

CHAPTER II

LITERATURE REVIEW

2.1 Literature Review

2.1.1 Brand Interactivity

Interactivity was first defined as the extent to which two or more communication parties can influence the messages, the communication medium, and each other, as well as the degree to which these influences are synchronized (Liu & Shrum, 2002). The term interactivity focuses on the content and the cue within the message/request itself, not on the technological features of a website, therefore it can be used to generate the impression that the sender is listening to and interacting with the receiver promptly (Gligor & Bozkurt, 2022). Interactivity in the context of social media focuses on the exchange of information between users and the platforms that helps the communicating parties build relationships and trust (Cheung et al., 2020). However, the concept of Brand Interactivity is considered novel when it comes to Customer Brand Engagement.

Brand Interactivity centers on the customer's perceptions of a brand's willingness and genuine desire to engage with them are idealized by interaction (Samarah et al., 2022). Social media with its fast-paced nature and two-way interaction is a perfect medium for customers to instantly perceive the level of interactivity and determine whether a firm/brand is interactive or not on social media right away (Gligor & Bozkurt, 2022). The level of interactivity within a brand's social media presence can vary depending on the specific tactics employed. According to a study by Cheung et al. (2020), several key elements contribute to brand interactivity, including entertainment interactivity (EI), customization interactivity (CI), interactivity ease of use (IEOU), cognitive information-transfer interaction (CITI) and cognitive up-to-date information interactivity (CII).

Entertainment Interactivity happens when entertaining social media content with the sense of fun and playfulness created by the brand. Instagram as a photo and video-sharing-centered app allows brands to post a multitude of creative content and are useful for customer and brand interaction process by shifting customer's attention and excitement towards the brand. In the content marketing

perspective, attractive and exciting social media content such as gamification, funny videos, and exciting stories able to drive online customer's emotional state for more needs of entertainment (Hollebeek & Macky, 2019).

Customization Interactivity involves tailoring services, marketing efforts, and messages to create unique value for individual consumers or specific groups. This interactivity is measured by the extent to which services are personalized to meet the personal preferences of each consumer, ensuring a more satisfying experience (Cheung et al., 2020). By providing personalized messages (direct messages) and other feature services on social media, brands can create engaging experiences that encourage consumers to interact with the content. This customized approach enhances consumers' perceptions of the brand's benefits, fostering a stronger emotional connection (Mishra, 2019).

Ease of Use was derived from the technology acceptance model (TAM), in which TAM proposes two notable factors—perceived usefulness and perceived ease of use—both of which are primary drivers of technology acceptance (Lee & Lee, 2019). TAM refers to the extent to which a person believes that using a particular system would be effortless and require minimal effort (Davis, 1989). The ease of interacting with brands on social media is enhanced when consumers are more familiar with the platform's interactive features. Since individuals differ in their proficiency in using these features, their socialization and training in communicating with brands can improve their ability to effectively interact with them on social media platforms (Frasquet-Deltoro et al., 2019). Instagram has several features that ease the interactivity process of the brand towards customers and vice versa. Instagram stories provide a “questions” box which allows online customers to give questions and suggestions for the brand, and brands can answer back directly or publicly without contacting the customers one by one, consequently letting other customers know the questions & answers if they wish.

Cognitive-information transfer Interaction and Cognitive up-to-date Information Interactivity respectively defined as situation when consumers often rely on peer reviews and referrals from other customers to gather information and opinions about products and services offered by their preferred brands commonly

through electronic word of mouth and online reviews which play a significant role in shaping consumer decisions and preferences, and the extent to which consumers engage with brands on social media platforms to stay updated on the latest news and updates about their preferred brands, thereby driving their cognitive engagement with the brand (Cheung et al., 2020); Hollebeek & Macky, 2019).

Through two-way interactions via social media or forum discussions, customers are more likely to develop and share unrestricted brand-related information with friends, peers, and the wider public because they believe it to be reliable and genuine (Gómez et al., 2019). To stay relevant and follow the trends within the business, brands frequently update their social media platforms by disseminating the latest information regarding their products and services. This strategic endeavor is designed to enhance the informational quality of their social media presence, thereby fostering consumer engagement and participation in co-creation processes within brand communities on social media platforms. When consumers are driven to participate in brand-related interactions related to trendy topics, repeated interactions lead to the formation of positive brand perceptions in their minds (Cheung et al., 2021)

2.1.2 Brand Involvement

The term involvement refers to “a person’s perceived relevance of the object based on inherent needs, values, and interests” (Zaichkowsky, 1985). The majority of recent studies that focus on the effects of Brand Involvement on Customer Brand Engagement were derived from France et al. (2016). According to France et al. (2016), Brand involvement is empirically linked to customer-brand engagement for its influential effect on customers to psychologically engage with a brand, conceptualizing Brand Involvement as the antecedent of Customer Brand Engagement. Although the terms "brand involvement" and "customer engagement" are often used interchangeably, they have distinct meanings and implications (Samarah et al., 2022).

The study by Hollebeek et al. (2014) states that customer involvement does not always assume that the consumer product, or service category, is the center of

attention; in contrast, customer engagement does. Additionally, customer involvement more accurately foreshadows the passive allocation of cognitive resources, whereas customer engagement involves customers actively interacting with the product or service and necessitates the satisfaction of experiencing value. Although there are behavioral, emotional, and cognitive components to engagement, involvement is typically restricted to the cognitive dimension.

Involvement with a firm or brand leads to a psychological commitment, where customers develop a strong emotional connection, thoughts, and behaviors that align with the brand (Gligor & Bozkurt, 2020). In low-involvement situations, consumers rely on existing information and mental shortcuts to make decisions. Customers feel content with the information the brand has given on social media as it is. In contrast, high-involvement consumers seek detailed information about a brand, are highly engaged in the decision-making process, are better informed about brand differences, and exhibit stronger brand preferences (Adhikari & Panda, 2019).

2.1.3 Social Media Customer Brand Engagement

Engagement refers to a state of being fully absorbed or engrossed in something, resulting in sustained attention that generates consequences based on the level of attraction or repulsion (Higgins & Scholer, 2009). The more engaged individuals are, the more value is added to or subtracted from the target. In the marketing context, customer engagement is a deliberate and motivated investment of both cognitive and behavioral resources, as well as external resources such as equipment, in brand interactions (Khan et al., 2020). Social media has significantly enhanced the complexity and dynamism of customer engagement by enabling not only direct interactions between customers and brands but also interactions between customers themselves (Lim & Rasul, 2022). The dimensions of customer brand engagement in social media and traditional contexts conceptualized by Hollebeek et al. (2014) include a hierarchy of processes in cognitive, emotional, and behavioral aspects from the customer's standpoint, or known as the Consumer Brand Engagement scale.

The cognitive processing dimension measures a consumer's level of brand-related thought processing and elaboration during a specific consumer-brand interaction. It focuses on the cognitive aspect of engagement, where consumers actively think and reflect on their experiences with a brand. The emotional dimension represents a consumer's degree of positive brand-related affect or emotion during a specific consumer-brand interaction. It emphasizes the emotional connection consumers have with a brand, which can influence their overall engagement and loyalty. Lastly, the behavioral dimension is defined as a consumer's level of energy, effort, and time spent on a brand during a specific consumer-brand interaction. It highlights the behavioral aspect of engagement, where consumers actively participate in brand-related activities and contribute their resources to the brand.

These three dimensions provide a comprehensive understanding of consumer brand engagement, capturing the cognitive, emotional, and behavioral elements that contribute to a consumer's overall interaction with a brand.

2.1.4 Brand Trust

According to Delgado-Ballester & Luis Munuera-Alemán (2005), trust in the brand domain is a sense of security that the customer has that the brand will live up to their consumption expectations. Brand trust consists of two key components: credibility, which refers to the consumer's expectation that a brand's promises can be relied upon, and benevolence, which involves the consumer's confidence in the brand's motives and their belief that the brand acts in their best interest (Hollebeek & Macky, 2019). Another study by Isaeva et al. (2020) explains in the context of service industries that trust and trustworthiness are different concepts. Customers with a high tendency to trust are more likely to initially trust a service firm and its representatives. However, their trustworthiness assessment is based on their own evaluation of the firm's and representatives' characteristics and behaviors, including their ability, benevolence, and integrity or the ABI dimensions. ABI dimensions were first conceptualized by Mayer & Davis (1995) with definitions on each of the dimensions. Ability refers to the skills, competencies, and characteristics that

enable a party to exert influence within a specific domain. This domain-specific competence can lead to trust in the party's ability to perform tasks related to that area. Benevolence, is the extent to which a trustee is perceived to act in the best interests of the trustor, beyond personal gain. It implies a positive attachment and orientation towards the trustor. Lastly, Integrity is the trustor's perception that the trustee adheres to a set of principles that the trustor finds acceptable, thereby fostering trust.

2.1.5 Brand Loyalty

Loyalty refers to a strong desire to return to a favored product or service, even when faced with situational factors or marketing efforts that may lead to switching behavior (Kotler & Keller, 2016). Brand loyalty gives the company demand predictability and security while establishing obstacles to entry that make it harder for rival enterprises to enter the market. Additionally, a customer's willingness to pay a greater price can be correlated with loyalty. Brand Loyalty is indicated to be one of the measures of Brand Equity alongside Brand Awareness, Brand Association, Perceived Quality, and Proprietary Brand Asset such as patents and trademarks.

There are two types of loyalty, namely Behavioral Loyalty and Emotional Loyalty (Chaffey & Ellis-Chadwick, 2022). Emotional Loyalty involves customers showing loyalty by positive perceptions, opinions, and recommendations, including social sharing. This is often driven by a positive customer experience with online services. On the other hand, Behavioral Loyalty refers to repeat sales, repeated site visits, social interactions, and responses to marketing campaigns. To achieve repeated sales, brands focus on implementing loyalty programs to win new consumers, maintain existing customers, and implement relevant marketing communications through various channels, such as email, social media, web-based personalization, and traditional media for brand development and longevity (Li et al., 2020). Social media loyalty is an extension of traditional brand loyalty to the online environment, closely related to e-loyalty (Perez & Zanfardini, 2023).

2.2 Prior Research

Table 2.1. Prior Research

No	Title/Author/ Year	Variable	Research methods	Results
1.	The Role of Brand Interactivity and Involvement in Driving Social Media Consumer Brand Engagement and Brand Loyalty: The Mediating Effect of Brand Trust (Samarah et al., 2022)	<ol style="list-style-type: none"> 1. Brand Interactivity 2. Brand Involvement 3. Social Media Customer Engagement 4. Brand Trust 5. Behavioral Brand Loyalty 	<p>Respondents: 353 respondents by quantitative cross-sectional approach and non-probability convenience sampling</p> <p>Object: People who were already following the Royal Jordanian Facebook page</p> <p>Analysis tool: PLS-SEM</p>	<ol style="list-style-type: none"> 1. Brand interactivity has a positive direct effect on Social Media CBE 2. Brand involvement has a positive direct effect on Social Media CBE 3. Social media CBE has a positive effect to Brand Trust 4. Social Media CBE positively affect Brand Loyalty 5. Brand Trust has a positive effect to Brand Loyalty 6. Brand Trust positively mediate Social Media CBE to Brand Loyalty
2.	Predicting Customer Loyalty to Airbnb using PLS-SEM: The Role of Authenticity, Interactivity,	<ol style="list-style-type: none"> 1. Authenticity 2. Interactivity 3. Involvement 4. Customer Engagement 5. Loyalty 	<p>Respondents: 226 respondents by convenience sampling methods</p>	<ol style="list-style-type: none"> 1. Authenticity positively influences CE and Loyalty 2. Interactivity positively influences CE, Loyalty, and Authenticity 3. Involvement positively influences CE & Loyalty 4. CE positively influences Loyalty

	Involvement and Customer Engagement (Sallaku & Vigolo, 2024)		<p>Object: Italian users who had booked at least once through Airbnb in the previous 12 months</p> <p>Analysis tool: PLS-SEM</p>	<ol style="list-style-type: none"> 5. CE mediates the relationship between Authenticity and Loyalty 6. CE mediates the relationship between Interactivity and Loyalty 7. CE mediates the relationship between Involvement and Loyalty
3.	The Influence of Brand Interactivity, Involvement, Social Media CBE on Loyalty: Trust as A Mediation Variable (Cahyadi & Tunjungsi, 2023)	<ol style="list-style-type: none"> 1. Brand Interactivity 2. Brand Involvement 3. Social Media Customer Brand Engagement 4. Brand Trust 5. Brand Loyalty 	<p>Respondents: 240 respondents by purposive sampling technique</p> <p>Object: Tokopedia users aged 15-55 years who have used the Tokopedia application in the last month.</p> <p>Analysis tool: PLS-SEM</p>	<ol style="list-style-type: none"> 1. Brand Interactivity has a positive and significant effect on Social Media CBE 2. Brand Involvement has a positive and significant effect on Social Media CBE 3. Social Media CBE has a positive significant effect on Brand Trust and Brand Loyalty 4. Brand Trust has a positive and significant effect on Brand Loyalty 5. Brand Trust positively mediate Social Media CBE on Brand Loyalty
4.	The Impact of Perceived Social Media Interactivity on Brand Trust. The Mediating Role	<ol style="list-style-type: none"> 1. Perceived Social Media Interactivity 2. Perceived Social Media Agility 3. Brand Trust 	<p>Respondents: 275 respondents by purposive sampling method</p>	<ol style="list-style-type: none"> 6. Perceived Social Media Interactivity positively impacts Brand Trust and Perceived Social Media Agility

	of Perceived Social Media Agility and The Moderating Role of Brand Value (Bozkurt et al., 2023)	<ul style="list-style-type: none"> 4. Brand Value 5. Gender 	<p>Object: Undergraduate students in Turkey</p> <p>Analysis tool: SPSS</p>	<ul style="list-style-type: none"> 7. Perceived Social Media Agility mediates between Perceived Social Media Interactivity and Brand Trust 8. Perceived Social Media Interactivity on Perceived Social Media Agility is more significant when Brand Value is higher than when it is lower 9. The moderating effect of Brand Value on the positive relationship between Perceived Social Media Interactivity and Perceived Social Media Agility is moderated by customers' gender. Men with high levels of perceived social media interactivity (relative to low levels of brand interactivity) display high levels of perceived social media agility at both low levels of brand value, women with high levels of perceived social media interactivity (relative to low levels of perceived social media interactivity) display high levels of perceived social media agility at both low and high levels of brand value
4.	Antecedents of Customer Brand Engagement Affecting Customer Satisfaction, Trust,	<ul style="list-style-type: none"> 1. Customer Involvement 2. Customer Participation 3. CBE 	<p>Respondents: 213 respondents</p> <p>Object: People who are active on Instagram</p>	<ul style="list-style-type: none"> 1. Customer Involvement positively affect CBE 2. Customer Involvement positively affect Customer Participation

	<p>and Commitments in Forming Loyalty and Word of Mouth in Indonesia (Lestari & Syah, 2022)</p>	<ol style="list-style-type: none"> 4. Customer Flow Experience 5. Customer Interactivity 6. Cumulative Customer Satisfaction 7. Customer Commitment. 8. Customer Trust 9. Brand Loyalty 10. Customer WOM Referrals 	<p>accounts, have an age range between 20 and 60 years, and have an attachment to products from middle to upper-class brands in Indonesia</p> <p>Analysis tool: SEM</p>	<ol style="list-style-type: none"> 3. Customer Involvement positively affect Cumulative Customer Satisfaction 4. Customer Involvement has a negative and insignificant effect on Customer Flow Experience 5. CBE has direct positive effect on Customer Commitment, Customer Trust, and WOM Referrals 6. CBE has a negative insignificant effect on Customer Satisfaction 7. Customer participation has a negative insignificant effect on CBE 8. Customer Participation positively impact Customer Interactivity 9. Customer Interactivity has a negative insignificant effect on CBE 10. Customer Interactivity positively impact Customer Flow Experience 11. Customer Flow experience positively impact CBE and Cumulative Customer Satisfaction 12. Customer Cumulative Satisfaction has a negative insignificant impact on Customer Loyalty 13. Customer Commitment positively impact Customer Loyalty
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5.	The Customer Engagement Effect on Customer Satisfaction and Brand Trust and Its Impact on Brand Loyalty (Tuti & Sulistia, 2022)	<ol style="list-style-type: none"> 1. Customer Engagement 2. Customer Satisfaction 3. Brand Trust 4. Brand Loyalty 	<p>Respondents: 200 respondents by convenience sampling methods</p> <p>Object: Customers who made 2 or more online purchases from December 2019 to February 2020</p> <p>Analysis tool: LISREL 8.8. and SEM</p>	<ol style="list-style-type: none"> 1. Customer Engagement positively influence Customer Satisfaction 2. Customer Engagement positively influence Brand Loyalty 3. Customer Engagement positively influence Brand Trust 4. Customer Engagement has no positive significant effect to Brand Loyalty 5. Customer Satisfaction positively mediate Customer Engagement to Brand Trust 6. Customer Satisfaction has a positive significant effect Brand Trust 7. Brand Trust has a significant positive effect to Brand Loyalty.
6	Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust	<ol style="list-style-type: none"> 1. Customer Engagement 2. Customer Trust 3. Brand Attachment 4. Brand Loyalty 	<p>Respondents: 298 respondents</p> <p>Object: Taiwanese travelers who were familiar with and had visited these tourism social media platforms</p>	<ol style="list-style-type: none"> 1. Customer Engagement has no significant effect on Brand Loyalty 2. Customer Engagement positively affect Brand Attachment 3. Customer Engagement positively affect Customer Trust 4. Brand Attachment has a direct positive effect on Brand Loyalty

	(Li & Chen, 2020)		(e.g. Booking.com and Trivago) in the past one year Analysis tool: AMOS 24.0	<ul style="list-style-type: none"> 5. Customer Trust has a direct positive effect on Brand Loyalty 6. Brand Attachment positively mediate Customer Engagement to Brand Loyalty 7. Customer Trust positively mediate Customer Engagement to Brand Loyalty
7	The Influence of Perceived Social Media Marketing Elements on Consumer–Brand Engagement and Brand Knowledge (Cheung et al., 2020)	<ul style="list-style-type: none"> 1. Entertainment 2. Interaction 3. Trendiness 4. Customization 5. EWOM 6. Customer Brand Engagement 7. Brand Awareness 8. Brand Image 	<p>Respondents: 214 respondents by convenience sampling technique</p> <p>Object: Hong Kong consumers who are familiar with smartphones with a Facebook account in Hong Kong.</p> <p>Analysis tool: PLS-SEM</p>	<ul style="list-style-type: none"> 1. Entertainment has a negative insignificant effect on CBE 2. Customization has a weak nonsignificant effect on CBE 3. Interaction has a positive effect on CBE (strongest) 4. EWOM has a positive effect on CBE 5. Trendiness has a positive effect on CBE 6. CBE has a positive significant effect on Brand Awareness 7. CBE has a positive significant effect on Brand Image 8. CBE positively mediates interaction, EWOM, and trendiness to Brand Awareness and to Brand Image
8	Investigating The Antecedents of Customer Brand Engagement and	<ul style="list-style-type: none"> 1. Customer Involvement 2. Consumer Participation 	<p>Respondents: 199 respondents by convenience sampling methods</p>	<ul style="list-style-type: none"> 1. Customer Involvement positively influence Consumer Participation and Affection, but does not significantly influence Activation

	<p>Consumer-Based Brand Equity in Social Media (Algharabat et al., 2020)</p>	<ol style="list-style-type: none"> 3. Self-expressive Brand 4. Cognitive processing 5. Affection 6. Activation 7. Brand Awareness/association 8. Brand Loyalty 9. Perceived Quality 	<p>Object: Generation Z who are Instagram user</p> <p>Analysis tool: PLS</p>	<ol style="list-style-type: none"> 2. Consumer Participation positively influence Cognitive Processing, Affection, and Activation 3. Self-expressive Brand positively influence Cognitive Processing, Affection, and Activation 4. Cognitive Processing, Awareness/Associations 5. Affection, and Activation does not influence Brand Awareness/Associations 6. Cognitive Processing and Affection does not influence Brand Loyalty, but Activation positively influence Brand Loyalty 7. Cognitive Processing, Affection, and Activation does not influence Perceived Quality 8. Brand Awareness/Association does not influence Brand Loyalty but positively influence Perceived Quality 9. Involvement does not influence Brand Awareness/Association and Perceived Quality but 10. Involvement positively influence Brand Loyalty 11. Consumer Participation does not influence Brand
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				<p>Awareness/Association and Perceived Quality, but positively influence Brand Loyalty</p> <p>12. Self-expressive Brand does not influence Brand awareness and Perceived Quality, but positively influence Brand Loyalty</p>
9	<p>What Makes Followers Loyal? The role of Influencer Interactivity in Building Influencer Brand Equity (Jun & Yi, 2020)</p>	<ol style="list-style-type: none"> 1. Influencer Interactivity 2. Influencer Authenticity 3. Emotional Attachment 4. Brand Trust 5. Loyalty 	<p>Respondents: 233 respondents by purposive sampling methods</p> <p>Object: recruited people from Prolific Academic who have Instagram accounts and are following the Instagram accounts of influencers</p> <p>Analysis tool: Confirmatory factor analysis (CFA) by AMOS 22.0</p>	<ol style="list-style-type: none"> 13. Influencer Interactivity positively influence Influencer Authenticity, Emotional Attachment, and Brand Trust 14. Influencer Authenticity positively influence Emotional Attachment and Brand Trust 15. Emotional Attachment directly and positively influence Loyalty 16. Brand Trust positively influence Loyalty 17. Brand Trust mediate the effect of Emotional Attachment towards Loyalty
10	<p>The Role of Consumer-Brand Engagement Towards Driving Brand Loyalty Mediating Effect of</p>	<ol style="list-style-type: none"> 1. Brand Interactivity 2. Consumer Involvement 3. Self-brand Image Congruity 4. CBE 	<p>Respondents: 417 respondents by snowball and convenience sampling methods</p>	<ol style="list-style-type: none"> 1. Brand Interactivity positively influence CBE 2. Consumer Involvement positively influences CBE 3. Self-brand Image congruency has no significant effect on CBE

	Relationship Quality (Adhikari & Panda, 2019)	<ol style="list-style-type: none"> 5. Relationship Quality 6. Brand Loyalty 	<p>Object: Indian car owners who had purchased a car in the past year</p> <p>Analysis tool: PLS-SEM</p>	<ol style="list-style-type: none"> 4. CBE has a positive direct effect on Brand Loyalty 5. Relationship Quality has a positive direct effect on Brand Loyalty 6. Relationship Quality partially mediates between CBE and Brand Loyalty
11	An Integrated Model of Social Media Brand Engagement (Gómez et al., 2019)	<ol style="list-style-type: none"> 1. Social Media Brand Involvement 2. Social Media Brand Engagement 3. Social Media Brand Communication 4. Brand Relationship Quality 	<p>Respondents: 410 respondents by systematic random sampling methods</p> <p>Object: consumers who follow Iberia on Facebook.</p> <p>Analysis tool: SmartPLS 3.2.9</p>	<ol style="list-style-type: none"> 1. Social Media Brand Involvement positively influence Social Media Brand Engagement 2. Social Media Brand Communication positively influences Social Media Brand Engagement 3. Social Media Brand Engagement positively influences Brand Relationship Quality

2.3 Hypotheses Development

2.3.1 Brand Interactivity Influence Social Media Customer Brand Engagement

Brand interactivity involves both the technical aspects (e.g., social media presence) and the emotional aspects (e.g., genuine interactions with customers) of the brand's engagement. Brands with more than one social media page or having social media that are frequently used by their target customers will give the notion that these brands are easily accessed by customers beyond e-commerce and physical stores, giving the notion that brands are willing to build an interpersonal relationship with their customers (Sallaku & Vigolo, 2024). Consumers are eager to engage in two-way conversations when they perceive a brand as interactive, they feel a sense of belonging and are motivated to engage more deeply with the brand (Adhikari & Panda, 2019).

Brands can improve the already-built relationship between customers and their brands by interacting more with customers on social media, which will encourage customers to take part in brand-related activities, such as sharing their usage experiences and coming up with new ideas for goods and services (Gomez et al., 2019). Entertaining social media content such as games, question and answer sections, and educational videos about their products will lead customers to be more engaged with the brand in the form of asking questions and expressing their satisfaction through comments or direct messages (Hollebeek & Macky, 2019).

Brands who frequently answer and respond back to customers' opinions and aspirations will have high-level interactivity from online customers' perspective, consequently leading to a higher level of customer engagement. The advent of social media has significantly enhanced customers' ability to access product-related information through various platforms, including forums and brand-provided resources. Notably, customers tend to perceive brands that respond promptly and provide useful information as more favorable compared to those that delay or fail to respond altogether, because the customers can benefit economically by saving time and resources (Gligor & Bozkurt, 2022).

H1: Brand Interactivity positively influences Social Media Customer Brand Engagement

2.3.2 Brand Interactivity Influence Brand Trust

Brands that have active communication with customers when it comes to questions and feedback will not only gain customer desirability to interact more, but also a sense of trust. When brands can disambiguate information in the internet about their products or services, they provide the necessary information the customer demand to understand more clearly, consequently increase brand trust (Bozkurt et al., 2023). Continuous two-way online interaction perceived brands to be safe and accommodate positive needs, creating stable brand-to-customer relationships. In addition, consumers develop brand trust by including attitudes about honesty, safety, and trustworthiness towards the brand's intention (Jun & Yi, 2020).

H2: Brand Interactivity positively influences Brand Trust

2.3.3 Brand Involvement Influence Social Media Customer Brand Engagement

According to Hollebeek et al. (2014) conceptual model, Brand Involvement is positively correlated with cognitive processing, affection, and activation—the three aspects of CBE. In order for customers to be involved with the brand's activity, there must be something the brand must present that is worth the customers' time and effort. Customer involvement is more likely to occur if brands successfully encourage active consumers to participate on social media platforms (Lestari & Syah, 2022). Instagram features more ways for followers to interact with the brand. Brands can post contents outside of the service and products that are interesting and inviting. For example, in the Somethinc context, educational content about the product's details may attract people's curiosity and will spend time and effort within the brand. Brands also can put links that lead them to the Somethinc's other social media accounts or survey questionnaires about upcoming product launches without

complex ways of moving from one application to the other (Cheung et al., 2020). Customers are then able to be involved in various contents of the brand.

The more interest or arousal consumers show for a brand in the form of time and effort they spend to learn more about a brand, the more involved with the brand they are (Gligor & Bozkurt, 2020). Furthermore, social media has significantly enhanced the complexity and dynamism of customer brand engagement by enabling not only direct interactions between customers and brands but also interactions between customers themselves (Lim & Rasul, 2022). Something customers can ask or give opinions about a product within Something's Instagram comments and other customers might see and interact with each other in the form of suggestions, discussions, and even share previous experiences they have with the product.

H3: Brand Involvement positively influences Social Media Customer Brand Engagement

2.3.4 Social Media Customer Brand Engagement Influence Brand Trust

Brand Trust is a crucial factor in facilitating the transition from a transactional relationship to a deeper, more meaningful brand-to-brand engagement because engagement is critical for businesses to overcome increased consumer resistance and mistrust of traditional commercial media (Samarah et al., 2022). Customers can develop trust towards a brand when highly engaged consumers receive expert recommendations and shared knowledge from a brand (Lestari & Syah, 2022). In this study context, online customers engage with Something by asking for product recommendations, give reviews, and critics through Something's story, comments, and direct messages. Often, Something responded with answers customized to the customer's needs and expectations. Customers with high trust towards a brand are more likely to form strong bonds with the brand and proceed to engage through various interactions (Li et al., 2020). For this reason, brands that have established engagement activities with customers will likely increase the sense of cognitive, affection, and activation of Something in customers (Hollebeek et al., 2014).

H4: Social Media Customer Brand Engagement positively influences Brand Trust

2.3.5 Social Media Customer Brand Engagement Influence Brand Loyalty

Customer Brand Engagement is a key component of a nomological network that governs relationships, which network includes emotional attachments to focal brands by consumers, commitment, trust, self-brand connections, and loyalty, all of which are antecedents and/or consequences of interactive Customer Brand Engagement processes (Brodie et al., 2011). Social media campaigns and public engagements allow brands to connect with customers daily, and with the help of social media with its fast-paced nature, the campaigns and engagement tactics could reach customers greatly and possibly attract engagement to soon-to-be customers. The provided conceptual comparison to the interactively produced nature will increase customer loyalty and profitability (Hollebeek & Chen, 2014).

This study focuses on measuring the level of perceived loyalty towards the Something brand, including the willingness to share positive experiences and recommend the brand to others. Something content on Instagram can reach to people who are not their followers or soon-to-be customers depending on the Instagram algorithm. The algorithm itself is dependent on how Something uses its Instagram platform. Instagram dropped its newest feature which is the Instagram Reels feature, video content under 15-90 seconds, and positioned first as the user opens Instagram. Reels are considered the high priority of Instagram, therefore most content in the form of Reels from one account could reach public users regardless of whether the users are following the account or not (Sumrak, 2024).

The appearance of Reels and the uncertain high traffic activity of Instagram can be beneficial for brands, satisfy a consumer just on their initial or even subsequent visit in order to foster long-term affective engagement and loyalty, so relationship management strategies like personalized service, building a connection with service personnel, and providing recognition are more effective in retaining the loyalty of repeat consumers (Bowden, 2009). In addition, in order to foster a long-lasting and mutually beneficial relationship with customers, it is essential for a brand to ensure that both inexperienced and long-term customers can achieve their buying goals without feeling exposed to undue risk, which includes financial risk, social risk, and

personal risk. By creating a well-established customer-brand engagement, the brand can build trust with its customers, which is critical for long-term success.

H5: Social Media Customer Brand Engagement positively influences Behavioral Brand Loyalty.

2.3.6 Brand Trust Influence Brand Loyalty and Mediate Towards Social Media Customer Brand Engagement

Within a virtual brand community scope, customer loyalty and trust are the results of the consumer engagement process (Brodie et al., 2013). The higher the level of trust, the higher the likelihood of customer loyalty, as consumers are more likely to remain committed to a brand that has successfully established a positive emotional bond with them (Lestari & Syah, 2022). Somethinc has produced various lines of makeup, skincare, hair care, makeup tools, and accessories since 2019 and keeps evolving with trends within the beauty community. Despite the competitive environment of the beauty industry in Indonesia and the emergence of new entrants, Somethinc managed to stay relevant and known for its inclusivity towards Indonesian skin while considering price affordability for its customers. In addition, Somethinc frequently share positive reviews and customer stories about their products from customers who have engaged with. Since the opinions from other customers, those reviews feel genuine and might ignite Brand Trust to those who haven't decided to buy the products, or still in the attitudinal loyalty phase (Gómez et al., 2019).

Consumers who develop a strong emotional connection with a brand are more likely to exhibit brand loyalty and engage in discretionary behaviors, such as actively promoting the brand or assisting others with brand-related inquiries (Wilk et al., 2021). When customers have been long users of Somethinc, they voluntarily share their opinions and positive experiences using the products. These customers are confident in sharing their experiences with Somethinc because their expectations have been fulfilled, and they trust the brand (Delgado-Ballester & Luis Munuera-Alemán, 2005).

The effect of Customer Brand Engagement on Brand Loyalty mediated by Brand Trust was also studied by Li et al. (2020). From a conceptual perspective, consumers who already have a sense of trust in a brand may decide to buy it in the future or show behavioral loyalty by purchase intention, thus, consumers' emotional attachment to a brand should grow with time as their confidence in it grows (Samarah et al., 2022). Customers who have faith in a brand are more likely to stick with the brand, purchase new products marketed under it, pay a premium for it, and spread word of mouth (Li et al., 2020).

H6: Brand Trust Influence Brand Loyalty

H7: Brand Trust Positively Mediate Social Media Customer Brand Engagement towards Brand Loyalty

2.4 Framework

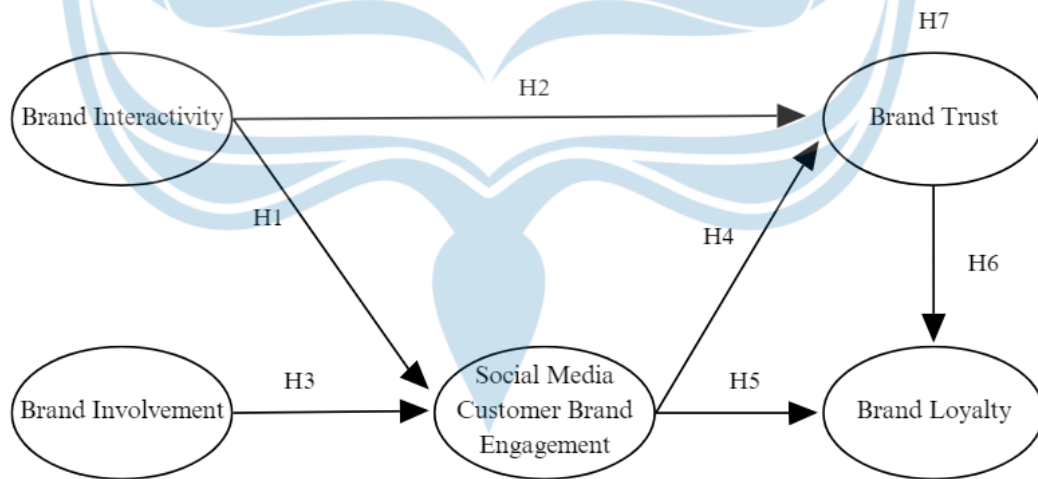


Figure 2.1. Research Concept Framework

Source: Adapted from Samarah et al. (2022)