

Which Type of Social Media Content is Most Effective for Driving Engagement Outcomes?

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Abstract

The purpose of this research is to determine which type of content (infotainment content, remunerative content, and relational content) is most effective in improving engagement outcomes (word-of-mouth, customer trust, and customer experience) on Instagram. Additionally, it aims to investigate the role of self-congruence as a moderator of marketing outcomes. The target sample for this research includes active Instagram users over 17 years old who have been exposed to residential home design & build content in the last 6 months. Data analysis will be conducted using SEM-PLS. The research demonstrates that the type of content influences marketing outcomes, with infotainment content being the most effective in increasing engagement. This research provides a new theoretical contribution by exploring the influence of social media content types on marketing outcomes and testing the moderating role of self-congruence.

Keywords: social media content, engagement outcomes, customer engagement

1. Introduction

The internet is experiencing rapid growth and has a major influence on the activities of individuals, companies, and governments. In Indonesia, the number of internet users has been increasing significantly from year to year, influenced by advanced technological developments and equal distribution of internet connections. By January 2023, 212.9 million users, or 77% of the Indonesian population, had used the internet (DataIndonesia.id, 2023).

Current internet use has a direct influence on increasing people's income and has a stronger promotional influence compared to indirect promotion (Zhou et al., 2020). A survey by the Ministry of Communication and Information, together with the Katadata Insight Center, revealed that social media is the main medium for Indonesian people to obtain information from 2020 to 2022 (Katadata, 2023). Social media content includes infotainment content, remunerative content, and relational content (Pletikosa Cvijikj & Michahelles, 2013).

Infotainment content conveys information and entertains users with new, factual, useful, educational, and interesting information (Gavilanes et al., 2018). Marketers can design social media posts to provide customers with information about the product and its performance, as well as include entertainment elements such as videos, photos, and audio sounds to attract customer attention.

Relational content meets consumers' needs for social integration and interaction, as well as their desires for social benefits (Dolan, Conduit, et al., 2019). Marketers can create structured activities that encourage customers to create and upload creative video content on social media, allowing the brand to reach a wider range of customers and increase digital socialization (Blut et al., 2023).

Rewarding content provides rewards in the form of money or incentives (Dolan, Conduit, et al., 2019). Marketers can design social media posts with monetary elements, such as discounts or vouchers that can be claimed at the time of purchase. Offering monetary incentives such as sales promotions and discounts appear to be reasons for consumer-company interactions on social media (Pletikosa Cvijikj & Michahelles, 2013; Rohm et al., 2013).

These three types of content play an important role in forming customer engagement on social media. Managing customer engagement is believed to improve marketing outcomes (Kumar et al., 2010), such as word-of-mouth (Kulikovskaja et al., 2023), customer trust, and customer experience (I. Khan, 2023).

Previous research found that the type of social media content has a big influence on improving marketing outcomes for the audience, but has not explained whether the suitability of the type of content for the audience influences marketing outcomes. The problem formulation in this research asks: 1) Does customer engagement mediate the influence of the type of social media content on marketing outcomes? 2) Does self-congruence moderate the influence of customer engagement on marketing outcomes?

2. Literature review

2.1 UGT and Application on Social Media

The Uses and Gratification Theory (UGT) offers a framework for understanding how individuals intentionally use media to fulfill their needs (Katz et al., 1973). It focuses on uncovering the social and psychological needs that drive various media use patterns, leading to need satisfaction (Katz et al., 1973). UGT theory is highly relevant to social media activities, as it enables individuals worldwide to interact with each other (Williams et al., 2012). Many studies have applied UGT to social media contexts, aiming to explain individuals' psychological motives and perceived values in using social media (Muntinga et al., 2011; Rohm et al., 2013). Within the context of company communication and service strategy, providing diverse content and services is expected to satisfy customer needs, convey perceived values, and stimulate customer engagement on social media (M. L. Khan, 2017). Users often utilize social media to search for information about products they are interested in (Whiting & Williams, 2013). Previous research has identified three types of content on social media: infotainment content, remunerative content, and relational content (Gavilanes et al., 2018; Pletikosa Cvijikj & Michahelles, 2013; Tafesse, 2015)

2.2 Infotainment Content

The term "infotainment content" refers to content that both informs and entertains users with new, factual, useful, educational, and interesting information (Gavilanes et al., 2018). For example, marketers can create social media posts that combine informational elements with entertainment elements such as videos and photos to attract customer attention and create brand associations.

User-generated theory (UGT) focuses on how social media provides intelligent and adaptive data to customers (Chen et al., 2002). Research has shown the importance of conveying information through advertising (Krugman et al., 1969) and the joy derived from finding and receiving brand information in online brand communities (Muntinga et al., 2011; Raacke & Bonds-Raacke, 2008). The desire to seek information from a particular brand can motivate buyers to use social media (Dholakia et al., 2004; Lin & Lu, 2011; N. Park et al., 2009).

2.3 Relational Content

Consumers use the internet for social integration and interaction (Hennig-Thurau et al., 2004), seeking support (Muntinga et al., 2011), and sharing experiences (Leung, 2009). They also engage in social media to gain recognition, connect with others, and have fun (Leung, 2009). Using the Uses and Gratifications

Theory helps understand how people choose and engage with social media. Marketers can encourage user interaction by creating activities like sharing brand-related videos. This approach fosters a sense of community and strengthens the brand's relationship with its customers.

The term "relational content" refers to social media content that meets consumers' needs for social integration and interaction (Dolan et al., 2019). Marketers can encourage customers to create and share content, such as videos, to increase engagement and reach a wider audience (Blut et al., 2023). It's important for companies to support interactivity and foster customer interactions through exclusive content and calls to action (Carlson et al., 2019; Demmers et al., 2020; Harmeling et al., 2017).

2.4 Remunerative Content

The concept of rewarding content on social media relates to the extent to which the content provides monetary or incentive rewards (Dolan et al., 2019). For example, marketers can include financial elements such as discounts or redeemable vouchers in their social media posts to encourage consumer-company interactions (Pletikosa Cvijikj & Michahelles, 2013; Rohm et al., 2013).

2.5 Customer Engagement

Customer engagement is the actions taken by consumers that are not directly related to the process of brand selection (Vivek et al., 2012). It represents a mechanism for retaining customers and generating repeat purchase decisions (Bowden, 2009). Companies use engagement to motivate, empower, and measure customers' contributions to marketing (Wiedmann et al., 2011). Engagement marketing involves the company directing this role to benefit the company intentionally (Islam et al., 2018). The success of interaction marketing depends on the company's ability to recognize and effectively utilize the resources possessed by customers. According to Islam et al. (2019), part of customer engagement is customer experience.

2.6 Word-of-Mouth

Word-of-mouth refers to consumers sharing information about goods, services, brands, or companies with other consumers (Rosario et al., 2016). The study of word-of-mouth communication focuses on its volume, the impact of the relationship strength between the sender and receiver, and the causes and effects of word-of-mouth communication. Existing literature indicates that word-of-mouth promotions are influenced by satisfaction, loyalty, perceived value, and customer experience (Jalilvand & Samiei, 2012; Rosario et al., 2016).

Some scholars consider positive word-of-mouth as part of loyalty (Zeithaml et al., 1996), while others argue that word-of-mouth and repurchase intention should be treated as distinct constructs (de Matos & Rossi, 2008). Online word-of-mouth is any positive or negative statement made by potential, current, or former customers about a product or company, available to a large audience (Hennig-Thurau et al., 2004). Companies are particularly interested in promoting positive word-of-mouth, which may include making positive recommendations about a company to others (Brown et al., 2005).

2.7 Customer Trust

Trust plays a crucial role in customer engagement (Hollebeek & Macky, 2019) as it helps reduce uncertainty in the customer's decision-making process (Sirdeshmukh et al., 2002). Trust grows when one party has confidence in the reliability and integrity of a product (Morgan & Hunt, 1994). Customer trust encompasses both performance, which is the customer's confidence in the service provider's ability to offer high-quality service, and goodness, referring to the belief that the service provider will deliver reliable and competent services with care, attention, and honesty towards consumers (Kandampully et al., 2015).

For businesses operating on the Internet and related technologies, increasing customer trust is especially important as sharing personal information increases customers' risk assessment (Hollebeek & Macky, 2019). Building trust is a significant challenge for companies in the ongoing era of technological innovation (Grewal et al., 2020). Marketers need to understand the mechanisms of trust formation when interacting with customers (Sashi, 2021; Stocchi et al., 2019). A high level of customer trust not only reduces risks but also instills confidence in the decision-making process (Sirdeshmukh et al., 2002). Therefore, researchers emphasize the significance of customer trust in internet-based and related technologies, particularly social media (Hollebeek & Macky, 2019).

2.8 Customer Experience

The customer experience is a process that elicits a response from consumers, encompassing cognitive, emotional, and behavioral elements (Driver & Johnston, 2001). Consumer experiences with a brand are defined as the sensations, feelings, cognitions, and behavioral responses triggered by brand-related stimuli such as brand design, identity, packaging, communication, and environment (Brakus et al., 2009). Consumer experiences take place throughout the consumer journey (Lemon & Verhoef, 2016), while consumer involvement is limited to within or intra-interaction dynamics (Khan et al., 2022). Pre-brand usage experiences occur before the start of consumer engagement, followed by internal brand usage experiences during consumer engagement (Brodie et al., 2013; Dwivedi, 2015). Post-brand user experience theory occurs after consumer engagement in focused consumer-brand interactions (Hollebeek & Macky, 2019), indicating that consumer involvement is just one part of the total consumer experience (Thakur, 2019).

Self-Congruence

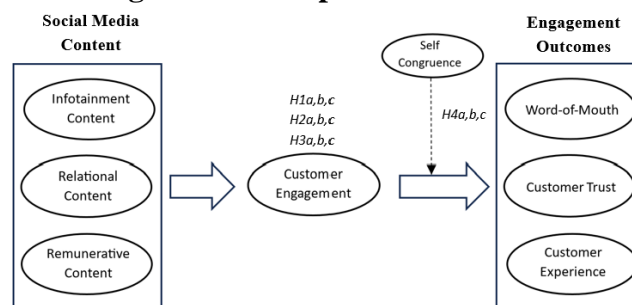
The concept of self-congruence is widely used to assess the alignment between a consumer's self-image and a product's brand image. This theory is particularly important for residential home design and construction services, as it can enhance the brand's image and ultimately drive better performance. Self-congruence is a valuable tool for fostering consumer loyalty and improving a company's financial performance.

Consumers with high self-congruence are likely to have stronger effects on customer engagement, co-creation, trust, and retention compared to those with low self-congruence (Kumar & Kaushik, 2022; Townsend & Wallace, 2017). High self-congruence is associated with a sense of belonging and a preference for a brand (Zogaj et al., 2021), leading to increased customer engagement and interaction with the company.

3. Conceptual Framework & Hypothesis

The conceptual framework of research as follows.

Figure 1: Conceptual Framework



Hypothesis Development

H1	:	The positive influence of infotainment content on social media on engagement outcomes (a. word-of-mouth; b. customer trust; and c. customer experience) is mediated by customer engagement
H2	:	The positive influence of relational content on social media on engagement outcomes (a. word-of-mouth; b. customer trust; and c. customer experience) is mediated by customer engagement
H3	:	The positive influence of remunerative content on social media on engagement outcomes (a. word-of-mouth; b. customer trust; and c. customer experience) is mediated by customer engagement
H4	:	Self-congruence moderates the influence of customer engagement on engagement outcomes (a. word-of-mouth; b. customer trust; and customer experience)

4. Methods

The study focused on the population of active Instagram users interested in residential home design and build content. The research sample included Instagram users over 17 years old who had engaged with such content in the past 6 months. The sample size was determined using the formula from Hair et al., (2021), which suggests multiplying the number of indicators by 5 to 10, resulting in a sample size of 220 to 440 respondents. The study utilized SEM-PLS for testing both the outer and inner models. The questionnaire design comprised four parts: 1) Introduction including the title and research objectives, 2) Selection questions for screening respondents, 3) Research questions using a 7-point Likert scale, and 4) Respondent profile to gather demographic information.

5. Results

In this study there were 220 respondents who participated and were confirmed to meet the research criteria.

5.1 Convergent Validity and Reliability

Convergent validity is a measure used to assess how well a concept explains the variability in its indicators. The average variance extracted (AVE) is the metric used to evaluate convergent validity, calculated as the average of the squared indicator loadings associated with a concept. AVE indicates the overall similarity among the indicators. A minimum AVE of 0.50 is considered acceptable. An AVE of 0.50 or higher suggests that the concept explains more than 50% of the variance in its indicators. In the study, the AVE value met the required criteria (Hair et al., 2021). Reliability is utilized to measure and ensure that each construct has a relationship with one another (Hair et al., 2021). There are two indicators to ensure reliability values, namely Cronbach's alpha and composite reliability. In reliability analysis, Cronbach's alpha represents the lower bound, while composite reliability (rhoC) represents the upper bound of the reliability value (Hair et al., 2021). Composite reliability rhoA usually falls between Cronbach's alpha and composite reliability rhoC, making it a good representation of reliability value. The criteria for good reliability are a Cronbach's alpha value of >0.60 and a composite reliability value of >0.70.

Table 1: Validity Convergent and Reliability Test Result

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE
CE	0.809	0.814	0.867	0.692
EXP	0.943	0.946	0.951	0.686
IEC	0.936	0.939	0.947	0.832
RELC	0.907	0.917	0.929	0.568
REMC	0.899	0.902	0.937	0.851
SC	0.911	0.911	0.944	0.789
TRUST	0.910	0.909	0.937	0.638
WOM	0.912	0.914	0.945	0.849

Source: Data Processed, 2024

Note: CE (Customer Engagement), EXP (Customer Experience), IEC (Infotainment Content), , RELC (Relational Content), REMC (Remunerative Content), SC (Self-Congruence), TRUST (Customer Trust), WOM (Word-of-Mouth).

5.2 Coefficient of Determination (R²)

The coefficient of determination (R²) indicates the extent to which an independent (exogenous) variable impacts the dependent (endogenous) variable. It is a number between 0 and 1, representing the combined influence of independent variables on the dependent variable. A good R² value falls within the range of 0.25 to 0.75, with values of 0.25 (weak), 0.50 (moderate), and 0.75 (substantial) serving as benchmarks.

Table 2: Coefficient of Determination (R²) Result

	R-square	R-square adjusted
CE	0.575	0.569
EXP	0.632	0.626
TRUST	0.432	0.424
WOM	0.515	0.509

Source: Data Processed, 2024

Note: CE (Customer Engagement), EXP (Customer Experience), TRUST (Customer Trust), WOM (Word-of-Mouth).

The results of the coefficient test (R²) demonstrate that infotainment content, remuneration content, and relational content collectively influence customer engagement by 56.9% (moderate influence). Additionally, the impact of customer engagement on word-of-mouth, customer trust, and customer experience is 62.6% (moderate influence), 42.4% (weak influence), and 50.9% (moderate influence), respectively.

5.3 Indirect Effects

An indirect effect is a pathway in a structural model involving relationships with at least one mediating construct. This test assesses the role of mediation constructs in a study. The assessment criteria for measuring indirect effects are the same as those used for evaluating direct effect structural models (Hair et al., 2021). The assessment parameters for indirect effects use t-values and p-values. A significance level of

5% requires a t-value greater than 1.96 for the research hypothesis to be accepted, and a maximum p-value of 0.005 to conclude that the test is significant.

Table 3: Indirect Effect Result

	Hypothesis	Original Sample	T statistics	P values	Conclusion
IEC → CE → WOM	H1a	0.249	4.666	0.000	Accpeted
IEC → CE → TRUST	H1b	0.110	2.984	0.003	Accpeted
IEC → CE → EXP	H1c	0.235	4.110	0.000	Accpeted
RELC → CE → WOM	H2a	0.160	4.219	0.000	Accpeted
RELC → CE → TRUST	H2b	0.071	2.937	0.003	Accpeted
RELC → CE → EXP	H2c	0.152	3.951	0.000	Accpeted
REMC → CE → WOM	H3a	0.121	3.337	0.001	Accpeted
REMC → CE → TRUST	H3b	0.054	2.478	0.013	Accpeted
REMC → CE → EXP	H3c	0.114	3.133	0.002	Accpeted

Source: Data Processed, 2024

Note: CE (Customer Engagement), EXP (Customer Experience), IEC (Infotainment Content),), RELC (Relational Content), REMC (Remunerative Content), SC (Self-Congruence), TRUST (Customer Trust), WOM (Word-of-Mouth).

5.4 Direct Effects

Direct effect describes how one construct influences other constructs. This test evaluates the direct effect value in the research model using the bootstrapping technique. The parameters used for assessing direct effects are t-values and p-values. A significance level of 5% requires a t-value greater than 1.96 for the research hypothesis to be accepted, and a maximum p-value of 0.005 to conclude that the test is significant.

Table 4: Direct Effect Result

	Hypothesis	Original Sample	T statistics	P values	Conclusion
SC x CE → WOM	H4a	0.046	1.539	0.124	Rejected
SC x CE → TRUST	H4b	0.110	1.787	0.074	Rejected
SC x CE → EXP	H4c	-0.007	0.242	0.809	Rejected

Source: Data Processed, 2024

Note: CE (Customer Engagement), EXP (Customer Experience), IEC (Infotainment Content),), RELC (Relational Content), REMC (Remunerative Content), SC (Self-Congruence), TRUST (Customer Trust), WOM (Word-of-Mouth).

6. Discussion

6.1 The positive influence of infotainment content on social media on engagement outcomes mediated by customer engagement Infotainment content containing education about home design & build, information about home design & build products/services that marketers offer, as well as marketers' performance when

running a residential home design & build business in this research can increase customer engagement and word-of-mouth. The audience stated that the content of home design & build contractors was interesting and could create pleasant feelings. Because the audience feels entertained, they tend to introduce and recommend home design & build contractor accounts to other people.

Infotainment content can display marketers' performances regarding their business activities. Apart from that, uploading content that is entertaining can increase audience trust. Furthermore, infotainment content is an important motive for audiences in using social media (M. L. Khan, 2017) because it can trigger and increase their awareness of the content being shared. The audience stated that they were interested and happy with infotainment content about home design & build contractors so they thought that the home design & build contractors displayed content that was honest and safe to trust.

Infotainment content can contain education about home design & build, information about home design & build products/services that marketers offer, as well as marketers' performance when running a residential home design & build business. This content is shared in the form of photos or videos uploaded to Instagram social media and packaged by adding things that can attract the attention of Instagram users, such as music and other entertainment elements. This becomes an attraction for Instagram users who see infotainment content which ultimately triggers customer engagement and customer experience. The audience stated that they felt interested and enjoyed infotainment content about home design & build contractors so that they often thought about and were stimulated by their curiosity about the content.

6.2 The positive influence of relational content on social media on engagement outcomes mediated by customer engagement Relational content is a type of content that opens access to communication between customers and social media business account owners to create social integration and interaction (Dolan, Conduit, et al., 2019). The audience stated that they could communicate directly, provide feedback, and interact with home design & build contractor accounts on Instagram (by liking content, comments or direct messages). Because they feel that it is easy to communicate with the contractor account, they tend to introduce and recommend the home design & build contractor account to other people.

Relational content is a type of content that opens access to communication between customers and social media business account owners to create social integration and interaction (Dolan, Conduit, et al., 2019). This is very important because home design & build is a professional service that customers are expected to consult with marketers. So they assume that the home design & build contractor displays content that is honest and safe to trust. Therefore, good open communication between marketers and customers can create trust in the company.

The audience stated that they could communicate directly, provide feedback, and interact with home design & build contractor accounts on Instagram (by liking content, comments or direct messages). Because they feel it is easy to communicate with the contractor's account, they often think about and are stimulated by their curiosity about the content. So relational content can increase customer engagement and customer experience.

6.3 The positive influence of remunerative content on social media on engagement outcomes mediated by customer engagement Remuneration content provides monetary or incentive rewards (Dolan, Conduit, et al., 2019). The audience is interested in things that offer special offers and discounts on home design & build contractor content which can increase their willingness to introduce and recommend home design & build contractor accounts to other people.

The perception of value that arises from rewarding remuneration content can influence emotions and provoke responses, either positively (Zielke, 2011) or negatively (Dolan, Seo, et al., 2019). These

responses will be converted into trust if the reward content shared is true. The audience is interested in things that offer special offers and discounts on home design & build contractor content, so they assume that the home design & build contractor displays remunerative content that is honest and safe to trust. Some audiences who are exposed to this content expect rewards, such as monetary incentives, work-related benefits, or personal needs (Muntinga et al., 2011). Audiences are attracted to things that offer special offers and discounts on home design & build contractor content so they often think about and are stimulated by curiosity about the content.

6.4 Self-congruence moderates the influence of customer engagement on engagement outcomes The suitability of the audience's description of home design & build contractor content reflects their image and similarity to themselves personally does not increase their willingness to introduce and recommend home design & build contractor accounts to others. They tend to introduce and recommend the contractor account if they are happy with the content, can communicate with the contractor account, and if there are special offers offered on the content.

The suitability of the audience's depiction of home design & build contractor content reflects their image and similarity to themselves personally does not increase their capacity to trust home design & build contractor accounts on Instagram. They assume that a home design & build contractor is safe to trust if they are happy with the content, can communicate with the contractor's account, and if there are special offers offered on the content.

The suitability of the audience's description of home design & build contractor content reflects their image and the similarity to themselves personally does not increase their curiosity about the content. They assume that their curiosity is stimulated and they continue to think about the content if they are happy with the content, can communicate with the contractor's account, and if there are special offers offered on the content.

7. Conclusion

Using social media for business promotion purposes is something that is still prevalent in this day. Using social media platforms and appropriate content types can, however, produce different results. The context of this study is the types of social media content (informational, relational, and remunerative content) on Instagram that can increase marketing outcomes (word-of-mouth, customer trust, and customer experience). Based on the study's findings, it is anticipated that all business owners who work as contractors designing and building homes will be able to understand which types of content have the greatest impact on increasing marketing outcomes. Relational and infotainment content have the potential to increase audience engagement and engagement outcomes, thus business owners can be encouraged to consistently use these types of content to help their companies achieve high levels of engagement.

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