



Paper 3

The Influence of Social Media Content Types Towards Social Media Engagement among Flashy Potential Customer

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Abstract - The emergence of Covid-19 in Indonesia increases the competition between fashion brand in attracting potential customer on social media. In this challenging time where the potential customers treated by massive advertising and aggressive campaign, it has become important for brands to have strong social media engagement. One of the important aspects that affect social media engagement is content marketing. Which the relevant content marketing could attract the audience to engage and create positive attitudes toward the brand. Unfortunately, there are still a lot of Indonesia local fashion brand that still struggling to increase and maintain their social media engagement. One of the reasons is caused by lack of audience research especially on audience social media content preferences. Therefore, this research studies the influence of social media content types towards social media engagement to help one of local Indonesia fashion brand that struggling with their social media engagement performance.

This research conducted in Multiple Regression Analysis. The population observed is Flashy potential customer with sample size of 253 respondents. The results of this research showed a significant influence of informational content, entertainment content, remunerative content, and relational content on social media engagement. The most influential content types are entertainment and relational content. Therefore, researcher recommend Flashy the local women fashion brand to put more effort on creating all the four social media content types, especially entertainment and relational content. Because these content types have a strong effect on social media engagement of Flashy potential customer.

Keywords - Local Brand, Social Media Engagement, Social Media Content, Social Media Strategy

I. INTRODUCTION

Fashion industry is the second largest creative industry in Indonesia that contribute 17.26% to creative industry GDP and growth rapidly in recent years. Unfortunately, the emergence of Covid-19 pandemic in Indonesia causes this industry to face difficult times. It affects many local fashion brands experiencing business losses and significant sales decline [1].

The effect of Covid-19 also causes changing of consumer behavior especially on online transaction. This situation responded by many local fashion brands shift their focus

to sell products on online platforms. However, it affects the competition among local fashion brands to be more complex and dynamics [2].

One example of local fashion brand that affected from this situation is Flashy. The local women fashion brand that established in 1998 from Bandung, Indonesia is experiencing the declining on their Instagram engagement. The brand that has 118K followers faced a difficult time on the period of December 2021 – March 2022 which their accounts engaged decreased -32% and post interaction -44.7%. This become an important issue that should be solved by Flashy to compete optimally on social media platform.

Social media engagement is an important factor in the activities of a brand because it could have an impact on how the customers interacts intellectually and emotionally with the brands. Social media engagement also can be the main basis for someone to make a product purchases [3]. Customer engagement also affects brand awareness, electronic word of mouth, purchase intention, and overall satisfaction towards the brand [4].

One way to get people interested and engaged on social media is by utilizing content marketing. This can happen if content marketing can be made resonate and relevant to customers [4]. Which if the audience interested with the social media content they will engaged in the form of likes, comments, or shares [5].

However, because of the Covid-19 pandemic Flashy have a difficulty to analyze their social media audiences. They did not have a proper capability to find out the content preferences of their potential customer. Therefore, researcher will try to explore the social media behavior and content preferences of Flashy potential customers. The research will adapt the uses and gratification theory as a basis to determine the content types. There are four content types included which are informational, entertainment, remunerative, and relational content types. Which the result can be used by Flashy to create relevant content as an effort to increase their social media engagement performance.

II. LITERATURE REVIEW

Content marketing is an approach for a specific target audience by creating and distributing valuable, consistent, and relevant content through digital media to achieve

business goals. The right content marketing can increase consumer engagement, brand awareness, audience traffic, and sales [6].

Content marketing is a strategy that needs to be adapted to the characteristics of the audience and the purpose of the content. Which each audience has a different motivation and interest towards content that posted. Therefore, a brand in social media needs to do research related to their audience preferences so that the content marketing strategy can be effective in generating high amount of social media engagement [7].

The uses and gratification theory approach in content marketing provides a lot of insight into how someone is motivated and engaged in consuming social media content. Which this theory explains that someone can engage because there is gratification that make users gets based on what they seek [8]. In this research, the researcher uses four content types from previous research related to uses and gratification theory. Which the content types provide gratification from several perspectives. This content types are also used because it is in accordance with the context of research object from Flashy business. The content types are informational content, entertainment content, remunerative content, and relational content.

A. Informational Content

Informational content is the extent to which social media content offers consumers with useful and valuable information. The context of information can be related to the brand, product, price, purchase instruction, or other matters relevant to the brand information [7]. Customers seek out informational content in social media because it can provide an instant gratification for audiences that are motivated to find specific information [9]. Therefore, the first hypothesis was developed:

H1: Informational content has a positive and significant effect on social media engagement.

B. Entertainment Content

Entertainment content refers to the content that could make the audience enjoy and feel the pleasure of joy. This content usually gives the impression of content that is exciting, fun, or even provides a humor that can attract the attention of the audience directly [10]. Which it becomes the contents that is important in attracting the audiences, especially for people who seek gratuities that can entertain them [7]. Thus, the second hypothesis developed:

H2: Entertainment content has a positive and significant effect on social media engagement.

C. Remunerative Content

Remunerative content is a type of content in social media that has the characteristics of providing financial, incentive, or reward benefits for its audiences [7]. Remunerative content could make customers engage in social media because it can fulfill the economic benefits they are looking for or their personal desire to get profitable benefits [11]. Therefore, the hypothesis was developed:

H3: Remunerative content has a positive and significant effect on social media engagement.

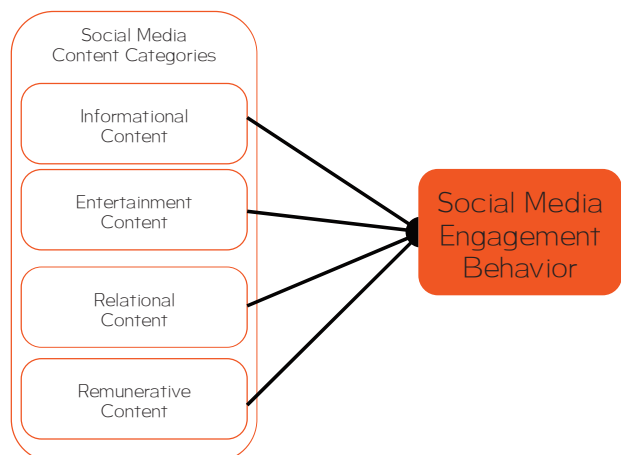
D. Relational Content

Relational content refers to the content that provides an emotional connection between the content and the audience [7]. Content like this makes the audience feel relatable because it gives social gratification that fulfill users' needs. Usually, relational content contains content such as discussion, feedback, and expressing opinions [9]. Thus, last hypothesis was developed:

H4: Relational content has a positive and significant effect on social media engagement.

E. Social Media Engagement Behavior

Social media engagement behavior is mostly defined by researchers as a user's activity in social media when interacting emotionally and intellectually [3]. Social media engagement is an indication that someone not only consumes but also interested on the content. Social media engagement could create positive or negative attitudes towards the content. It is mostly measured by the number of likes, comments, or shares on content that posted in social media. Social media engagement also very interrelated with social media content types in attracting audiences to engage [7]. Therefore, below is the conceptual model that was used in this study:



Conceptual Model (Dolan, 2016)

III. METHODOLOGY

This research is aimed at exploring social media behavior, especially content preferences of Flashy's target market through a quantitative method. Online survey is used as a data collection method because it is easy to distribute and less time consuming. This research uses purposive sampling where respondents are searched according to the criteria for research needs.

The minimum sample will follow the sample size criteria that stated by [12], which the minimum 200 sample size is needed for marketing research. Researcher selects the population that aligns with Flashy's target market as the main subject in this study. The population is focused on female with age from 18 to 34 years old, social media users, likes to shopping online, and live in Bandung or Jabodetabek area.

The questionnaire has been created by following various previous research and developed through peer review with the academicians. The pilot test was also conducted to make sure the questionnaire is valid and reliable for large scale surveys. The result of the online survey has gathered 253 respondents who have met the required respondent criteria.

The data that have been gathered were analyzed using the SPSS 25 application to process statistical data analysis. The analysis process begins with a classical assumption test consisting of linearity, multicollinearity, heteroscedasticity, and normality tests. After that if the data is passed the classical assumption test, then data can be continued for the multiple linear regression process to find out the relationship between the independent and dependent variables.

IV. FINDINGS AND DISCUSSION

A. Respondent Profile

The data that have been collected resulted 253 female respondents. The respondents mostly from age between 20-24 (47%), followed with 25-29 (29%), 15-19 (34%), and 30-34 (11%). In terms of geographical location, the respondents mostly dominated from Bandung with 116 respondents (46%), followed with Jakarta 73 respondents (29%), Bodetabek area with 46 respondents (18%), and from others area with 18 respondents (7%).

All respondents are like to shopping fashion products through various online platforms. Mostly the respondents purchase fashion products through Indonesia e-commerce platforms such as Shopee (90.12%), Tokopedia (46.64%), and Lazada (17%). There are also respondents who have bought fashion products through the official webstore of the brand (41.9%), and through social media Instagram

(20.55%). Which this shows that the respondents are quite diverse in their preferences on buying products through online platform.

In terms of social media behavior, all respondents actively use social media. Which mostly use Instagram (97.63%), TikTok (67.59%), YouTube (47.43%), Twitter (40.32%), and Facebook (34.78%). Which the most used platforms are Instagram and TikTok. This becomes an important insight for Flashy to focused on popular platforms that mostly used by their potential customers.

Respondents are also actively using social media daily. They mostly open social media several times in a day (68%), only a few times a day (31%), and very rarely use social media (1%). Which shows that the respondents are active social media users that align with Flashy target market criteria.

In social media, respondents mostly spend their time to see short-video content format (57.31%) such as reels, Instastory, etc. There are also respondents who spend more time on Images content format such as images post (40.32%). Even so, there are also respondents who prefer to spend time watching long-video content formats such as live and IGTV (2.37%).

The results of the online survey show that the respondent's profile aligns with the criteria of Flashy potential customers. Which the respondents are female, age between 15-34, live in Bandung or Jabodetabek area, likes to shop online, and active using social media. This is in line with the research objectives and can provide important insights for Flashy.

In terms of social media behavior, the results from the online survey also provide a lot of insight regarding social media platforms and content formats that mostly viewed by the respondent when using social media. Which Instagram and TikTok are the most used platforms by the respondents. The respondents also mostly spend time watching short-video content format compared to image content format. Which shows that it is important to develop Instagram and TikTok account to interact with potential customers. It also important to create short video content to fulfill the demand from certain potential customer.

B. Reliability

Reliability test is used to test the consistency of the measuring instrument. The unreliable questionnaire instrument is inconsistent for measurement so that the measurement results cannot be trusted. If a research data has met the aspects of reliability, then the data is feasible and can be further tested statistically.

Table I. Reliability Test Result

Variable	Cronbach's Alpha
Informational Content (INF)	0.742
Entertainment Content (ENT)	0.867
Remunerative Content (RMT)	0.899
Relational Content (RLT)	0.843
Social Media Engagement (SME)	0.958

Source: Survey Data

c. Classical Assumption Test

o Linearity

The linearity test is used to determine whether the independent variable and dependent variable has a linear relationship. If the deviation from linearity > 0.05 then there is a linear relationship between independent variable and dependent variable. The result on Table II shows that all the independent variable in this research is linear.

Table II. Linearity Test Result

Variable	Deviation from Linearity
INF - SME	0.729
ENT - SME	0.188
RMT - SME	0.674
RLT - SME	0.618

o Multicollinearity

Multicollinearity is the tests to know if there is a correlation between the independent variables. The multicollinearity test can be seen by looking at the VIF value. If the VIF value is <10 then the data has no multicollinearity. The results Table III shows there is no multicollinearity in this data because all variable has VIF<10.

Table III. Multicollinearity Test Result

Variable	VIF
Informational Content (INF)	2.043
Entertainment Content (ENT)	1.936
Remunerative Content (RMT)	1.938
Relational Content (RLT)	1.871

Source: Survey Data

o Heteroscedasticity

Heteroscedasticity tested using Glejser test to know if the data has unequal variance or not. If the significance value > 0.05 then the variables did not have a heteroscedasticity problem. The result on Table IV shows that the data did not have heteroscedasticity.

Table IV. Multicollinearity Test Result

Variable	Sig
Informational Content (INF)	.099
Entertainment Content (ENT)	.566
Remunerative Content (RMT)	.823
Relational Content (RLT)	.793

Source: Survey Data

o Normality

Research data can be categorized as good data if it has normality. Normality tested using the Kolgomorov-Smirnov method by looking at the Asymp.Sig value with standardized residual data. If the Asymp.Sig value > 0.05 then the data can be categorized as normal data. The result on Table V shows that the data is normal distributed.

Table V. Normality Test Result

Standardized Residual	
Cronbach's Alpha	.200

Source: Survey Data

D. Multiple Linear Regression

The results of the regression analysis shows that the R-Square value is 0.759 or can also be interpreted as 75.9%. These results indicate that the independent variables that consist of Informational Content, Entertainment Content, Remunerative Content, and Relational Content have an effect of 75.9% on social media engagement. On the other hand, the other value of 24.1% indicates that social media engagement is not only influenced by independent variables that analyzed but also by other factors that are not explained in the research.

Table VI. R-Square Result

R	R Square	Adjusted R Square	Std. Error of the Estimate
.871	.759	Cronbach's Alpha	6.19219

The hypothesis can be accepted if the t-value is higher than the t-table and the value of significance is lower than 0.05. In this analysis the researcher uses a total of 253 respondents with a significant level of 5 percent which the t-table is equal to 1.969. The result on Table ?? shows that all the independent variables has meet the criteria and positively influence the dependent variable. The strongest variables are Entertainment Content with Beta value .389 and followed by Relational Content with Beta value .289.

Table VII. Multiple Linear Regression Result

Coefficient				
Predictor	Unstandardized B	Standardized Coefficient Beta	t	Sig
(Constant)	7.132		3.485	.001
Informational	.781	.196	4.404	.000
Entertainment	1.603	.389	8.959	.000
Remunerative	.660	.167	3.839	.000
Relational	1.175	.289	6.776	.000

Dependent Variable: Social Media Engagement

The results of the regression analysis can also be formed an equation model from the values that have been obtained. Multiple regression equations can be formed through the value (BETA) of each independent variable and dependent variable following the estimated regression:

$$Y_i = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 \quad (1)$$

Y_i = Social Media Engagement (SME);
 $\beta_0, \beta_1, \beta_2, \beta_3, \beta_4$ = Estimated Regression Coefficients;
 x_1 = Informational Content (INF);
 x_2 = Entertainment Content (ENT);
 x_3 = Remunerative Content (RMT);
 x_4 = Relational Content (RLT).

Based on the output of regression analysis, the regression model can be developed as follows:

$$SME = 7.132 + 0.781 x_1 + 1.603 x_2 + 0.669 x_3 + 1.175 x_4 \quad (2)$$

SME is the expected value of social media engagement when all independent variables are equal to zero. Each value increase on Informational Content (x_1), it is predicted 0.781 value will increase in social media engagement. Each value increase on Entertainment Content (x_2), it is predicted 1.603 value will increase in social media engagement. Each value increase on Remunerative content (x_3), it is predicted 0.669 value will increase in social media engagement. And lastly, each value increase on Relational content (x_4), it is predicted 1.175 value will increase in social media engagement.

It can be concluded that all the hypotheses on this research are accepted. Which the informational content, entertainment content, remunerative content, and relational content are positively effect on social media engagement. The strongest influences are from entertainment content and relational content, which this becomes an important insight for brand such as Flashy to use it as consideration in creating social media content.

Table VIII. Hypothesis Result

Hypothesis	Result
H1: Informational content has a positive and significant effect on social media engagement.	Accepted
H2: Entertainment content has a positive and significant effect on social media engagement.	Accepted
H3: Remunerative content has a positive and significant effect on social media engagement.	Accepted
H4: Relational content has a positive and significant effect on social media engagement.	Accepted

E. Content Marketing Strategy

The results of the content types preferences that have been found give author an insight for what kind of content that can be implemented for Flashy. Therefore, the author tries to formulate a content marketing strategy that can be implemented by Flashy directly. Which the content has been adjusted to Flashy's brand positioning and the characteristics of Flashy's potential customers. Broadly speaking, the proposed content is divided into two categories according to the content types that have the biggest and most significant influence on social media engagement, namely entertainment and relational content.

o Utilize Internal Brand Stories

Flashy can utilize their internal brand stories to be made as one of the relational contents. By utilizing internal stories owned by Flashy, they can tell stories about their brand from an internal perspective. This will be useful to make audiences have a deeper relationship with the Flashy brand. Examples of such content are like introducing Flashy's team members or the business processes that Flashy runs in an interesting way.



Fig. 1. Example of Utilize Internal Flashy Brand Stories Content

o Thematic Product Introduction

Flashy is very active in bringing out new products, this momentum should be used to provide product introductions with entertainment content. Where Flashy can use a thematic approach to introduce its products. The author suggests thematic content that is relevant to Flashy products such as traveling or picnics. Which this can make the product introduction more interesting and well delivered with entertaining approach.



Fig. 2. Example of Thematic Product Introduction Content

o Utilize Loyal Customer Feedback

Flashy is a brand that already have high number of loyal customers. Therefore, author suggest Flashy to utilize its loyal customer feedback as one of the relational contents. Which the objectives are to influence potential customers with actual feedback from Flashy loyal customers. It's also a way to maintain relationship between Flashy with their loyal customer to be part in Flashy content creation.



Fig. 3. Example of Utilize Loyal Customer Feedback Content

o A Day in The Life with Flashy Products

Flashy product is unique which it can be used by various people with different professions and backgrounds. Therefore, the researcher suggests Flashy to create a content a day in the life with Flashy products to show how Flashy products can be used in various daily activities. This content is also a relational content that can show the relatedness of Flashy products in various activities that potential customers do to increase the content interaction.



Fig. 4. Example of A Day in The Life with Flashy Products

o Recreation of Relevant Entertainment Viral Content

Currently, viral content is an important content aspect in social media. Therefore, the researcher also suggests Flashy to be able to recreate relevant entertainment viral content so that Flashy can follow the existing trend. This can also make Flashy content more varied and interesting for the audience to see. Example of the recreation such as styling tips and trick that previously viral on social media.



Fig. 5. Example of Recreation Relevant Entertainment Viral Content

V. CONCLUSION

Social media engagement is an important factor for brands to establish deeper relationships with audiences and also give various benefit. Currently, Flashy, one of the women's fashion brands, has experienced a significant decline of social media engagement on their Instagram account. Therefore, the researcher tries to help them by exploring Flashy potential customers in terms of their social media behavior and content preferences through an online survey.

The result of this research shows that informational content, entertainment content, remunerative content, and relational content positively affect social media engagement with the value of 75.9%. All the content types are important factors that could affect social media engagement from Flashy's potential customer. Even so, there are two content types that have a greater influence than others, namely entertainment content and relational content types. Therefore, Flashy should focus more on creating these types of content as an effort to increase their social media engagement performance.

Flashy can create entertainment content that relevant to their women fashion brand context. Researcher recommends entertainment content such as styling tips and trick and product introduction with thematic campaign. Flashy also can create relational content types by utilizing their internal brand stories, loyal customer feedback, and a day in the life content to create relatedness with the potential customer. Which the objectives to create more engaging content to increase the interaction of audiences.

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