



Building Consumer Buying Interest through Content Marketing and Consumer Engagement

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Article Information

Article History:

Received January 30, 2022

Revised February 16, 2022

Accepted February 17, 2022

Keywords:

Content Marketing, Consumer Engagement, Consumer Trust, Consumer satisfaction

Abstract

Content marketing has become the most popular marketing tool in recent years. content marketing can trigger consumer engagement and furthermore can stimulate consumer buying interest. however, there is a bias in previous research. Previous research generally used big brands as the research context. content distributed by big brands loses credibility, because there are questions whether they are viral because of the brand or the content itself. This study tries to fill the gap by examining the effect of satisfaction on small business content on brand trust and purchase intention. Therefore, the novelty of this study is the use of a different context from previous research, small business social media. This research was conducted in Surakarta and Yogyakarta during the end of 2021. The respondents were Millennials and Gen- z. These two generations have a high intensity on social media so they are considered reliable to fill out the questionnaire. Samples were taken by non-probability sampling method. The type of non-probability sampling technique used is purposive sampling because there are certain criteria that are required in order to fill out the questionnaire in this study. This research is carried out with a quantitative approach because it intends to test the relationship between variables. Data testing was carried out using the SEM-PLS method. PLS was chosen because this study tested a new model. The results of this study indicate that consumer satisfaction with content has an important role in buying interest.

INTRODUCTION

Digital marketing has become the most popular marketing tool in the digital era. Almost every business from small to large uses digital marketing. There are many things digital marketing can do for businesses, including increasing brand awareness (Makrides et al., 2020), increasing consumer engagement (Drummond et al., 2020), educating consumers, and facilitating and accelerating the selling process (Alghizzawi 2020).

Digital marketing can be broadly divided into two. Content marketing and e-commerce. Content marketing is a marketing method that focuses on creating content to be disseminated and amplified in online media for the purpose of

promotion. Meanwhile, e-commerce focuses on how the buying and selling process or transactions are carried out on online media (Huang & Benyoucef, 2017).

According to Baltes (2015) content marketing is the most fundamental part of digital marketing. Content marketing has become the most popular marketing trend over the last few years. Moreover, during this pandemic, consumer behavior was forced to change because they were required to limit their space for movement. This situation makes the existence of content marketing even more important. Therefore, this research will focus on content marketing.

There are currently more than 90 percent of the world's population accessing the internet using smartphones. Therefore, people cannot be

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separated from the influence of the internet in their lives. They can access the internet anywhere and anytime. The average world population accesses the internet for 4 hours a day. In other words, consumers have gathered in one place so companies only need to be in their midst to promote products through content marketing.

Content marketing has been a topic of discussion by researchers for the past few years. This discussion has grown rapidly since the emergence of social media and the increasing number of users and use of social media. Previous research has discussed many topics about content marketing in terms of how to use content marketing as a marketing tool and how to maximize it (Huang & Benyoucef, 2017). Other studies have tried to discuss content marketing and its relationship to consumer behavior (Holiman & Rowley, 2014) and content marketing as a marketing tool for B2B (Järvinen & Taiminen, 2016).

Content marketing is the most effective marketing tool in this era (Laudon and Laudon, 2019). Content that is disseminated through social media can trigger consumer engagement (Lee et.al, 2018). When the content that is distributed is able to attract attention, relate and be valuable for consumers, then these consumers will voluntarily engage in the content. Consumer engagement on content can be in the form of commenting, liking, or sharing it on their social media accounts.

Research by Lee et al. (2018) discusses how content marketing can trigger consumer engagement. However, how the impact of consumer engagement on content marketing needs to be tested further, especially in the context of small brands. Research that has been done on content marketing generally uses big brands as the object of research. Big brands that have occupied the top of the minds of consumers will tend to be easier to trust and love, so the content they create will be much easier to go viral and be accepted by the public. This situation can lead to bias in consumer judgments. Therefore, there are still questions whether consumers really feel entertained, educated and interested as a result of the content or because of the big brand that created it.

The novelty of this research is that it tries to answer the question of the problem by using small business context and the concept of process of engagement by van Doorn et al. (2010) and the concept of consumer engagement proposed by Hollebeek and Macky (2019). According to van Doorn et al. (2010) when consumers are satisfied with the content they see on social media,

they will be interested to engage further in that content. Consumer satisfaction with content can be in the form of being entertained, educated, or having their needs met as a result of the content.

According to Hollebeek and Macky (2019), the creation and dissemination of relevant and valuable content for customers or potential customers on digital platforms is able to develop consumer engagement on that content. The research novelty is involved consumers and feel a good experience during the engagement, this will affect their interest in trying to buy the products offered. Based on this background, this study aim to examine how the influence of consumer satisfaction on content on consumer interest in trying to buy through positive consumer engagement.

Hypotheses Development

Customer satisfaction is a condition where customer expectations are met by product performance (Fine et al., 2017). Previous research has revealed that customer satisfaction is able to increase consumer involvement in products (Núñez-Barriopedro, 2021; Santoso, 2021). Palací et al. (2019) form of customer satisfaction will affect how they are involved in the product. The more satisfied customers are, the more deeply they will be involved in the content. They can press the like, share, or just comment on the content. and vice versa, the more dissatisfied customers are, the less involved they are in the content.

According to Sweeney, Soutar, and Mazzarol (2014) consumer engagement is not only triggered by consumer satisfaction, but also from consumer dissatisfaction. In other words, consumers' dissatisfaction with the content does not mean they will not engage with the content. they may remain involved with counterproductive effects. such as giving negative comments or doing dislikes and reporting on the content they see. Therefore, this study will focus on the effect of the variable consumer satisfaction on content on the positive variable consumer engagement. The hypothesis can be proposed as follows:

H1: Consumer satisfaction with content has a positive and significant effect on positive consumer engagement.

According to Bilro and Loureiro (2020) consumer engagement is a direct interaction between consumers and the brand or its representative so as to create a connection with the brand. Marketers can use content, advertisements or events to encourage consumers to become actively involved. When consumers are actively involved in the content it will create an emotional con-

nection between consumers and brands. When consumers have a strong emotional connection with a brand, they believe that the brand can be trusted.

The more consumers engage with content, the more comfortable they will be with that engagement. then they will feel that the brand has a connection with them. During their engagement with the content, they may find that the product being promoted is beneficial to them. Thus, the active involvement of consumers with the brand will also increase consumers' curiosity to use the product being promoted.

Based on this description, the following hypotheses can be developed:

H2: Positive consumer engagement has a positive and significant effect on consumer trust.

H3: Positive consumer engagement has a positive and significant effect on buying interest.

Consumer trust is the perception of a product's ability to meet needs from a consumer's point of view based on experience (Bauman & Bachmann, 2017). Consumer trust in content will help consumers in making informed purchasing decisions. This purchasing decision is also based on comprehensive market choices and fair advice.

Based on this explanation, the following hypotheses can be built:

H4: Consumer confidence in content affects consumer buying interest

Based on the hypothesis that has been built, a relationship model between variables can be designed as shown in Figure 1.

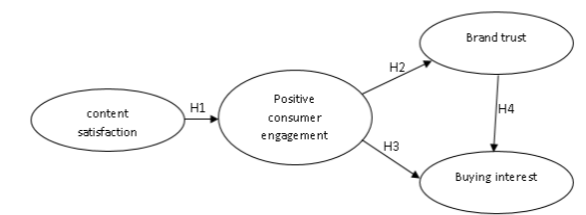


Figure 1. Research Model

METHOD

This quantitative research intends to examine the relationship between several variables with quantitative measurements. The data was obtained from a survey conducted in the age range of 19-25 years who actively access social media. Based on statista data (2020) the millen-

nial age range and gen z tend to be more active on social media than the older generation. In this study, the form of social media that is the object of the survey is also limited. Business social media must have followers of less than 2500. For screening, at the beginning of the questionnaire, the note is "do you follow business social media accounts that have followers of less than 2500 people?". A number less than 2500 is considered a small-scale social media business account so that it is relevant to the purpose of this study.

Samples were taken by non-probability sampling method. The type of non-probability sampling technique used is purposive sampling because there are certain criteria that are required in order to fill out the questionnaire in this study.

Data analysis was performed using the Structural Equation Model (SEM) with the help of a smart-PLS computer application. SEM was chosen because this multivariate technique can combine aspects of multiple regression and factor analysis to estimate a series of dependent relationships simultaneously. In addition, SEM can explain measurement errors in the estimation process that are not able to be explained by the regression method (Hair et al., 2010).

The variables used in this study refer to the research of van Doorn et al. (2010) and Hollebeek and Macky (2019). From this study quoted measurements for the variable satisfaction on content. while Hollebeek and Macky (2019) quoted measurements for the variables of consumer engagement, brand trust, and buying interest.

RESULT AND DISCUSSION

Validity Test

Before testing the hypothesis, the instrument is tested first. The research instrument testing consisted of validity and reliability tests. According to Cooper and Schindler (2011), while the reliability test is carried out to determine the internal consistency of the question items while the validity test aims to determine whether the instrument is able to measure what will be measured in this study.

According to Hair et al., (2014) need to do two validity tests on PLS-SEM namely convergent validity and discriminant validity. Convergent validity measures the degree of correlation between different measurement instruments used to measure the same construct, while discriminant validity measures how different a measurement item is from other measurement items in measuring the same variable (Hair et al., 2014).

The value of the convergent validity test is known from the Confirmatory Factor Analysis (CFA) value, while the discriminant validity is by comparing the square root value of AVE with the correlation value between constructs. The measurement instrument is declared valid if the factor loading value is greater than 0.5 (Hair et al., 2014) and the square root value of AVE is greater than the correlation value between constructs (Haryono, 2017). Loading factor value above 0.7 indicates good convergent validity (Hair et al., 2014).

Based on Figure 2, it can be seen that the loading factor value of each variable is above 0.7. This value indicates that the indicators used for this study are valid.

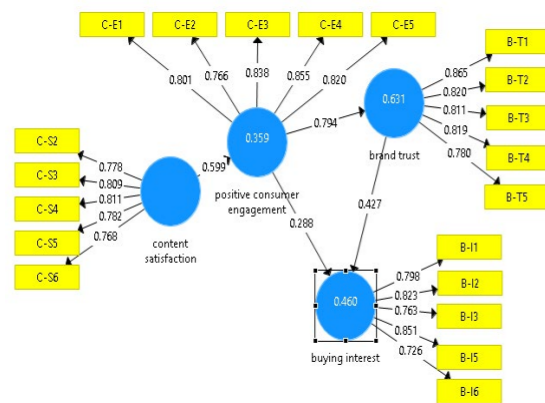


Figure 2. PLS Processing Output, CFA Value

The next validity test is shown in Table 1 that the AVE value is above 0.5. This value indicates the diversity of manifest variables contained in the latent variables. Large variations indicate that the manifest variable is able to represent its latent construct (Haryono, 2017). Based on Table 1, the square root of AVE is higher than each of the correlations of the latent variables. Thus, it can be concluded that this measurement meets the requirements of discriminant validity.

Table 1. Discriminant Validity

	B-T	B-I	C-S	C-E
Brand trust	0.819			
Buying interest	0.655	0.793		
Content satisfaction	0.642	0.606	0.790	
Cons. engagement	0.794	0.627	0.599	0.817

Based on Table 1, the AVE value is above 0.5. The AVE value above 0.5 indicates the diversity of manifest variables contained in the latent variables. Large variations indicate that the manifest variable is able to represent its latent construct (Haryono, 2017). Furthermore, it can be seen that the square root of AVE, which is the shaded values, is higher than each of the correlations of the latent variables. Thus, it can be concluded that this measurement meets the requirements of discriminant validity.

Reliability Test

According to Sekaran and Bougie, (2013) the reliability of a measurement reflects whether a measurement can be free from error, thus providing consistent measurement results in different conditions and on each item in the instrument. The reliability test in this research uses Composite Reliability with the help of SMART-PLS software. The measurement is declared reliable if the composite reliability value is > 0.7 (Haryono, 2017). Tabel 1 Table 2 presents the reliability value of this research instrument.

Table 2. Composite Reliability

Variable	Composite Reliability
Brand trust	0.911
Buying interest	0.894
Content satisfaction	0.892
Consumer engagement	0.901

Based on Table 2., all composite reliability values are greater than 0.7, so all measurement items are declared reliable. That is, each indicator for each variable can consistently be trusted in measuring each research variable. Thus, it can be concluded that the measurement items can be used for further analysis.

Hipotesis Test

Hypothesis testing is done by analyzing the significance of the relationship between variables indicated by the t-statistics value. The value of t-statistics can be seen in the output path coefficients by the SMART-PLS software. The hypothesis is declared supported if the P value is less than 0.05 (Haryono, 2017). The results of hypothesis testing on SMART-PLS can be seen in table 3.

Table 3. P values

Relationship	Original value	P value
B-T ->B-I	0.427	0.001
C-S ->C-E	0.599	0.000
C-E -> BT	0.794	0.000
C-E ->B-I	0.288	0.022

*Note: Brand trust (BT), Buying interest (BI), Content satisfaction (CS), Consumer engagement (CE)

To facilitate the process of analyzing the variable names are shortened. B-I is buying interest, B-T is brand trust, C-E is consumer engagement, and C-S is content satisfaction. Based on Table 3 that the P values of each hypothesis are smaller than 0.05. It can also be seen that the original value shows a positive number, in other words the influence between variables on each hypothesis has a positive direction of influence (Haryono, 2017). It can be concluded that each hypothesis tested in this study is supported by the results of the PLS calculation.

Relationship Between Content Satisfaction and Consumer Engagement

Based on table 3, it can be seen that the p value of this relationship is lower than 0.05, which is 0.000. this value indicates that customer satisfaction on the content has a significant effect. it can be seen that the original value has a positive direction. The positive direction indicates that the more satisfied the customer is with the content. The higher the engagement with the content will be. it can be concluded that hypothesis one is supported by the bootstrapping test results.

Relationship Between Consumer Engagement on Brand Trust and Purchase Intention

Based on the bootstrapping test, the p value for each of these relationships is 0.000 for the relationship of consumer engagement on brand trust and 0.022 for the relationship of consumer engagement on buying interest. This value is below 0.05, in other words, consumer engagement has a significant influence on brand trust and buying interest. as well as the value of the original sample. the original sample values in these two relationships are in a positive direction. 0.794 for the relationship of consumer engagement on brand trust and 0.288 for the relationship of consumer engagement on buying interest. These results indicate that hypothesis 2 and hypothesis

3 are supported by bootstrapping testing. it can be concluded that the higher consumer engagement on content, the more trust they have in the brand and the higher the buying interest.

The Relationship Between Brand Trust and Purchase Intention

P value in this relationship is 0.001. This value is lower than 0.05 so it can be concluded that consumer confidence in buying interest has a significant influence. in the same table, we can note that the original value has a positive direction. The conclusion from the results of this test is that hypothesis 4 is supported by bootstrapping testing. In other words, the higher the consumer's trust in the brand due to content engagement, the higher the intention to buy the product being promoted by the social media content.

CONCLUSIONS AND RECOMMENDATIONS

The results of this study have proven that customer satisfaction with content is able to trigger consumer engagement on that content. This result also covers the gap in previous research that discussed consumer engagement on content distributed by big brands. In this research, the brand that is the object of research is a small-scale brand. so that the results of research on the relationship between consumer satisfaction and consumer engagement become more reliable because the content is not because of the brand.

This study also found that consumer engagement due to satisfaction with content will have a large impact on brands. First, consumer engagement will foster an emotional bond. This strong emotional bond will build the consumer's trust in the brand. Furthermore, when consumers have high trust in a brand due to engagement, they will be more interested in buying the product.

Further research is expected to expand other variables that can increase customer engagement and its impact on brands, as well as the selection of other objects related to digital marketing.

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