



How Consumer Brand Engagement Effect on Purchase Intention? The Role of Social Media Elements

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Abstract

This paper examines the effect on consumer-purchase intentions of social media marketing components, including entertainment, engagement, eWOM, and trendiness. The study was conducted among Chinese consumers who have social media account and are aware of the effects of social media marketing on consumer purchase intentions. Data collected data from 260 experienced social media users in Beijing and Shanghai. We used structural equation modeling (SEM) to evaluate the connections with SMM components, customer brand engagement, and purchasing intention. The findings demonstrate that interaction, entertainment, eWOM, and trendiness are core factors that specifically affect customer brand interest and purchasing intention. Social Media is a marketing medium in sharing brand intention. However, it remains to be seen how appropriate these components are for these purposes -related knowledge and its function to enhance customer brand engagement and purchasing. This research contributes to the development of a model that will aid practitioners and researchers in evaluating and explaining the impact of SMM on Consumer Purchase Intention in China.



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Introduction

Consumer-brand engagement (CBE) is a marketing research zone that draws considerable attention. (Hollebeek *et al.*, 2019; Harmeling *et al.*, 2017 Keller *et al.*, 2016). More than 80% of marketers in the next few years will aim to involve customers by developing a connection with them based on predictions that loyal consumers will join 40% more

each year, adding a profitability premium of 20%. Defined as "consumers' brand-related cognitive, emotional and behavioral activity connected to focal brand interactions" (Hollebeek *et al.*, 2014, p. 149), CBE is a multi-disciplinary idea with motive, rational, and behavioral scopes (Gomez *et al.*, 2019; Martos-Partal *et al.*, 2015). Research attention derives from the awareness of the prominence of CBE to the

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marketing campaign, particularly the establishment and improvement of consumer-brand relationships (Bilal, *et al.*, 2019; Butler, 2014).

Consumer engagement focuses on psychological states that consumers experience as a result of their interactions with the product, organization, and other consumers (Foroudi *et al.*, 2014; Hollebeek *et al.*, 2014). Consumer engagement has received high volume attention as a new idea in latest information systems and marketing studies. (Ma and Zhan, 2016; Dessart *et al.*, 2015). According to research on the antecedents of consumer engagement in online brand communities' consumers interested to engage in online communities when they believe they will assistance from the brand, firms, or brand community. the degree of engagement differs Even though customers receive the same benefits from the brand or culture, (Brodie *et al.*, 2013 Foroudi *et al.*, 2014). As a result, current research lacks individuals' personal interactions in a given environment as well as their own characteristics, resulting in a context menu and simplistic explanation of customer engagement. Consumer engagement research that considers consumers' psychological experiences with SMM help us better understand the factors that stimulus consumer engagement in SMM and online purchasing intention.

In marketing research acknowledged as a primacy field (Foroudi *et al.*, 2014; Abubakar *et al.*, 2017), CBE is an essential framework for developing consumers' satisfaction and purchase intention (Coombs and Holladay, 2015) and for refining promotion usefulness (Yang *et al.*, 2017), and business achievements (Webber, 2017). Accordingly, marketers are also trying to excavate their comprehension of how CBE is created, fostered, and preserved (Calderet *et al.*, 2016; Schultz and Peltier, 2013). Thus, there are also demands for firming up the theoretical structure sustaining CBE through empirical proof (Kim *et al.*, 2012; Foroudi *et al.*, 2014), particularly regarding what concerns its consequents and antecedents (Bento *et al.*, 2018). There is a need for practical CBE study to strengthen the perception of constructs, drivers, and processes, such as the use of marketing discussion for the acquisition and preservation of customers by the improvement of customer-brand relationships.

It is estimated that 74 percent of online users use social media sites (Islam and Rahman, 2016), and more than fifty percent of social media channels receive brand-related facts from the following brand accounts (Ismail, 2017). Statista, (2019b) Latest scientific estimates measure the global rate of social media penetration at 42 percent, monthly with over three billion vigorous users. This usage explains why over ninety percent of companies currently contain social media contact in their marketing campaigns by YouTube, Instagram, Facebook, and Twitter, to share product-related information to the customer (Trump, 2014). Companies use social media channel to discuss information about products, such as generating feedback and spreading new feature, as well as to gain information about customer choice and to a stable relationship with consumers, all that makes it easy to create CBE and promote Purchase intention (Harrigan *et al.*, 2017; Grappi and Romani, 2015).

Marketers apprehend the superiority of SMM in terms of contact with consumers and brand-building practices over traditional advertising (Hollebeek *et al.*, 2014; Park and Reber, 2011). Accordingly, Shao (2009) the subject of current research to age is generally on the attraction of user-sharing content, on creative strategies, and content analysis (Ashley and Tuten, 2015; Shen and Bissell, 2013), and consumers' behavior as a sharebrand community on social-media (Kim *et al.*, 2019). As a result, SMM is entirely perceived to be a fairly recent marketing method, and the understanding of how it affects CBE remains narrow (Grappi and Romani, 2015; Rohm *et al.*, 2013).

This paper explores the impression of SMM elements, namely interaction, customization, and WOM, trendiness, and customization, on CBE and purchase intention. We continue to study the related literature to find research gaps critically. This expedites the design of a theoretical framework in which SMM elements serve as CBE drivers and purchase intention. Next, explain the methodology and realistic analysis results, monitored by implications, limitations, and future directions.

Hypotheses and Model Development

A perilous analysis of the literature dealing with SMM, purchase intention, and CBE underlies the consequent expansion of the theoretical structure and is used to direct scientific studies into SMM elements' effect on CBE and purchase intention.

Social-Media Marketing (SMM)

Social Media denotes to "a group of Internet-based presentations that shapes on the technological and ideological basics of Web 2.0 and that permits the exchange and formation of user-generated content" (MSI, 2018). It is regarded as most one relevant engagement channels for product variety information due its immersive features provide for involvement, collaboration, and information sharing practices (Pansari and Kumar 2017), with a high volume for contact the community instead of old media, such as radio, TV, and print (Bowen, 2015). Zeng and Gerritsen (2014), explained social media include content community sites, consumer reviews, internet facilities, and social networking sites (Tess, 2013). Arguably, increasing business community to discuss about the brand via SMM platform, as well as advertising on social site, managing consumer-sharing content, all with the goal of developing reliable and favorable brand information in the mind of the consumer (Ashley and Tuten, 2015).

Entertainment

The former discussion on SMM elements and brand contact with engaging elements is viewed as enjoyable and playful (Cunningham *et al.*, 2019). In reality, engaging SMM content can offer customers enjoyable and fascinating details to deepen their affinity for a brand (Lin and Kloet, 2019; Curras-Perez *et al.*, 2014). For instance, the study suggests that brand pages with games, narratives, competitions, presents, interactive animations, photographs, and videos are viewed as enjoyable, entertaining, and flashy, generating enthusiasm and meeting the consumer's aesthetic pleasure and emotive needs, such that customers are motivated to purchase brand-related content (Plantin *et al.* 2018). Brand Page Entertainment Appeal transforms into favorable customer experiences, thereby creating consumer spiritual engagement in the brand (Nieborg and Poell, 2018; Ashley and Tuten, 2015;). Thus:

H1. Entertainment Is Associated with Consumer-Brand Engagement

Interactivity

Interactive brand pages on social media promote contact between customer and brands and affect the generation of favorable impressions of a brand (Lin and Kloet, 2019). Sharing a link to the official website of the brand, as well as promoting the sharing and dissemination of knowledge relating to the brand among consumers, can increase interactivity (Mishra, 2019). Marketers can also promote users' involvement through the submission of their statement, sharing feedback, and subscribing to the company website (Zhu and Chen, 2015). These customer engagement practices are essential in enhancing experiences between brands and consumers (Merrilees, 2016). The result enhances customers' semantic awareness of product characteristics and brand benefits (France *et al.*, 2016). In the Chinese social media, such as We Chat, RenRen, and Weibo, often encourage consumers to share ideas with compatible others about particular products and reinforce the mutual concern between shoppers and companies (Lin and Kloet, 2019; Bowen, 2015). Such experiences can eventually lead to a higher degree of excitement and corresponding production of liking (Godey *et al.*, 2016), by facilitating customers to give their feedback to companies, thereby allowing firms to increase the worth of their products and services (Merrilees, 2016).

H2. Interactivity is Associated with Consumer-Brand Engagement.

eWOM

Social media development has expanded the digit of customers who calculate products and brands based on eWOM (Goh *et al.*, 2013; Lien and Cao 2017; Bilal, *et al.* 2020). This is expected to positively impact their appraisal of goods and services, pushing users to spend further perceptive energy reading WOM (Xu *et al.* 2018). Considering the reliability of social media sites presumed stability of social media sites (Cheung *et al.*, 2011), The creation and exchanging of eWOM among customers creates a logic of cohesion and the emotive association between products and consumers (Malthouse2013),

sharing positive attachment among customers (Liang *et al.* 2019). Thus, the availability and use of eWOM on social media channels tend to shape favorable brand impressions and positive feelings for the exact brand, thus improving the consumer-brand partnership.

H3. eWOM is Associated with CBE.

Consumers feel inspired to consume up-to-date content on products on social media sites in order to stay up-to-date with the new updates on brands and awareness of related trends (Chen and Qiu (2019). Brand trendiness can add to the observation of the brand as a top product encouraging consumers to check for the hottest information on social networks, thereby donating to creating a positive brand understanding in the thoughts of consumers. In specific, trendy conversation subjects and the

newest product news accessible on the brand's Social media page successfully promote customer ingenuity to address them with friends, thereby improving consumer cognitive existence in brand-related experiences and helping to build favorable brand impressions (Chan *et al.*, 2014). As a result, the more stylish the details presented by the social media brand websites, the more successful it can be to engage customers (Malthouse2018). As such, trendiness information supports, catches consumers' consideration, arousing optimistic moods, and pouring fidelity intention (France *et al.*, 2016). The claim by Hollebeek's (2011) that improving customer rational and emotional existence leads to increasing CBE. Thus

H4. Trendiness is Associated with Consumer-Brand Engagement.

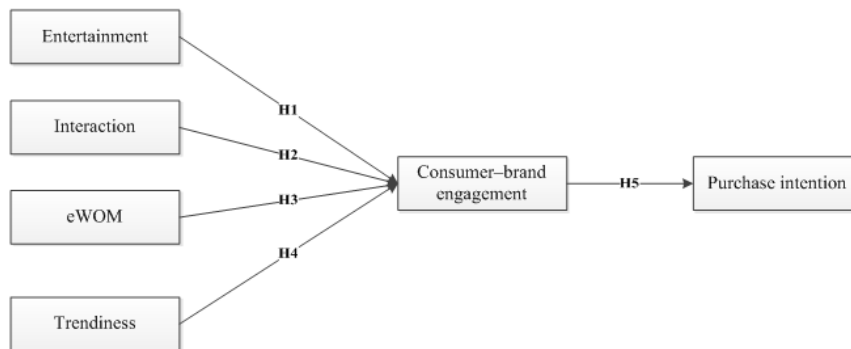


Fig. 1: Conceptual framework 1

Influence of Consumer-Brand Engagement on Purchase Intention

As per Martos-Partal *et al.*,(2015), in order to accomplish marketing targets, the interaction between consumers and the brand contributes a crucial part of the company's growth capacity. The probability of a customer purchasing intention for services and goods would be better if their purchasing experience is positive. Boyer and Hult (2006) conducted research on consumer behavioral intentions for online purchases using the data gathered from the survey, and their results revealed that, depending on the extent of customer service, they could adjust the buying intention. Customers who purchase the associated goods and services of the company would be persuaded by this method. More precisely, Magneto's report in

2015 showed that a 23 percent rise in revenue is a boost to Customer Loyalty because they pay more and more on each order. So, Yang and He (2011) concluded that customer spending choices would be affected by user interaction. This will result in a high purchase value for buyers, and a potential buyer's expense will decline. Theoretically, increasingly active shoppers are establishing a fairly popular pattern by persuading their loved ones like family members and mutual friends as consumers.

H5: Consumer Engagement Influence Positively Consumer's Purchase Intention

Procedures and Methods

This research was performed to achieve a deeper understanding of the social media elements

entertainment, interaction, eWOM, trendiness, consumers brand engagement and purchase intention. An online survey was designed to determine customers' reactions to online vendor fairness in the recent previous. The condition of respondents to the survey was confirmed by the use of 3 separate requirements. First, consumers of We Chat necessity have an online purchase skill. Next, the respondents received a minimum of a single message in the moments of We Chat contacts through the recent month. Third, two main Chinese cities, Beijing and Shanghai, were decided for enhanced structure and convenience.

Questioners Designing

Although the target audience was in China, the steps introduced were initially in English, interpreted into Chinese, and translated back into English. We selected three postgraduate and two Chinese doctoral students who are in English major literature. In comparison, the Construction of this report has been updated numerous times with the aid of two language specialists in both Chinese and English to eliminate suspicions. Prior to administering the final review, a pilot sample of 50 respondents was performed to assess the effects. The findings of the pilot survey confirmed that the measurement items were fine interpreted and discussed.

The final survey was carried out to gather the requested data through online media. Online Media offers a convenient way to the public without any regional constraints and can also reduce the period and expense of the survey. The final edition of the survey method was drawn up on www.wjx.cn after iterative revisions. The link to the online survey form contains a cover letter for the user. The cover letter outlines the aims of this report, the Chinese social media (such as We Chat), the financial incentive, and a description of how the questions should be answered. Until responding to the survey, form participants were requested to recall the latest online shopping trip with items or services. The directions assumed were prepared transparent and simple for respondents to grasp the study goals.

An over-all of 297 replies were obtained from respondents during September to November 2020. We dropped 37 responses, with inexperienced shoppers

and respondents who took fewer time to respond to the survey form. The final data of 260 respondents were deemed accurate in this research environment after the invalid responses were overlooked.

Measurement

All items of constructs were taken from the prior studies and modified according to this research setting. To measure the entertainment (four-items), interaction (four-items), trendiness (three-items), eWOM (three-items) all taken from Kim and Ko (2010). Consumer-brand engagement was measured with (four-items) modified Hollebeek *et al.*, (2014). The purchase intentions (five items) were adapted from Jalilvand and Samiei (2012). A total of 23 items were evaluated on the five Likert scales ranging from "strongly disagree = 1" to "strongly agree = 5". Table 1 shows the descriptive statistics of the sample.

Results

Reliability and Validity

Regarding the potential interactions between the diverse variables and their impacts on the eWOM client in the We Chat context, the validity of the measurements was validated using SEM, which is tested in 2 phases: confirmatory factor analysis (CFA) hypotheses analysis. First, AMOS 22.0 was used to assess CFA to approximate the factor's configuration and the model fit of the latent variables. Next, the structural model was analyzed to assess the hypothesized relationship between the variables.

In the CFA, objects were held if they were loaded over 0.50 on each factor (Arnold and Reynolds, 2003) and below this 0.30 on other factors (Klein, 1998). The calculation algorithm showed a strong fit model (chi-square = 342.51, df = 2.37, CFI = 0.92, RMSEA = 0.05, RMR = 0.05, GFI = 0.93, AGFI = 0.88, NFI = 0.96). Constructions demonstrated durability of (a) alpha coefficient estimates varying from 0.76-0.93, well above the 0.70 threshold values. (Hair, Black, Babin, Anderson, and Tatham, 1998), (b) composite reliability (CR) estimates exceeding the recommended 0.70 thresholds for all constructs and (c) average variance extracted (AVE) exceeding the recommended 0.50 threshold (Fornell and Lacker, 1981; Hair *et al.*, 1998; Nunnally, 1978). See Table 2.

Table 1: Demographics of research sample (N = 260)

Characteristics	Category	Frequency	%
Gender	Male	145	55.77
	Female	115	44.23
AGE	18-25	97	37.31
	26-30	79	30.38
	31-40	51	19.62
	Over 40	33	12.69
	Education Level	Intermediate/High School	39
	Bachelors	83	31.92
	Masters	64	24.62
	Doctoral/PhD	41	15.77
	Others	33	12.69
Frequency of using WeChat	Many times a day	133	51.15
	Several times a day	93	35.77
	Once a day	34	13.08
Online Shopping Experience through WeChat.	>1 Years	41	15.77
	1 – 2 Years	103	39.62
	3 – 4 Years	71	27.31
	< 4 Years	45	17.30

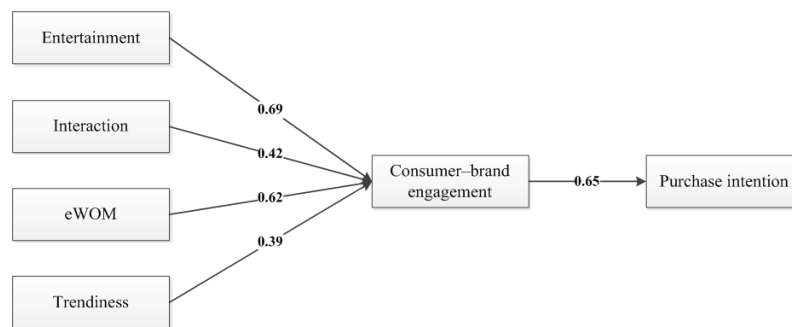


Fig. 2: Conceptual framework 2

Table 2: Reliability and Convergent Validity.72

Variables	Items	Means	SD	Item Loading	CR	AVE	Cronbach's
Entertainment	4	3.203	0.632	0.76-0.93	0.786	0.672	0.923
Interaction	4	4.152	0.434	0.81-0.91	0.890	0.669	0.789
Trendiness	3	3.104	0.675	0.83-0.92	0.787	0.672	0.842
eWOM	3	3.201	0.775	0.79-0.89	0.890	0.602	0.769
Consumer-brand engagement	4	4.323	0.878	0.86-0.91	0.932	0.647	0.885
Purchase intentions	5	3.232	0.897	0.80-0.93	0.893	0.657	0.902

Highest probability factor loadings implied converging validity of the underlying structures, which were strong and important (Wixom and Watson, 2001).

Such that, all factor loadings surpassed 0.5 and were very significant ($p < .001$). Discriminant validity means that each latent variable is a different construct

(Scott and Robert, 1998). This was calculated by matching the loading of the object correlated with its cross-loading factor on other factors. Each load on the factor was bigger than their cross-loading on unintentional variables (Henseler and Chin, 2010).

Discriminant validity was also supported by the fact that the similarities between the variables were minor than the corresponding square root of the AVE, as seen on the diagonal values in Table 3. (Fornell and Larcker, 1981).

Table 3: Discriminant Validity

Constructs	ENT	IN	TS	eWOM	CBE	PI	Eigen values	% of Variance	Cumulative %
ENT	0.749						2.42	28.61	28.61
IN	0.231***	0.871					2.62	20.49	49.1
TS	0.312**	0.501***	0.744				2.43	18.31	67.41
eWOM	0.349**	0.546***	0.434**	0.809			2.32	14.27	81.68
CBE	0.331**	0.423**	0.433***	0.499***	0.812		2.44	13.38	95.06
PI	0.272***	0.532***	0.341**	0.442**	0.321**	0.827	2.66	4.94	100

Forentertainment, interaction, trendiness, eWOM were established to have a significant influence on consumer–brand engagement; the values of coefficient were 0.69, 0.42, 0.39, and 0.63, one-to-one with a significant p-value which specifies that entertainment, interaction, trendiness, eWOM.

Hereafter, H1-4 was accepted. For H5, consumer–brand engagement was originating to have a substantial impact on purchase intention. According to their significant p-value, H5 was accepted with the significant coefficient and p-value 0.65. Table 4.

Table 4: Model Structural SEM

H	Path	Estimates	SE	CR
H1	Entertainment → Consumer–brand engagement	0.69	0.189	1.345**
H2	Interaction → Consumer–brand engagement	0.42	0.169	2.239***
H3	Trendiness → Consumer–brand engagement	0.39	0.187	2.311***
H4	eWOM → Consumer–brand engagement	0.62	0.189	1.897**
H5	Consumer–brand engagement → Purchase intentions	0.65	0.191	2.575***

SE = Standard Error; CR = Critical Ratio. ***p-value <0.001, **p < 0.05

Discussion

In the sense of a high-volume focal commodity, social media, the results specify that the effect of feedback on CBE and purchasing intention is the greatest, accompanied by eWOM and trendiness. As a consequence, engagement, EWOM, and trendiness attract close consideration when preparing SMM events. The study also showed that CBE had a clear and substantial influence on purchase intention. This finding means that CBE can not only be used as a means of improving brand recognition and awareness but also as an imperative element in creating brand value. Precisely, the

results indicate that the impact of CBE on purchase intention is high and important, supporting the value of CBE in the brand-building framework. As a result, the discriminatory use of SMM elements will improve customer cognitive awareness, warmth and activation by helping to create deep and positive brand information in consumers' minds.

Theatrical Implication

The available literature suggests that SMM elements perform a significant position in the creation of CBE and purchasing intentions. This study reveals that commitment, eWOM, and trendiness are critical

drivers for solidification CBE, promoting brand value and brand recognition, and fairly reflecting previous literature results. (Helmond, 2015; Plantin *et al.*, 2018). eWOM, trendiness, and interaction can therefore be viewed as a way of growing consumer perceptive processing, kindness, and activation for the crucial brand (Malthouse 2018) and considered successful in shaping consumer brand attitudes.

The results also indicate that CBE has a clear and optimistic effect on the buying intention, reinforcing the value of CBE in brand awareness building (France *et al.*, 2016). In addition, the results specify the indirect impact on purchasing intention of contact, eWOM, and pattern. This more reflects the use of social media activity with digital media elements eWOM and trend-setting features in the process of brand-developing.

Managerial Implication

From a professional point of opinion, this study noises on advertisers to ruminate the use of SMM in order to improve their Purchasing intention. Rather than seeing SMM as merely another advertisement medium to meet customers, SMM is a significant method to help create CBE and buying intention (Foroudi *et al.*, 2014; MSI, 2018).

The findings indicate that trendiness, interaction, and eWOM are important SMM elements for building CBE and purchasing intention for high-volume goods. Marketers should also advantage from integrating new and up-to-date digital content and promoting constructive eWOM. This is supposed to excite the consumer's cognitive processing, love, and stimulation (Hollebeek *et al.*, 2016), essentially improving customer product information. The suggestion is, therefore, that advertisers should encourage (and, if possible, assist) consumers to get to what they are looking for, such as the EWOM specifics of specific goods (MSI, 2018), thereby enabling customers to spread eWOM on a voluntary basis.

It is also advised that marketer to manipulate the emotional reaction of consumers to a brand by successfully controlling their social media practices (Trump, 2014), possibly gratifying consumers who share their eWOM regularly with complete, value-added, and understanding information on different social media channels (Wang *et al.*, 2012).

Policymakers should cogitate a number of social media channels from which users can communicate their views with each other.

Marketers must also explore designing SMM programs that exploit the immersive functionality of SNSs. Marketers can achieve this by putting their social media brand forum that delivers guidance to address customer challenges by using their branded goods and inviting consumers to a social media-based consumer brand network where people can build a wisdom of connectivity within the brand community. Upgraded interactivity social-media brand space may result from the introduction of competitions in order to convince customers to abandon their designs for improving standing products or for fresh product innovations to play in return for gifts. Contests have proved successful in promoting customer engagement, thereby adding to the positive knowledge of consumer products (Chan and Guillet, 2011).

Limitations and Future Research

The results of this analysis must be viewed in the bright of such limitations. Respondents were requested to remember the latest online shopping experience before answering to the research survey. They were interpreted within the context of transaction-specific expertise. This was not adequate for a stated amount of time. Conversely, customers can deliver eWOM on the basis of gradual decisions that have evolved over time, while they have experienced with the seller. Future studies might discuss how these distinctions account for eWOM generation users. The only online customers interested in exchanging eWOM via WeChat in two Chinese cities were surveyed namely (Beijing and Shanghai). Results cannot, however, be applied to other cities. Future studies may suggest the generalization of findings in other Chinese cities. The convenience sampling approach was used during the collection of data. Results may be made simpler and clarified by using other types of sampling, e.g., quotas and random sampling. The non-probability sampling technique can not characterize general Chinese online customers.

Finally, this study attentive to the usefulness of SMM but did not explore any influence of old-style marketing elements, moreover in conjunction with SMM or differently. Future studies may relate

the comparative influence of SMM elements and traditional marketing elements, such as traditional ads and network latency, in order to identify which marketing variables are used. A moreconvincing effect on CBE and its purchase intention.

Conclusion

SM has experienced vigorous growth since it has become a common feature of everyday life. SMM is the best content source that can impact search activity, reading web feedback or ratings, making it a common approach for online users to pursue information before making the correct decision. The present study explored the SMM elements invarious directions, such as entertainment, eWOM, trendiness, and interactivity for online users in China. The findings suggest that these elements have a critical effect on CBE and buying intention. This research also explored the fact that comprehensiveness and validity of knowledge are

the most problematic factors that can affect online consumer's purchasing behavior. Companies should manage the best plans to enhance the accessibility of online communities, include all relevant business details, and allow consumers to post their views in order to retain users and CBE.

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Conflict of interest

The authors declare there is no conflict of interest.

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