

# CHAPTER I INTRODUCTION

## 1.1 Background

The psychological role in shaping consumer behavior is essential to creating an encouraging engagement in the social media community. Currently, social media is one of the most crucial platforms for building a marketing strategy to reach a more remarkable group than traditional media. Consequently, local businesses rely on the communication of their brands through social media marketing activities such as creating engaging content by providing interactive two-way communication in sharing information with their consumers. Social media marketing provides various elements that fit consumer needs and generate influential attention and consumer satisfaction. Thus, marketers are likely to use social media platforms to provide personal needs and information to meet consumers' pleasure (Choedon & Lee, 2020). Therefore, the brands will obtain a positive consumer brand engagement that supports the strong formation of brand knowledge; hence, in the decision-making process, the consumers are willing to choose the brands they are more connected with than the other brands in the market.

In this research, the author would like to examine peculiarly whether social media marketing activities as the platform and consumer-brand engagement as the medium positively influence the brand knowledge of Secondate Beauty prospective consumers. Through this research, the author expects that this research

can be used by readers or local businesses to cope with the wide-ranging competition among social media communities to create effective marketing content in the field of local beauty products.

## **1.2 Problem Statement**

In recent years, the focus on consumer engagement in marketing has been seen to improve relationships and sales (Brodie et al., 2013). As the social media era has occupied the spotlight in the marketing strategy due to the development of technology, the developing community through social media is highly engaging to gain more consumers' attention. In general, engaging marketing communication is implanted through direct communication with consumers by providing service customization or positive interaction that influences their decision-making process regarding the brand (Tuten & Solomon, 2017). In line with that, social media marketing activities in this era are practical and essential to creating a positive consumer-brand engagement that indicates the consumer's knowledge of the brand.

The brand engagement concept corresponds with human beings' psychological traits and is applied in the psychological field. Approximately eight years ago, the engagement concept was introduced to the marketing field and continually permeated for building today's social media community (Liu et al., 2018). Consumer-brand engagement in the marketing field refers to the emotional and behavioral activity in brand interaction through the consumer's specific level

(Hollebeek, 2011, p. 790). Thus, according to Barger et al. (2016), based on the research by Schulz & Peltier (2013), attention was applied to the social media community by social media content or encouraging consumers to engage in posts to strengthen consumer-brand engagement.

Reportedly, 74 percent of online consumers are generating information from social media platforms (Duggan et al., 2015), and 50 percent of it is achieved brand-related information by following the brand pages (Ismail, 2017). Accordingly, local businesses use social media platforms to build brand communities. Consequently, marketers understand the plus point of social media marketing activities more than traditional marketing in communicating brand-related information and obtaining consumers' preferences in terms of managing relationships with consumers efficiently (De Vries & Carlson, 2014; Thoring, 2011). Eventually, all the social media marketing activities are influential in building consumer-brand engagement and a stronger brand in the market.

In addition, building effective consumer-brand engagement is supported by several social media marketing activities distributed to entertainment, interaction, trendiness, customization, and EWOM (Cheung et al., 2019a; Kudeshia & Kumar, 2017; Tugrul, 2015) as an intermediary for building an engaging social media community. As a result, the brand will gain brand awareness that causes potential consumers to know the brand in their psychological minds, thus, making the brand considered in the decision-making process. Hence, the need for consumer-brand engagement in introducing beauty brands in the local market is essential to building

a decent brand image in consumers' memory. Therefore, it reflects the brand perceived in the mind of consumers and how this brand is different from its competitors. Hence (Brodie et al., 2011; Rohm et al., 2013) stated that increasing consumer-brand engagement contributes to strengthening consumers' cognitive understanding of the brands and improving consumer satisfaction by fulfilling their needs and further developing managing consumer-brand relationship.

### **1.3 Research Questions**

This research questions are formulated as follows:

1. Does entertaining social media marketing content influence to consumer-brand engagement?
2. Does interaction influence to consumer-brand engagement?
3. Does trendiness influence to consumer-brand engagement?
4. Does customization influence on consumer-brand engagement?
5. Does EWOM influence to consumer-brand engagement?
6. Does consumer-brand engagement influence to brand awareness?
7. Does consumer-brand engagement influence to brand image?

#### **1.4 Objective of the Research**

The main objective of this research is to identify the impact of social media marketing activities through consumer-brand engagement on the knowledge of brand from consumer's perspective in Instagram toward local beauty products.

The objective described as follows:

1. To analyse whether entertaining social media marketing content influence consumer-brand engagement.
2. To analyse whether interaction influence consumer-brand engagement.
3. To analyse whether trendiness influence consumer-brand engagement.
4. To analyse whether customization influence consumer-brand engagement.
5. To analyse whether EWOM influence consumer-brand engagement.
6. To analyse whether consumer-brand engagement influence brand awareness.
7. To analyse whether consumer-brand engagement influence brand image.

#### **1.5 The Scope of the Research**

The focus of this research is based on the impact of social media marketing activities through consumer-brand engagement on the knowledge of the brand from the consumer's perspective on Instagram toward local beauty products. The object of this research will be taking from the marketing activities of Secondate Beauty on Instagram. Secondate, Beauty was chosen because it represents a successful new brand that gathered plenty of attention from beauty enthusiasts in the Instagram

community. Although Secondate Beauty is entering the competitive market as a beauty brand, Secondate Beauty can precisely create an engagement with its consumers. In line with that, Secondate Beauty was chosen for the object because it corresponds to the effect of today's marketing activities that successfully shaped consumers' engagement with a brand.

Henceforth, the data for the questionnaire would be collected from the people on Instagram. Despite many competitors emerging on their Instagram feeds, they have particular knowledge and connection with the brand. Further, respondents who are not aware of this brand will be excluded since it will be difficult for them to share their experience with the brand, affecting the final result of this research. Therefore, the questionnaire results will be valid and reliable to help the author continue the further research questions.

## **1.6 The Benefit of the Research**

### **1. For Secondate Beauty**

This research will help the whole team of the brand to be aware and understand how influential social media marketing content for building consumer-brand engagement since it would reveal the consumer's perspective about the brand and its services, thus the brand will gather information on how positioning their social media marketing content to

strengthen consumer's brand knowledge in the midst of entering competitive market.

## **2. For Author**

By conducting this study, the author will improve the knowledge on how influential the interactive social media marketing on building consumer-brand engagement and brand knowledge in social media community. Further, this research will improve the knowledge of the author specifically in the marketing field which has been studied at Atma Jaya University.

### **1.7 Research Systematic**

This research distributed into five main parts:

#### **CHAPTER I : INTRODUCTION**

This chapter includes the foundation on author's research, which consist background, problem statement, research questions, objective of the research, the scope of the research, benefit of the research and research systematic.

#### **CHAPTER II : LITERATURE REVIEW**

This chapter includes the knowledge and information used in this study, hypothesis, and conceptual framework.

#### **CHAPTER III : RESEARCH METHODOLOGY**

This chapter includes the research location, data collection, variable, measuring instrument, and data analysis method.

#### CHAPTER IV : DATA ANALYSIS

This chapter includes the results of this research and the discussion explained in more detail.

#### CHAPTER V : CONCLUSION

This chapter includes the conclusion of this research, managerial implications and limitation as well as the further suggestion.

