantified social media marketing through post characteristics. Post characteristics contain content type which classified into entertainment, informative, and remuneration. The content type has a positive effect on consumer engagement (Cvijikj and Michahelles, 2013). Therefore, this research uses exploratory study with a quantitative approach as the method and questionnaire to collect the data. The data sampling was Indonesian and Instagram active users, using a purposive sampling technique. The data has tested the validity and reliability then analysed using simple linear regression analysis.

The proposed result of this study is the entertainment, informative, and remuneration content type post have a positive effect on consumer engagement (likes, comments, and follow). Therefore, this study can propose an active social media marketing on Instagram for local fashion brands.

2. Theoretical Foundation

2.1. Social Media Marketing

According to Weinberg (2009), social media marketing is a process that empowers individuals or organizations to promote their brands (i.e. websites, products, or services) through online social channels and get a connection with a much larger community that may not have been available via traditional advertising channels. Social media marketing has to turn into the newest form of marketing and advertising for companies. This type of marketing is done to promote website traffic and engage users through different websites of social media such as Facebook, Twitter, Instagram and more (Ha, 2015).

Instagram is a social networking mobile application for smartphones that provides its users to share their lives through a series of pictures or videos. As stated in Weinberg (2009), Instagram is currently the fastest growing social networking site. Social media marketing has become an essential aspect for brands to communicate with their customers (Ha, 2015) and Instagram has been social media tool to promote brands and maintain the relationship between brands and their customers (Huey and Yazdanifard, 2014 as cited in Lavoie, 2015; Ting et al., 2014).

2.2. Instagram Post Characteristics

The study of Cvijikj and Michahelles classified content type into three: entertainment, information, and remuneration. Entertainment is related to relaxation, emotional release, enjoyment, and being pleased with the problem or routine (Muntinga, 2011). The entertainment type post on Instagram could be related to specific characteristics of the photo where users can enjoy and admire the photo shared by others (Casalo, 2017). As stated in Muntinga (2011), many social media literature examine that entertainment and information are the primary motivation for online engagement towards brand-related content. Information motivation provides numerous information which related to satisfying the user needs (Cvijikj and Michahelles, 2013). Remuneration has determined to be a driver of contributing to online communities in various social media motivations studies (Muntinga, 2011).

2.3. Consumer Engagement in Social Media

Social commerce, such as Instagram, offers an interactive approach for building interactive beneficial consumer-to-consumer communications. Instagram also offers an easier way to understand the customer by providing comments column on the photo posts to gain customer feedbacks about the product (Lim and Yazdanifard, 2014). Based on Instagram features (such as likes, comments, and follow), the brands can analyse and measure consumer engagement towards the brand posts. According to Zuijlen (2018), there are five motives to follow a brand on Instagram. First is interested, where customers were engaged in a brand. Second is kept up to date, which means customers want to be informed about the new information related to the brand like the latest trends, products, or services. The third is experience, where customers already experienced the brand, or they were considering to experience it soon. Fourth is identification, which indicates that the customer had used the brand before and want to identify more to the brand.

Somehow this motive shows the customer interest in getting closer to the brand. The fifth is an inspiration when seeing the brand posts would inspire what to buy.

2.4. Conceptual Framework

Based on the literature and theoretical foundations above, the researcher adopted a conceptual framework from Cvijikj and Michahelles (2013). According to the conceptual study of Cvijikj and Michahelles (2013), content type generate various post with different characteristics. As written in this research background, the researcher found diverse brand post characteristics in Instagram as a strategy of social media marketing. Those different post characteristics have a positive effect on customer engagement (Schultz, 2017; Cvijikj and Michahelles, 2013; de Vries et al., 2012). This research identified the forms of communication in which consumers most enthusiastically interact with local fashion brands on Instagram and explored the correlation between Instagram content type posts with customer engagement. Therefore, here is the conceptual framework for this research:

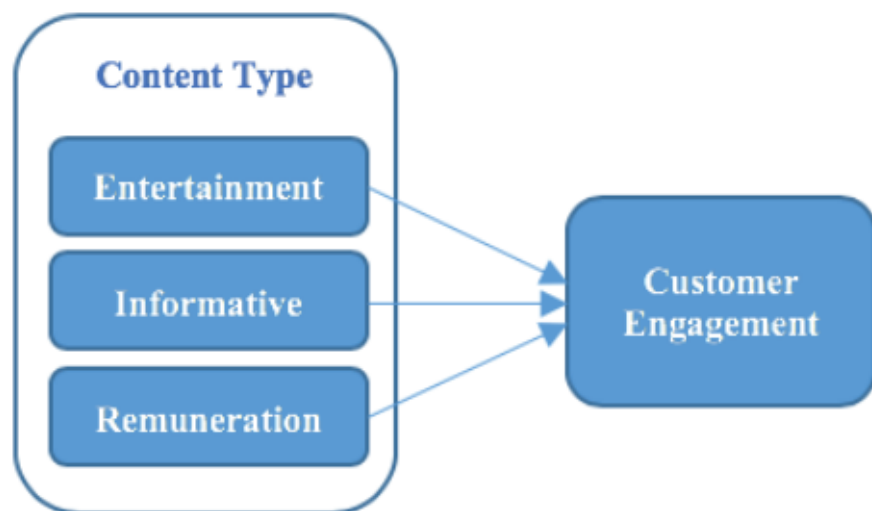


Figure 1: Conceptual framework.

3. Methodology

The method using for this research is an exploratory study, with a quantitative approach using a survey through an online questionnaire to collect the data. The data sampling was collected from Indonesian Instagram active users, using a purposive sampling

technique. According to Slovin formula with 10% error tolerance, the minimum data that has collected is 100 respondents. There 172 data were collected and analysed using simple linear regression

with the requirement that validity, reliability, normality, linearity, heteroscedasticity and all the operational variable on Table 2 has passed the tests.

TABLE 1: Operational variable list.

| Variable | Dimension | Indicator | Source |
|---------------------|---------------|---|--|
| Content type | Entertainment | Entertainment content type post enforced customers to were relaxed after seeing the post. | Schultz, 2017; Cvijikj and Michahelles, 2013; Ha, 2015 |
| | Informative | Information content type gives specific information to the customers. | |
| | Remuneration | Remuneration content type helped customers to gain customer wants. | |
| Customer Engagement | Engagement | Customers are likely giving a reaction to the post by likes, comments, and follow. | Brodie et al., 2011 |

4. Data Analysis

4.1. Validity and Reliability

The method of this study is using simple linear regression where the data should be tested through validity and reliability tests first. The validity test is intended to check the consistency of the independent variable with measured information and can also be used to measure what it is meant to evaluate (Carmines & Zeller, 1979). The validity test result of this study can be seen in Table 2 below, which indicates that the data of this study is valid.

Reliability is a method for measuring what can be used on repeated questions to obtain consistent results (Carmine & Zeller, 1979). Reliability test evaluated by using the Cronbach-Alpha technique to look for more measurement results for the same item and the same measuring instrument. The results of the reliability test in this research provided in Table 3 below.

TABLE 2: Validity test result.

| Construct | Item | Sig. | R-Statistics | R-Value | Validity |
|---------------------|---------------|------|--------------|---------|----------|
| Content type | Entertainment | 0.1 | 0.1258 | 0.882 | VALID |
| | Informative | 0.1 | | 0.917 | VALID |
| | Remuneration | 0.1 | | 0.848 | VALID |
| Customer engagement | Engagement | 0.1 | 0.1258 | 1 | VALID |
| | Engagement 1 | 0.1 | | 0.739 | VALID |
| | Engagement 2 | 0.1 | | 0.835 | VALID |
| | Engagement 3 | 0.1 | | 0.811 | VALID |

TABLE 3: Reliability test result.

| Construct | Item | Cronbach's Alpha |
|---------------------|---------------|------------------|
| Content type | Entertainment | 0.869 |
| | Informative | 0.869 |
| | Remuneration | 0.869 |
| Customer engagement | Engagement | 0.821 |

4.2. Classical Assumption

The next step is classical assumption tests, which are normality, heteroscedasticity, and linearity. Normality test is to assess whether, in the regression model, the dependent variable, independent variables, or both have a normal distribution. In this study, the normality test used is a one-sample Kolmogorov-Smirnov test, with the level of significance used is $\alpha = 0.05$. If the significance value is more significant than 0.05, it indicates that the data is normally distributed and vice versa. This research passed the normality test, which demonstrates that the data is normally distributed because the significance value is 0.2, which is higher than 0.05.

While the linearity test aims to determine the relationship between an independent variable and a dependent variable is linear or not. All the independent variables (entertainment, informative, and remuneration) are passed the test by having the significance value which greater than 0.05.

Heteroscedasticity test is a test that remained to understand whether there is a dissimilarity variance within the regression model between the residual on the study and the other studies. Homoscedasticity could occur if the difference between the observation is consistent, while if the observed variance is different, it could be considered as data on heteroscedasticity. This study is using a Spearman test to check if the

data has heteroscedasticity. If the significance value is more significant than 0.05, the data passed the test and has no heteroscedasticity.

4.3. Simple Linear Regression Analysis

This study goal is to analyse whether the content type which classified into entertainment, informative, and remuneration has a positive influence on boosting customer engagement. Here are the results of using simple linear regression analysis.

TABLE 4: The coefficient results.

| Model | Unstandardized Coefficients | t | Sig. |
|------------|-----------------------------|--------|------|
| | B | | |
| (Constant) | 17.501 | 7.545 | .000 |
| CE | 0.513 | 4.680 | .000 |
| (Constant) | 21.179 | 8.596 | .000 |
| CI | 0.342 | 2.905 | .000 |
| (Constant) | 19.813 | 10.738 | .000 |
| CR | 0.451 | 4.637 | .004 |

Table 4 indicates that the data are representative due to the significance value, which is less than 0.05. Table 4 above also shows the formula of simple linear regression with customer engagement (EG) as the dependent variable and entertainment content type (CE) as the independent variable. The formula shown is $Y=17.501+0.513X$ explains that the constant number is 17.501 and 0.513 is the regression coefficient number. It means that without entertainment content type, the customer engagement value is 17.501. Due to the regression coefficient number is positive, it can be interpreted that the entertainment content type has a positive impact on customer engagement.

From the table above, it also can be concluded whether H0 or H1 is accepted. If t-statistics > t-table, it means that H0 is rejected while H1 is accepted. Figure 5 provides that the t-statistics for entertainment content type is 4.680 which is greater than t-table 1.97445. Therefore, H0 is rejected and H1 is accepted. So, the H0 and H1 are as follows:

H0: There is no influence between entertainment content type (CE) towards customer engagement (EG)

H1: There is an influence between entertainment content type (CE) towards customer engagement (EG)

Table 4 presents the formula of simple linear regression with an informative content type (CI) as the independent variable and customer engagement (EG) as the dependent

variable. The formula shown is $Y = 21.179 + 0.342X$, which explains that the number of constants is 21.179 and 0.342 is the number of regression coefficients. It implies that the customer engagement value is 21.179 without the sort of informative content type. Because of the positive number of the regression coefficient, it can be interpreted that the entertainment content type has a positive effect on customer engagement.

From the table above, it also can be interpreted whether H0 or H1 is accepted. If $t\text{-statistics} > t\text{-table}$, it means that H0 is rejected while H1 is accepted. Figure 6 demonstrates that the t-statistics for informative content type is 2.905 which is greater than t-table 1.97445. Therefore, H0 is rejected and H1 is accepted. So, the H0 and H1 are as follows:

H0: There is no influence between informative content type (CI) towards customer engagement (EG)

H1: There is an influence between informative content type (CI) towards customer engagement (EG)

As shown in Table 4, the coefficients table with remuneration content type (CR) as the independent variable and customer engagement (EG) as the dependent variable. Therefore, the formula made is $Y = 21.179 + 0.342X$, which explains that the number of constants is 19.813 and 0.451 is the number of regression coefficients. It implies that the customer engagement value is 19.813 without the informative content type. The positive number of the regression coefficient is positive means that the entertainment content type has a positive effect on customer engagement.

From the table above, it also can be analysed whether H0 or H1 is accepted. If $t\text{-statistics} > t\text{-table}$, it means that H0 is rejected while H1 is accepted. Table 4 shows that the t-statistics for remuneration content type is 4.637 which is greater than t-table 1.97445. Therefore, H0 is rejected and H1 is accepted. So, H0 and H1 are as follows:

H0: There is no influence between remuneration content type (CR) towards customer engagement (EG)

H1: There is an influence between remuneration content type (CR) towards customer engagement (EG)

TABLE 5: The R square result.

| Model | R square |
|--------------------|----------|
| Entertainment (CE) | 0.117 |
| Informative (CI) | 0.049 |
| Remuneration (CR) | 0.115 |

As seen in Table 5, customer engagement (EG) is the dependent variable and entertainment content type (CE) is the independent variable. The table above shows that the R square result is 0.117 which explains that entertainment content type has influence 11.7% to customer engagement. Meanwhile, the other 88.3% customer engagement is influenced by other factors.

As seen in Table 5, informative content type (CI) is the independent variable and customer engagement (EG) is the dependent variable. The result above shows that the R square result is 0.049 which defines that informative content type has influence 4.9% to customer engagement. Meanwhile, the rest is 95.1% influenced by other factors.

As presented in the table above, customer engagement (EG) is the dependent variable and remuneration content type (CR) is the independent variable. Table 5 identifies that the R square result is 0.115 which interprets that remuneration content type has influence 11.5% to customer engagement. Meanwhile, other variables influence the other 88.5% customer engagement.

From the results shown, it can be concluded that content type has a positive influence on customer engagement. The entertainment content type has the highest influence with 11.7% to customer engagement as shown in R square. The remuneration content type has 11.5% to customer engagement and the informative content type has the least influenced to customer engagement with 4.9% as the R square is shown.

TABLE 6: Pearson correlation result.

| | | CE | CI | CR | EG |
|----|----------------------------|-------|-------|-------|-------|
| CE | Pearson Correlation | 1 | 0.478 | 0.233 | 0.342 |
| | Sig. (2-tailed) | | .000 | .002 | .000 |
| | N | 167 | 167 | 167 | 167 |
| CI | Pearson Correlation | 0.478 | 1 | 0.453 | 0.221 |
| | Sig. (2-tailed) | .000 | | .000 | .004 |
| | N | 167 | 167 | 167 | 167 |
| CR | Pearson Correlation | 0.233 | 0.453 | 1 | 0.34 |
| | Sig. (2-tailed) | .002 | .000 | | .000 |
| | N | 167 | 167 | 167 | 167 |
| EG | Pearson Correlation | 0.342 | 0.221 | 0.34 | 1 |
| | Sig. (2-tailed) | .000 | .004 | .000 | |
| | N | 167 | 167 | 167 | 167 |

Table 6 presents the Pearson correlation result of all variables. If the significance value is less than 0.05, it means there is a correlation between the variables. The table above explains that all the significance values between all variables are less

than 0.05 which means that each variable is correlated to each other. The table above also interprets the correlation between each variable. The Pearson correlation value between entertainment content type (CE) and informative content type (CI) is 0.478 which indicates a fair correlation between those variables. The correlation between entertainment content type (CE) and remuneration content type (CR) is indicated as weak correlation due to the Pearson value 0.233 which is less than 0.4. While the Pearson correlation value between informative content type (CI) and remuneration content type (CR) is 0.453 which implies fair correlation. The correlation between customer engagement and other variables are indicated as weak correlation because the Pearson correlation values are less than 0.4. The entertainment content type (CE) has 0.342, informative content type (CI) has 0.221, and for remuneration content type (CR) has 0.340. Due to the positive Pearson correlation values shown in the table above, it can be demonstrated that each variable has a positive correlation towards other variables.

From the data collected, the respondents are 60.6% female and 39.4%, male. The age of the respondent is dominantly between 17 to 21 years old with a percentage of 70.1%, then 20.6% is respondents with age between 22 to 26 years old, and 9.2% is the rest for the respondents aged less than 17 and more than 26 years old. The domicile of the respondent is mostly in big cities in Indonesia, such as Jakarta (18.2%), Bandung (31.6%), Surabaya (31.8%), and the rest is from many other domiciles. The occupations of the respondent are 77.9% student, 11% private employees, and the rest varies. 98.7% of respondents choose Instagram as the social media that respondents most often use to see local fashion brands.

5. Discussion

Based on the data collected, it can be analysed that Indonesians who use social media Instagram are dominantly female compared to male. The users are mostly teenager and young adult who lives in big cities in Indonesia with dominant students as their occupation. The major respondents are Instagram users who keep up about fashion local brands information.

Based on the data analysis above, a content type has an influence on customer engagement. It means there is a correlation between Instagram contents of fashion brands with the engagement of the customers. In order to boost customer engagement towards local fashion brands, the brands have to prepare great Instagram content as social media marketing. Attracting the customer on Instagram can be by providing

an entertainment content type which has a highest influence among informative and remuneration content types (Cvijikj and Michahelles, 2013).

Therefore, it can be recommended to local fashion brand accounts to utilize the entertainment content type for social media marketing on Instagram. By utilizing entertainment content type than other content types, local fashion brand accounts can gain a higher online engagement than utilizing other content types such as remuneration and informative. In this research, online engagement is measured by the customer intention to give likes, comments, and click the follow button on the local fashion brand accounts.

According to Muntinga (2011), many social media literatures consider that entertainment is one of the primary motivations for online engagement with brand-related content. Entertainment content type on Instagram could be linked to particular picture features where users can enjoy and admire the picture shared by others (Casalo, 2017). Thus, local fashion brands are recommended to share more entertainment content pictures on Instagram which enjoy the customers. So, the customer engagement towards local fashion brand can be raised up. It also can be concluded that the forms of communication in which consumers most enthusiastically interact with local fashion brands on Instagram is entertainment content type.

6. Future Research

This research has limitation on population aspect due big population. Because of the limitation of the population, the researcher used purposive sampling for this study. The researcher also used one variable of post characteristics

towards customer engagement whether there are other variables of post characteristics. For future research, a researcher is supposed to use all the variables of post characteristics, so the data and explanation will be rich towards boosting customer engagement.

This research also can be a suggestion for local fashion brands to maximize its marketing strategy in social media Instagram. Local fashion brands can utilize entertainment content type to increase customer engagement toward the brands itself. Local fashion brands are preferred to provide more entertainment content type compared to other content types to gain more customer engagement.

Acknowledgements

First of all, I thank Allah SWT, who always gives His guidance to finish this paper. I also thank my parents and family who never stop to support me facing the challenges completing this paper and for my lectures who are willing to help me during the struggles conducting this research. Last but not least, I thank my friends, who always believe in me to finish my study. Thank you.

References

- [1] Baruah, T. (2012). Effectiveness of Social Media as a tool of communication and its potential for technology enabled connections: A micro-level study. *International Journal of Scientific and Research Publications*.
- [2] Bergström, T., & Bäckman, L. (2013). *Marketing and PR in Social Media*. Stockholms universitet.
- [3] Brodie Brodie, R., Hollebeek, L., Juric, B., & Ilic, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 252-271. Carmine, E., & Zeller, R. (1979). *Reliability and Validity Assessment*. Thousand Oaks: SAGE Publications.
- [4] Casaló, L. V., Sánchez, S. I., & Flavián, C. (2017, September). Antecedents of consumer intention to follow and recommend an Instagram account. *Online Information Review*, pp. 1046-1063.
- [5] Che, J., Cheung, C., & Thadani, D. (2017). Consumer Purchase Decision in Instagram Stores: The Role of Consumer Trust. 24-33.
- [6] Cvijikj, I. P., & Michahelles, F. (2013, January 26). Online engagement factors on Facebook brand pages.
- [7] de Vries, L., Gensler, S., & Leeflang, P. S. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, 83-91.
- [8] Ha, A. (2015). *An Experiment: Instagram Marketing Techniques and Their Effectiveness*. California: California Polytechnic State University.
- [9] Hennig-Thurau, T., Malhotra, E., Frieger, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The Impact of New Media on Customer Relationships. *Journal of Service Research*, 311-330.
- [10] Lim, S. H., & Yazdanifard, R. (2014, September). How Instagram can be used as a tool in social networking marketing.

- [11] Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs Exploring motivations for brand- related social media use. *International Journal of Advertising*, 13-46.
- [12] Noor, I. (2017). *Social Media Marketing CASE: DOREA Educational Institute*. Oulu University of Applied Sciences.
- [13] Schultz, C. D. (2017). Proposing to your fans: Which brand post characteristics drive consumer engagement activities on social media brand pages? *Electronic Commerce Research and Applications*, 23-34.
- [14] Ting, H., De Run, E., & Ming, W. (2015). Beliefs about the Use of Instagram: An Exploratory Study. *International Journal of Business Innovation and Research*, 15-31.
- [15] Weinberg, T. (2009). *The New Community Rules: Marketing On The Social Web*. Sebastopol: O'Reilly Media, Inc.
- [16] Zuijlen, V. J. (2017). INSTAGRAM MARKETING: ATTRACTIVENESS OF BRANDS.