

An Analysis Of Social Media Marketing In Developing Customer Engagement And Customer Loyalty: The Moderating Role Of Brand Trust

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Abstract

The primary objective of this paper is to analyze the influence of social media marketing activities (SMMAs) on customer loyalty. Specifically, we aim to examine the mediating role of customer engagement in this connection while inspecting the moderating role of brand trust. We also seek to categorize the key social media marketing activities that are most effective in fostering customer engagement and loyalty. A quantitative research technique will be used for this investigation. A survey questionnaire will be distributed to 450 customers interacting with a business's social media accounts. The questionnaire will measure customers' perceptions of the company's social media marketing activities, their level of engagement with the company, and their loyalty towards the company. Four hundred respondents then returned them, giving a reasonable response rate of 88%. However, 30 questionnaires were incomplete or had unreliable answers and therefore excluded from

the analysis. After removing these 40 questionnaires, data inquiry was performed on the remaining 370 valid questionnaires. The subsequent answer rate was calculated to be 92.5%, which is considered to be an acceptable response rate. The sample comprised of random sampling techniques. Data will be evaluated by structural equation modeling (SEM) techniques to assess the link between SMMA's, customer engagement, and customer loyalty. We find a positive connection between social media marketing activities and customer loyalty, mediated by customer engagement. Brand trust positively moderates the influence of SMMA's on customer engagement. This investigation sheds light on the impression of SMMA's on customer engagement and loyalty while highlighting the moderating role of brand trust. By evolving effective social media marketing strategies and building brand trust, businesses can engage with customers and foster long-term loyalty. Our investigation improves the increasing body of examination on social media marketing and its effects on customer loyalty and engagement.

Keywords: Customer Involvement, Customer Participation, Customer Commitment, Brand Trust Customer Engagement and Customer Loyalty.

1. Introduction

Given its growing importance in individuals' activities, social media is a powerful marketing method for structure appreciated consumer interactions in e-commerce contexts. According to a Global Web Index survey (2019), Electronic users spend about two hours and twenty-four minutes daily on social networking sites and electronic communications. As a consequence, marketing professionals are focusing more time and money on communicating with clients in both online and offline commerce scenarios. Experts are looking at the possibility of social media as a publicizing technique to increase consumer engagement Calderón-Monge and Ramírez-Hurtado (2021), Specifically, in the realm of

internet platforms retail contexts. Customer engagement, the topic of this research, is a significant component that generates relationships in social networks.

SMMAs has become an essential component of our life as a "medium of commitment between clients and businesses" (Egaña, Pezoa-Fuentes, & Roco, 2021), with several options for buyers and sellers. Understanding how business websites on social media may contribute to brand loyalty (Palazon, Delgado-Ballester, & Sicilia, 2018), assessing shoppers' feelings depending on messaging and user-generated material (Saura, Reyes-Menéndez, Dematos, & Correia, 2021), and encouraging citizen engagement are all examples of topics covered by these research (Lin & Kant, 2021; Oncioiu et al., 2021). Businesses may use social media to discover new clients, shape connections with existing ones, and hold on to the ones they already have. The impression of SMM on purchaser relationships has been well investigated (Brodie, 2017; Fernandes & Moreira, 2019; Palazon et al., 2018). Social media marketing, as a result, facilitates the creation and distribution of material (produced by businesses or customers) in an engaging platform that encourages involvement and 'absorption' Bowden (2009).

There are social networks for various advertising goals, like Twitter for short video clips, Instagram for multimedia messaging, and Tweet for tweeting, Apps for purchases, blogging, voice calls, Research gate for career advancement, and many others. Facebook has more users than any other social media site (Global Web Index, 2019). Facebook has 2.8 billion users every month and 1.84 billion each day throughout the world in 2020 (Facebook, 2021). There is a total of 3.3 billion people active monthly across Facebook, Instagram (picture and film distribution), Snapchat (instant messaging and video calling), and Messenger (Facebook, 2021).

Customer engagement (CE) has been offered as an approach that may assist in building mutually beneficial connections among customers and companies in this setting of increased utilization of social media. Many

academic investigations have focused on theoretical frameworks (Bowden, 2009; Brodie, 2017; Calderón-Monge & Ramírez-Hurtado, 2021; Fernandes & Moreira, 2019), and practical learning's. For instance, some studies have concentrated on discovering social media engagement metrics in the Chilean food and drink industry (Egaña et al., 2021), while others have focused on creating implementable measures based on variables that impact CE (Aydin, Uray, & Silaharoglu, 2021).

The most significant number of theoretical works demonstrates this idea as a complex one with three elements (cognitive, emotional, and behavioral) (Hollebeek et al., 2019; Liu, Liu, Lee, & Chen, 2019; Rather, 2019). This has led to conceptual investigations (Behnam, Hollebeek, Clark, & Farabi, 2021; Dwivedi, 2015; Harrigan, Evers, Miles, & Daly, 2018; Islam, Rahman, & Hollebeek, 2018). Because of the intricate nature of the structure, several authors (Dwivedi, 2015; Fernandes & Moreira, 2019; Harrigan et al., 2018; Liu et al., 2019) propose testing higher-order constructs while considering all three dimensions at once. Customer engagement is a first-order term, according to the work of many scholars (M. B. Hollebeek, Roderick, 2014; Moliner, Monferrer-Tirado, & Estrada-Guillén, 2018; Rather, 2019).

Regardless of the measuring possibilities, CE is seen as a critical marketing approach for attracting and keeping consumers and building and keeping an edge over the competition (Brodie et al., 2013; M. B. Hollebeek, Roderick, 2014). The cornerstone of this notion in this train of thought is anchored in the wider area of promotion strategy and service-dominant reasoning. Considering this, engaged consumers may help the "enterprise design process, establish brand connections, and co-create adventures" (Rather, 2019). Many writers (Brodie, 2011; Hollebeek, 2011; Vivek, Beatty, & Morgan, 2012) supported scientific investigation that would examine multiple models that examine the nexus among CE and other variables as a consequence of its strategic usefulness. There has been considerable research on this subject; however, the majorities have examined

conceptual viewpoints, and academics have differing opinions on the causes and impacts of consumer involvement (Islam et al., 2018).

A new model will be proposed in this investigation to quantify customer engagement in a versatile way, considering its different aspects (behavioral, cognitive, and emotional components) and using specific factors that influence it (like involvement, commitment, and customer participation). The study will also consider how brand trust can moderate the effects of these factors and how the overall engagement level influences loyalty. Despite the many studies on this topic, we have not found any research testing this model.

This investigation adds to the current literature in four ways. Initially, this study looks into CE in SMMAAs, with Facebook serving as the primary stage for establishing CE for long-term customer-brand connections. In this paper, we measure customer engagement using a quantitative approach, considering it a multifaceted concept with three different aspects working together. Finally, this study intends to fill a vacuum in scientific investigations on customer involvement by providing adequate proof of its function as a result and influence on other concepts (Brodie, 2011; Hollebeek, 2011). Fourth, the research advances the field of study on customer loyalty by experimentally establishing the influence of CE on loyalty. This document has five different portions. The next part develops hypotheses and conducts a literature review on the issues discussed in this article. Following that, we discuss the research methodology as well as the investigation model's validity and model evaluation results. Furthermore, we talk about the results, their practical applications and academic consequences, the limits of the investigation, and their future potential.

2. Theoretical Foundation and Conceptualization of Customer Engagement

According to scientific evaluations, the concepts of promotion policy (Vivek et al., 2012) and service-dominant (SD) reasoning can describe the source of customer engagement (CE) (Brodie, 2017; Brodie et al., 2013; Dwivedi,

2015; Hollebeek, 2011). Both concepts regard customers as "willing participants to brand interactions" (Islam et al., 2018) and emphasize the significance of long-term relationships, thus the link across both concepts and the CE paradigm.

Customer involvement influences clients' brand experiences and helps draw in and keep clients, which is essential for marketing strategy (Verhoef, Reinartz, & Krafft, 2010). Regarding service-dominant logic, customer engagement (CE) reflects the complex interactions between stakeholders (such as businesses, consumers, and partners) who share information within a particular network, resulting in a mutually beneficial and collaborative outcome. This is often referred to as "value configurations." According to Brodie (2011), the "interactive experience" is a fundamental foundation for customer engagement.

The essential principles in business literature that explain the SD logic and interaction branding as underlying scientific ideas for customer engagement are customer's involvement and engagement in co-creating the benefit they obtain as a consequence of a brand interaction (Hollebeek et al., 2019; Islam et al., 2018). According to SD logic, the idea of "attractive value co-creation" transforms the widely believed concept of "offering" to customers" as the foundation of every company's goals focused on improving its competitiveness (Vivek et al., 2012). Therefore, the theoretical underpinnings of CE may be summed up by the idea of participatory experiences, especially in relation to the concepts of SD reasoning and marketing.

Customer engagement research indicates the creation of several variants of this idea, such as "customer interaction" (Brodie, 2017; Itani, El Haddad, & Kalra, 2020; Moliner et al., 2018), "consumer commitment" (Brodie, 2017; Itani et al., 2020; Moliner et al., 2018). "customer engagement activity" (Islam et al., 2018; Van Doorn et al., 2010), consumer-brand interaction " (Dwivedi, 2015; Hollebeek, 2011; Hollebeek et al., 2019; M. B. Hollebeek, Roderick, 2014; Vivek et al., 2012), "participation" (Wu, Fan, & Zhao, 2018), "continued engagement purpose" (J.-S. Chen, Tsou, Chou, Ciou, & Logistics, 2020; Palazon et al., 2018). This article will look at customer engagement (CE) and how it relates to loyalty, which necessitates the "customer" status.

Islam et al. (2018) highlight that customer engagement is when a buyer is willing to connect with and involve themselves with different aspects of a brand, organization, public, website, or someone else. The level of engagement can vary on the consumer's interaction, such as physical or virtual, and the nature of the connection with the business or corporation. Customer engagement refers to how much a consumer cares about and is connected to a particular brand or organization. (M. B. Hollebeek, Roderick, 2014) concentrate on the broadness of "consumer brand engagement," characterizing it as "a purchaser's favorably adjusted brand-associated cognitive, emotional, and behavioral activities when or in connection with focused consumer interactions".

Moliner et al. (2018) stress the immediate connection between the consumer and a business in their CE concept, which is a direct outcome of engagement that "supposes a responsive and beneficial emotional condition" for the customer. Furthermore, Brodie (2011) define CE as "a mental state that results from interesting, collaborative interactions between customers and a focusing advisor in focal service interactions". Due to this mental condition, involvement can describe actions beyond the purchase process. It can take several aspects, such as publishing online product evaluations (Wu et al., 2018) and "consumer behavioral control" and "consumer information exchange" (Itani et al., 2020) WOM or recommendation, collaboration with customers, as well as criticizing actions are the three forms of CE specified by Bijmolt et al. (2010), who focus just on the behavioral dimension. All three can significantly influence a company or brand besides producing income.

There have been several studies conducted on customer involvement. Authors, for instance, have looked at this idea in multichannel settings (J.-S. Chen et al., 2020), while other researchers have focused on detailing how customer interaction impacts business outcomes, quality improvement, and sales agents' efficiency (J.-S. Chen et al., 2020; Saura et al., 2021; Shafiq, Arshad, Mehmood, & Hayyat, 2022; Shafiq, Khan, e Ali, & Asim, 2023). Furthermore, other articles have examined the significance of involvement in a virtual reality encounter in the hotel industry (Flavián, Ibáñez-Sánchez, & Orús, 2021). Yet, this

study's topic is consumer engagement in social media marketing.

Customers have grown increasingly connected with the companies they purchase or want to purchase from on media platforms, frequently behaving as advocates for those kinds of brands (Calderón-Monge & Ramírez-Hurtado, 2021). Furthermore, digital platform customers have greater confidence, engagement, contentment, loyalty, and emotional connection (Brodie et al., 2013; Harrigan et al., 2018). So, in essence, it is critical to investigate this notion. "Trust" has been noticed by researchers in various fields, such as philosophy, social science, economy, business, and communications (Bennur & Jin, 2017).

As a result, Xingyuan, Li, and Wei (2010) define brand trust as a helpful anticipation and desire to depend on the brand. However, Matzler, Grabner-Kräuter, and Bidmon (2008) contended that BT is a psychological process by which a client minimizes the unknown factor associated with item selection. Hamid Hawass (2013) also described brand trust as the emotional and cognitive among a purchaser and a particular manufacturer name. As an outcome, trust is a safety emotion in which consumer buying behavior is led and motivated by good motives toward the company.

Involvement

According to Zaichkowsky (1985) "consumer involvement" is the "intensity, direction, and persistence" of an individual's "internal state" toward an item based on that individual's "intrinsic" wants, values, and interests. as defined by Bowden (2009), involvement relates to the level of a consumer considers the brand while making a purchase and using the product. According to research by Harrigan et al. (2018), highly invested customers devote significant mental, emotional, and behavioral resources to their favorite companies. In comparison, J.-S. Chen et al. (2020) and Harrigan et al. (2018) stress that participation is a psychological construct that does not always represent behavior. According to Mollen and Wilson (2010), customer engagement differs from participation since it includes both exploratory and operational value. Nonetheless, previous finding have discovered a relation between involvement and CE, demonstrating that involvement can be a necessity for

CE, as Harrigan et al. (2018) suggested. This study incorporates an investigation of Vivek et al. (2012), Kevin Kam Fung So, Ceridwyn King, Beverley Ann Sparks, and Ying Wang (2016a), Moliner et al. (2018), Harrigan et al. (2018), and Obilo, Chefor, and Saleh (2021).

H1: Involvement favorably affects customer engagement

Customer Participation

Prahalad and Ramaswamy (2004) argue that client engagement in co-producing bought services is crucial to relationship marketing. Co-creation and co-production, in which consumers fully participate in the development of goods by exchanging concepts, co-designing, or making particular things together, are connected to the notion of consumer involvement (Kamboj, Sarmah, Gupta, & Dwivedi, 2018). The intensity of involvement, joint activities, co-creation, complaint behavior, and co-creative experiences are all aspects that may be used to define customer engagement (Bijmolt et al., 2010; Brodie, 2011; Casaló, Flavian, & Guinalíu, 2007; Wirtz et al., 2013). all of which are interconnected. Because it creates the groundwork for value-added activities and cooperation among consumers and businesses, consumer involvement is essential to relationship marketing and CE (Brodie, 2011; Vivek et al., 2012).

H2: There is a constructive correlation between CP and CE.

Customer Commitment

Strong relationships with clients depend heavily on the quality of the parties' commitment to one another. Several researches have investigated this hypothesis, including those by J.-S. Chen et al. (2020) and Keiningham et al. (2017). According to investigations, consumer commitment might alter how they feel about and interact with a business in the future (Vivek et al., 2012; Wirtz et al., 2013). In a functional connection, where the brand is seen as an individual, Mollen and Wilson (2010) stressed the need for commitment. Two kinds of commitment are crucial to comprehending client engagement: monetary and functional (Bowden, 2009). Despite the fact that numerous research have discovered a favorable correlation between commitment and CE

(Bowden, 2009; Brodie et al., 2013; Hollebeek, 2011; Rather, 2019; Van Doorn et al., 2010; Vivek et al., 2012; Wirtz et al., 2013; Wu et al., 2018), it is still essential to recognize the significance of commitment when creating a thorough model for studying customer engagement.

H3: There is a helpful correlation between CC and CE.

Moderating affiliation of Brand Trust on Customer Engagement

Trust has been the subject of indirect rather than direct research for quite some time (See-To & Ho, 2014). According to Hawass (2013), how many customers trust the company that makes or sells the product or service affects their commitment to that brand over time. To trust someone is to entrust them with something of great value. Elliott and Yannopoulou (2007) adding that when the consequences are great, trust is even more crucial, and the apparent hazard of a transaction is high. Trust is the assurance that an individual or institution will deliver as promised. Word-of-mouth marketing (Eggers, O'Dwyer, Kraus, Vallaster, & Guldenberg, 2013), and product usage (Eggers et al., 2013), are all possible outcomes of a customer's trust in a business's products. As a result, customers who lack confidence in a brand are less inclined to advocate for it or take it into account when making a purchase (Eggers et al., 2013).

Sánchez-Franco, Buitrago-Esquinas, and Yñiguez-Ovando (2015) found that customers are more likely to feel attached to and brand loyal when they have favorable reviews of the business's dependability. As a result, reliability is an important component in customer commitment to a brand (He, Li, & Harris, 2012). Customer brand engagement influences customers' intentions to "like" a fan page on Facebook for information or to spread positive word of mouth, according to research by Halaszovich and Nel (2017). Customer engagement promotes relationship trust, which in turn increases customer loyalty (R. J. Brodie, Ilic, Juric, & Hollebeek, 2013; Kevin Kam Fung So, Ceridwyn King, Beverley Ann Sparks, & Ying Wang, 2016b). Customers that have faith in a company are more inclined to buy its wares and advocate for it to others, as documented by (Eggers et al., 2013). Kosiba, Boateng, Okoe, and Hinson (2020)

discovered that consumers' involvement with a brand is inclined by its credibility. Likewise, Kosiba et al. (2020) found that supplier and economic trust affect consumer participation in the banking industry.

H4: Brand trust completely moderates the connection of involvement on CBE.

H5: Brand trust positively moderates the relationship of CP on CBE.

H6: Brand Trust helpfully moderates the affiliation of commitment on customer brand engagement.

Customer Engagement and Customer Loyalty

The main purpose of this research was to inspect the relationship between CE and loyalty. Relationship marketing's foundational notion of consumer engagement (CE) is the enduring bond between consumers and their favorite brands, which leads to more interactions with those brands and subsequent purchases. Loyalty on the part of consumers is a term that demonstrates non-random behavior and implies a firm commitment to buying again or utilizing certain items or services frequently in the future. There are both mental and physical factors involved that contribute to loyal customer behavior. In CE, there are many opportunities for consumers and brands to engage, each strengthening the emotional ties between them.

Conferring to Kumar et al. (2010), CE is a tactic used to increase client retention via upselling and cross-selling as well as repeat purchases. Bowden (2009) looks at how brand relationships are formed and maintained. Online customer involvement may result in brand loyalty, as shown by the research of Brodie (2011); (Brodie et al., 2013). Meanwhile, Harrigan et al. (2018) investigate BL in the tourist industry through consumer engagement (CE) and social media. Several researchers have undertaken qualitative and quantitative studies on CE's impact on customer loyalty (Dwivedi, 2015; Hollebeek, 2011; M. B. Hollebeek, Roderick, 2014; So et al., 2016a; Vivek et al., 2012). Our investigation leads us to believe that CE has a favorable assessment on customer loyalty.

H7: Customer Engagement positively influence on

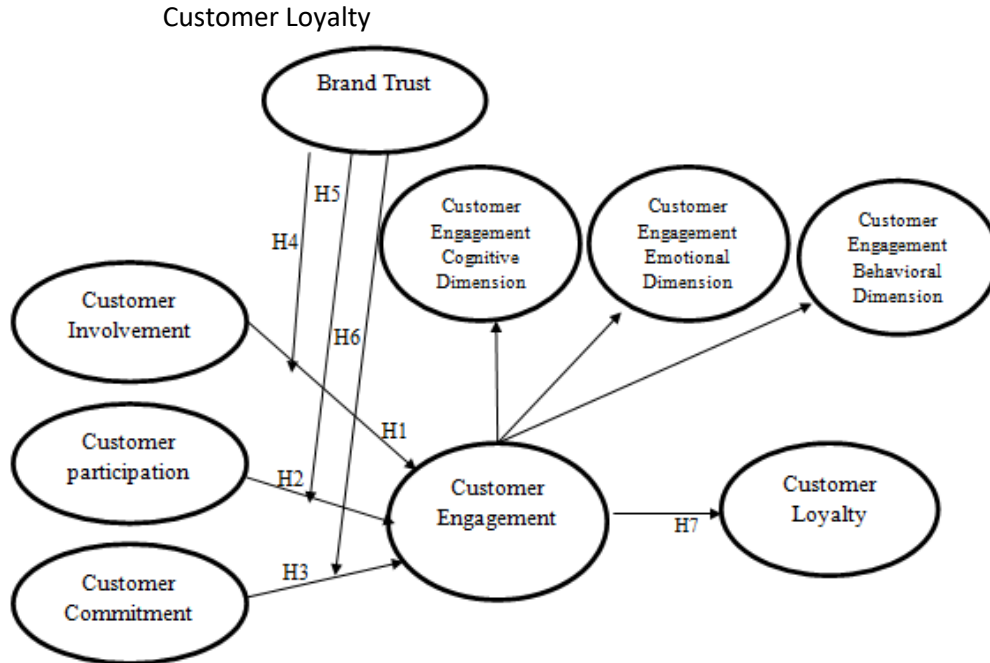


Fig. 1 Theoretical Framework

3. Research Method

The primary objective of this quantitative investigation focuses on SMMAs and how is is connected to CE, with the examination of three antecedents (involvement, customer participation, and commitment) and the moderating influence of brand trust. The main outcome of interest is loyalty. The study utilizes an online questionnaire with a random sampling approach and includes respondents from different districts of Pakistan.

Data Collection

Data were gathered from users of social media networks e.g. Instagram, YouTube, WhatsApp, Twitter and Snapchat randomly and a sample of 400 was chosen and self-administrate digital questionnaire via Google forms was utilized to gather info from respondents randomly. Out of 400 respondents, the valid questionnaires are about 370 that represents 92.5% response rate.

Measurement Scale

We drew research items from previous investigations to verify the quality and validity of the investigation tool used in this research. The participant was asked to rate how much they like or disliked with a number of items employing a

rating system which fell between 1 (deeply disapprove) and 7 (completely agreed) on the Likert scale. The questionnaire contained items that operationalized 'brand trust' developed by Ebrahim (2020). Items that measured 'customer loyalty' based on the measure items suggested by Chen (2012) and Too, Souchon, and Thirkell (2001) and eleven items that evaluated the three aspects of 'customer engagement' depending on OPREANA and VINEREAN (2015) investigation. All of these items were incorporated into the measurement of the constructs that were being evaluated. According to Chen (2012) research, three factors were used to determine "involvement." three measures were utilized to measure 'commitment,' based on items that had been utilized in the past by Chen (2012), as well as three elements that operationalized the term "customer participation," which were drawn from research directed by Kamboj et al. (2018) and Casaló et al. (2007). The dependability of this investigation is improved by using scale items from previously conducted research. In addition, there were questions on demographics included in the questionnaire.

Analyses

The researcher used two independent methodologies, namely exploratory factor analysis (EFA) and structural equation modelling (SEM), in order to provide a precise evaluation of the planned framework. The information was subjected to exploratory factor analysis (EFA) in direction to identify any underlying patterns that may have been present. Finally, structural equation modelling (SEM) was used to evaluate the consumer interaction model proposed for implementation in digital contexts. A structural equation model (SEM) differs from regression analysis and other dependency studies that focus on understanding relationships within a single equation, since it investigates a set of interactions that reflect many equations. Regression and dependency analyses are statistical techniques that aim to describe the relationships between variables using a single equation. (Hair, Black, Babin, Anderson, & Tatham, 2009). The examinations in the subsequent sections were conducted using SPSS (version 26) and SmartPLS (version 4).

4. Empirical Results

Exploratory Factor Analysis, Reliability and Descriptive Analysis

In order to get a head, start on the investigation, an EFA was carried out first to look into how the ideas are put together. Following the suggestions made by Harrigan et al. (2018) for information that would later be evaluated with CFA and SEM, the EFA was carried out by the most excellent possibility for extract and Promax for rotation. This was done by following the instructions. The EFA uncovered eight aspects contributing to clarify the basic assumptions of the model variables. The findings of the EFA suggested that the data is sufficient, with a Kaiser-Meyer-Olkin measure of selection that was 0.940 and a significant Bartlett's test ($2(300) = 5731.972, p 0.001$). These findings suggest that the information may be relied upon. In addition, each of the eight contributing variables has an Eigenvalue more significant than 1, and the sum of the variance described is 71.502%, higher than the standard limit (Hair et al., 2009). The pattern matrix of the EFA's resultant factors may be found shown in Table 2. In addition, the reliability of the measures was shown by the fact that every item on the scale had a value that was more than the 0.7 cutoffs for Cronbach's alpha coefficient (Cronbach, 1970).

Involvement, customer participation, commitment, brand trust, CE and CL were the six factors that the present study examined. It was interesting to learn that involvement has 03 components and a Cronbach's Alpha value of 0.879 in this study. With 03 items, customer participation has a Cronbach's Alpha value of 0.833. Cronbach Alpha values for three commitment items were 0.845, the Cronbach's Alpha for 04 items of customer engagement cognitive dimension were 0.865, customer engagement emotional dimension 04 items has a Cronbach's Alpha of 0.881, customer engagement behavioral dimension has 03 items and Cronbach's Alpha is 0.825, brand trust has 04 items and Cronbach's Alpha value were 0.841, customer loyalty has 055 items and Cronbach's Alpha value has 0.822 All of the Alpha (a) values were higher than 0.60. It was acceptable to conclude that all measurement tools were extremely dependable as an outcome, and that additional trials might be carried out. . The mean of involvement was (Mean= 3.64,

SD = 1.21), customer participation (Mean= 3.41, SD = 1.17), commitment (Mean= 3.44, SD = 1.23), customer engagement cognitive dimension (Mean= 3.77, Standard Deviation = 1.30), customer engagement emotional dimension (Mean= 3.56, SD= 1.20), customer engagement behavioral dimension (Mean= 3.27, Standard Deviation = 1.26), brand trust (Mean= 3.33, SD = 1.34) and customer loyalty (Mean=3.10, SD = 1.12).

Table 1 Factor Loading, Reliability and Descriptive

Variables	No. of Item	Factor Loading	Cronbach 's Alpha	Mean s	SD
Involvement	INV1	.768	.879	3.64	1.21
	INV2	.856			
	INV3	.861			
Customer Participation	CP1	.742	.833	3.41	1.17
	CP2	.863			
	CP3	.792			
Commitment	COM1	.701	.845	3.44	1.23
	COM2	.877			
	COM3	.843			
Customer Engagement Cognitive Dimension	CECD1	.752	.865	3.77	1.30
	CECD2	.749			
	CECD3	.755			
	CECD4	.731			
Customer Engagement Emotional Dimension	CEED1	.791	.881	3.56	1.20
	CEED2	.767			
	CEED3	.762			
	CEED4	.763			
Customer Engagement Behavioral Dimension	CEBD1	.687	.825	3.27	1.26
	CEBD2	.696			
	CEBD3	.739			
Brand Trust	BT1	.782	.841	3.33	1.34
	BT2	.780			
	BT3	.750			

	BT4	.807			
Customer Loyalty	CL1	.844	.822	3.10	1.12
	CL2	.762			
	CL3	.695			
	CL4	.781			
	CL5	.848			

Structural Model Results

In the following part, we will review how a SEM was employed to evaluate and validate the assumptions on the more complex structure known as consumer engagement. Figure 2 provides a good illustration of this phenomenon. The SEM employed in SmartPLS 4 utilized the maximum likelihood estimation as its estimate method. The model has a perfect correlation with the observed values (Hu et al. 1999), the following parameter estimates show good data fit: SRMR = 0.0758 while an NFI value of 0.903 suggest a moderately good fit on the customer involvement construct, a second-order construct assessment was carried out. It was found that all of the links included in the structural model that specifies the causes and important effects (loyalty) of consumer contact were relevant to the topic at hand.

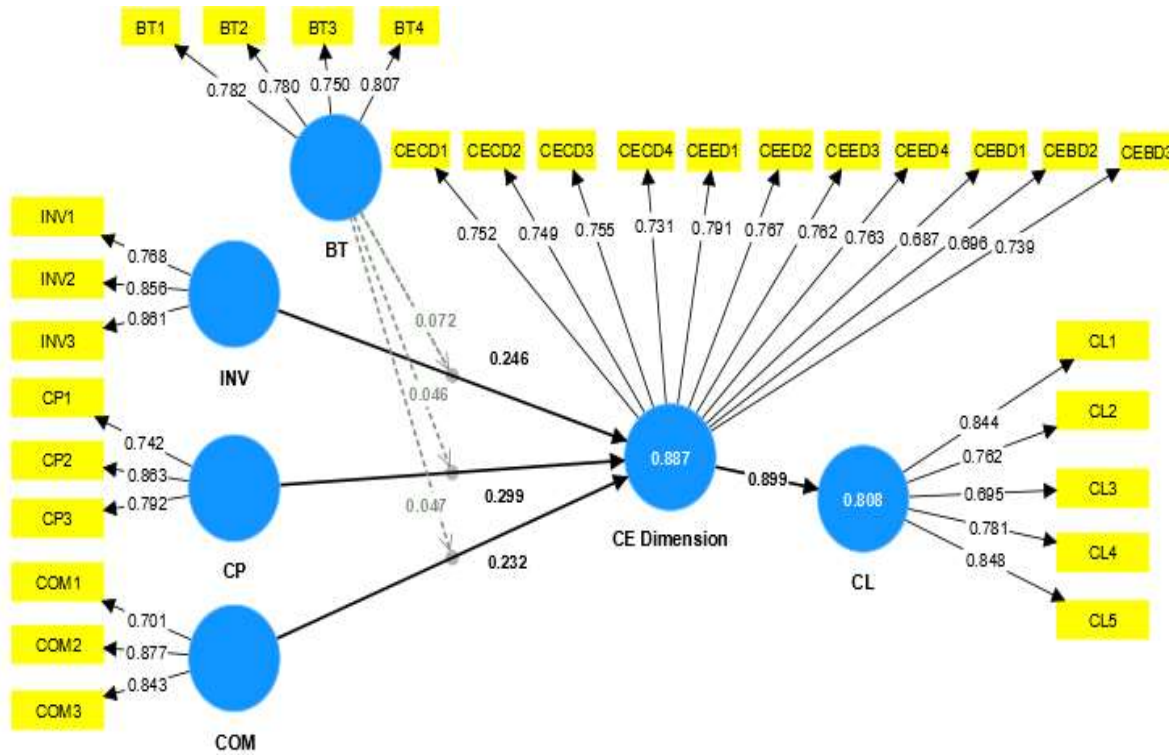


Figure. 2 Structural Model

Table 2

Hypothesis Results

Predictor		Outcome	Beta	R2	Results
INV	<-	CE	.24	.88	Accepted
CP	<-	CE	.29	.88	Accepted
COM	<-	CE	.23	.88	Accepted
INV*BT	<-	CE	.072	.88	Accepted
CP*BT	<-	CE	.046	.88	Accepted
COM*BT	<-	CE	0.47	.88	Accepted

CE (COG, EMO, BEH)	<-	CL	0.89	.80	Accepted
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5. Discussions and Conclusions

Recent studies have shown the significance of putting the consumer interaction in constructing long-lasting connections, particularly in the context of the possibilities presented by electronic commerce and digital marketing (Rather, 2019; Verhoef et al., 2010). This research investigates the variables the factors contributing to consumer engagement and highlights its essential role in cultivating brand loyalty. Utilizing a tri-dimensional construct of customer engagement (CE) that encompasses cognitive, emotional, and behavioral aspects, this research aims to explore the contributing elements to consumer involvement in SMM and the effects of that engagement. The results, which demonstrate that all of the model's predictions are correct, provide important new insights into the dynamics of consumer involvement. According to the research findings, CE is a upper-level structure impacted by consumer participation, involvement, and commitment. Furthermore, the study reveals that customer engagement is essential to loyalty. As a result, the suggested conceptual model provides evidence that supports the multifaceted character of CE, which has been acknowledged in earlier research (Dwivedi, 2015; M. B. Hollebeek, Roderick, 2014). According to the research findings, the cognitive aspect of customer engagement has the most significant impact among the three components that comprise the upper-level structure of CE. This research implies that consumers are highly engaged in their interactions with the brands they follow on social media and are driven to learn more about the brand they like. Customers are eager to participate in various brand-related projects, as shown by the behavioral dimension of CE, which, in terms of CE, is the second primary element. Customers feel emotional connection, curiosity, enjoyment, and enjoyment in their brand-related digital relationships, as shown by the fact that the psychological aspect is the third strongest.

The present research has identified CE as a critical driver of

customer loyalty, providing valuable insights into the factors that contribute to loyalty. This finding is consistent with prior research indicating that CE fosters positive attitudes towards brands, which can lead to emotional connections and increased likelihood of repeat transactions (Liu et al., 2019; Rather, 2019; So et al., 2016a; Vivek et al., 2012). In addition, the investigation's conclusions support the idea that CE plays a critical part in forming valued customer-brand connections and are an essential precondition for promoting brand loyalty.

Based on the conclusions of this study, clients feel devoted to a brand in social media contexts when the brand represents their own beliefs. Because of this devotion, customers connect with the company and believe it is the only option to consider when making future purchases. This discovery lends credence to earlier research conducted by (Warrington & Shim, 2000). The results of the present investigation offer credibility to the notion that participation has an effect on the degree of CE. This discovery is in keeping with the results of earlier researches shown by Bowden (2009), Hollebeek (2011), Harrigan et al. (2018), and So et al. (2016a). Customers actively engaged in a brand connection report feeling a greater personal relevance for the brand, leading to an increased frequency of repeat purchases. The study results indicate a visible correlation between consumer involvement and customer engagement (CE), with customer participation as a crucial driver of CE. This observation aligns with the results obtained from previous investigations by Vivek et al. (2012), Brodie (2011), Bijmolt et al. (2010), and Wirtz et al. (2013). Additionally, our investigation's outcomes provide credence to other studies that show dedication as an essential factor in determining the level of customer involvement. Our results are consistent with the results of Bowden (2009), Hollebeek (2011), M. B. Hollebeek, Roderick (2014), Van Doorn et al. (2010), and Wirtz et al. (2013).

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