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THE IMPACT OF CONTENT MARKETING ON CUSTOMER ENGAGEMENT ON INSTAGRAM – A CASE STUDY OF FASHION BRANDS

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ABSTRACT

This research study the impact of content marketing on customer engagement on Instagram using a research model framework inherited from empirical research of Balio (2017) for the fashion brands in Vietnam. With 199 samples collected and processed, the statistical results prove the model's relevance to the type of post, the time frame for posting, the interaction of the message, the attractiveness of the topic of the post positively affect customer engagement on Instagram. The research results will help fashion executives have a complete view of content marketing and its impact on customer engagement behavior on social media Instagram. This is an essential basis in planning market development strategies, branding, attracting customers, and improving competitiveness.

Key words: Content marketing, Customer engagement, Fashion, Instagram.

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1. INTRODUCTION

In the context of Marketing 4.0, with extensive connections within the customer community and shifting power towards users, the application of content marketing to new digital tools is one of the factors. Businesses need to remain competitive and build success. Kaplan and Haenlein (2010) have asserted a higher level of efficiency when the low cost for connecting businesses and customers through a direct and time-saving approach of social media. There are many studies by different authors around the world about this new communication channel. Kim and Hull (2017) argue that using social media to attract their customers, not to sell products or services. There are many different social media studies, in which the two primary media are Facebook and Instagram. If there has been too much research on Facebook, Instagram's interest has increased over the years. Dumas et al. (2017) studied the motivation of emerging adults to join Instagram. Moon et al. (2016) researched the relationship between

narcissism and Instagram users, their self-advertising behavior or research on cultural effects on the motivation to use Instagram were also analyzed (Sheldon and Bryant, 2016). Most of the above topics analyze how users use the platform, why they use it, and how it affects user behavior. Recent research focused on content marketing on Instagram and customer engagement (Hakkarainen, 2016; Balio, 2017). Pletikosa and Michahelles (2013) discovered that engagement between companies and the online community allows brands to connect with customers and create positive effects that support their brands. However, the reality in Vietnam today, the consideration of this content marketing direction is quite limited.

According to a survey by Asia Plus Market Research Company (2019), Vietnam is changing rapidly with changes in income lifestyles and consumer behavior. It is estimated that the fashion clothing market in Vietnam will be worth USD 4.7 billion by 2021, but Vietnam's textile and garment industry currently only meets 25-30% of the domestic market. According to Bain and Co forecasts that by 2025, the Millennials (1980-1998) and the Centennials (1996-2010) will account for 50% of the population. Vietnam 's lifestyle and dare to try new things will pose a unique challenge for Vietnamese fashion brands. Therefore, Vietnamese brands want to develop and grow to apply new tactics in the digital economy, such as content marketing, integrated multi-channel marketing, so that we can build relationships and win market share on our side.

Along with the emergence of social media, especially social networking sites such as Facebook, Instagram... allows an interactive environment that encourages two-way communication between customers and brands. However, according to a recent market research survey by Edison Research, the number of Facebook users has decreased by 15 million since 2017 due to fake news, privacy breaches, and poor customer care. Instagram offers a differentiated user experience with a visual focus platform that consists of photos and videos. Therefore, a large number of businesses have combined with the visual image application Instagram because it is convenient for fashion brands in Vietnam to give customers an intuitive look, lively about the content and product message of the brand, thereby encouraging customer engagement. This study examines the impact of content marketing on Instagram on customer engagement so that we can recommend some content marketing strategies on social media for Vietnamese fashion brands.

2. LITERATURE REVIEW

2.1. Content Marketing

Rowley (2008) proposed that content marketing can be defined as a process carried out by businesses to use digital content distributed through electronic channels to benefit specified for the company. Pulizzi and Rose (2011) define the main goals for content marketing: brand awareness, customer leadership, customer conversion, customer service, and persuading customers to buy more and attract customers' goods with the brand. Hall (2013) complements customer education and improves the company's image. Besides, Holliman and Rowley (2014); Patrutiu (2015) have proposed data types to measure customer engagement with digital media (usually likes, comments, and share) and sales figures. Ahmad et al. (2016) also point out that likes, hashtags, retweets, comments, and content sharing that brands post online are measures to analyze the effectiveness of content marketing.

2.2. Customer Engagement

Hollebeek (2011) defines customer engagement with the brand as the level of customer motivation, relative to the brand and the contextual awareness state depending on the level of awareness, emotions and behaviors focused on specific brand interactions. According to

Verhoef et al. (2010), the purpose of customer engagement is to focus on customer behavior to get target companies, and it goes beyond trading and buying. Based on this, Vivek et al. (2012) argue that customer engagement in relationship marketing, not only incorporates relationships established between buyers and sellers but also any association. There may be potential customers and actual customers and all other stakeholders. In this paper, the author focuses on the behavioral aspect of customer engagement on Instagram. According to Palmet and Ghasemi (2019), the behavior of customer engagement is expressed by liking the brand's Instagram content, the willingness to collaborate to provide ideas with the brand in-development products, services as well as more motivation to engage positively with the brand.

3. RESEARCH MODEL AND HYPOTHESES

3.1. The Proposed Research Model

From the theoretical basis of content marketing on social media specifically, Instagram; theory of customer engagement on social media as well as the factors affecting it; the practical basis on the characteristics of male fashion brand Routine on Instagram; The related theoretical model of Hakkarainen (2016) along with the recognition of the suitability of the research model of Balio (2017) with the practical situation of fashion brands, the author has proposed to publish a model to study the effect of content marketing on Instagram on customer engagement with fashion with four factors including post type, post timeframe, interactivity and attractiveness of the topic of the post concerning customer engagement.

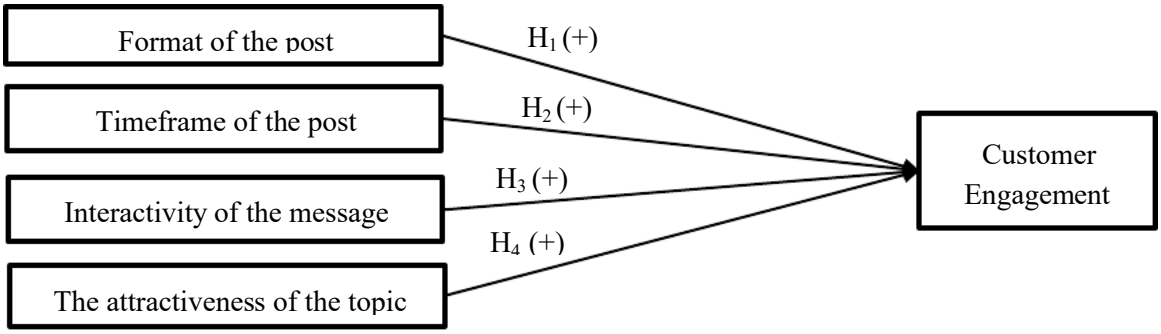

Figure 1 Proposed research model

3.2. Research Hypotheses

3.2.1. Format of the post

The format of the post is an essential predictor of measures to attract customers (Pletikosa and Michahelles, 2013; Sabate et al., 2014; Kim and Yang, 2017; Swani and Milne, 2017). Kim and Yang (2017) show that photos harm the number of comments, while (Pletikosa and Michahelles (2013) show the opposite. Researchers think that liveliness reflects the richness of the features of a post (De Vries et al., 2012). This richness is the breadth and depth of a message, stimulating the user's different senses, thereby affecting customer cohesion (Sabate et al., 2014). De Vries et al. (2012) suggested that each post's liveliness should be divided into different levels from low to high, including photos, events, and videos. Customers have a more positive attitude towards informative posts compared to non-informative posts. Farook and Abeysekara (2016) point out that a different content evokes a more significant number of unique message signals and external stimuli.

H1: The format of the post has a positive effect on customer engagement

3.2.2. Timeframe of the post

Previous studies have looked at time frames through different perspectives: weekdays and weekends (Wagner et al., 2017; De Vries et al., 2012); publication times during peak and off-peak hours (Sabate et al., 2014); Pletikosa and Michahelles, 2013); look at the seasonality of a post by analyzing the different months of the year. Research by Pletikosa and Michahelles (2013) suggests that posts in different time frames will influence different engagement. Coelho et al. (2016) show that seasonal factors can influence customer engagement on social media (Coelho et al., 2016). Although there are different points of view, there is consensus among the authors that there is an effect of the post-time frame on customer engagement in the social network environment because message boards and timelines always get new content. (Pletikosa and Michahelles, 2013; Coelho et al., 2016).

H2: Timeframe of the post has a positive influence on customer engagement

3.2.3. Interactivity of the message

Message interactivity is the extent to which users find that interaction or communication is bidirectional, able to control and respond to their actions (Mollen and Wilson, 2010). According to Kim and Yang (2017), interactivity is vital in communicating and maintaining relationships. Interaction is considered from three main perspectives: (1) focusing on customer experience and self-expression; (2) consider how customers communicate with each other and (3) focus on the technological features of the vehicle and its ability to create interactive activities (Ariel and Avidar, 2015). According to Kim and Yang (2017), Instagram is a place where all organizations have the same technological opportunity to interact. Therefore, the interactivity of the message depends on the extent to which brands take actions to engage customers through two-way communication between customers and businesses.

H3: Interactivity of the message has a positive influence on customer engagement

3.2.4. The attractiveness of the topic

The topic of the article affects message perception, leading to effective communication (Wagner et al., 2017). Wagner et al. (2017) concluded that the critical factor of successful communication is the *attractiveness of the topic*. Brands can try to evoke consumer or product-related emotions, and people will adjust their buying behavior accordingly Bagozzi et al. (1999). Jorgensen (2018) also demonstrates that through the emotional characteristics and effectiveness of the post topic, the richness of the topic's content and the topic related to the business sector of the brand effect. This attraction has a positive effect on customer engagement on social media (Wang et al., 2017; Liu et al., 2017; Swani and Milne, 2017).

H4: The attractiveness of the topic has a positive influence on customer engagement

4. RESEARCH METHOD

4.1. Scale and Source of Scale

Based on the research theory, the author sketches a preliminary survey. After that, the qualitative research phase was conducted by interviewing 03 experts to discover, adjust, and supplement the elements of content marketing affecting customer engagement. Instagram. The author then sent the questionnaire in the form of Google Docs to 20 customers based on a draft scale to review the scale's suitability through the results of Cronbach's alpha analysis. Finally, the author has adjusted to form a complete survey to continue the implementation of quantitative research.

Table 1 The detail scale and source of scale

Code	Items	Source
FORMAT OF POST		
FPO1	Post vividly	De Vries et al. (2012) Sabate et al. (2014)
FPO2	Attractive post	
FPO3	Posts provide information about the product	
FPO4	The post is highly entertaining	
FPO5	The post has new content	Farook and Abeysekara (2016)
TIMEFRAME OF POST		
TPO1	Post out of peak hours (outside of the time when users chat with friends).	Pletikosa and Michahelles (2013)
TPO2	Post more on weekdays than weekends.	Sabate et al. (2014)
TPO3	Posts with the seasonal seasonal collections for the year	Coelho et al. (2016)
INTERACTIVITY OF THE MESSAGE		
IME1	The message helps me and the brand can communicate	Mollen and Wilson (2010)
IME2	Businesses create posts with questions that help customers share their experiences	
IME3	Businesses upload beautiful photos of customers when using the product	
IME4	Business associated the post with winning lottery games	Huang and Choi (2019)
IME5	Businesses send messages to customers about new products	Kim and Yang (2017)
ATTRACTIVENESS OF THE TOPIC		
ATO1	The post revolves around the fashion field	Jorgensen (2018)
ATO2	Posts often come with photos / videos that create an abundance of information	
ATO3	Posts make each emotion separate	Bagozzi et al. (1999)
CUSTOMER ENGAGEMENT		
CEN1	I like and comment on fashion posts on Instagram	Brodie et al. (2011) Palmet and Ghasemi (2019)
CEN2	I have the motivation to engage positively with fashion on Instagram	
CEN3	I am willing to collaborate and provide ideas on fashion-related developments on Instagram	

4.2. Size and Characteristics Sample

Surveys conducted through Google Docs are sent via Instagram to customers. After ten days of conducting the survey, the results obtained 199 valid surveys, meeting the requirements for the number of sample sizes used in exploratory factor analysis and correlative regression. The sample results are as follows:

Table 2 The detail size and characteristics sample

Characteristics sample	Criteria	Quanlity	Percentage (%)
Gender	Man	143	71.9
	Woman	56	28.1
Age	Under 25 years old	112	56.3
	From 25 - 39 years old	79	39.7
	Above 39 years old	08	4.0
Income	Under 5 million	42	15.1
	From 5 - <10 million	76	50.3
	From 10 - 20 million	57	22.5
	> 20 million	24	12.1

5. RESULTS AND DISCUSSION

5.1. Cronbach's Alpha Test Result

Table 3 The Cronbach's Alpha Result

Scale	Cronbach's Alpha
Format of post	0.826
Timeframe of post	0.816
Interactivity of the message	0.834
Attractiveness of the topic	0.663
Customer engagement	0.759

The results of Cronbach's Alpha reliability analysis show that all four scales ensure reliability with the overall Cronbach's Alpha coefficient higher than 0.6. The scale results and the observed variables are appropriate to continue performing the EFA analysis.

5.2. Explore Factor Analysis Result

5.2.1. EFA results for the independent variables

In the first EFA analysis, we got the KMO coefficient = 0.753 at the Sig significance level is 0.000 in Bartlett's test, deriving four dependent elements with Eigenvalue as 1,424. However, the IME5 variable uploaded in both components is Component 1 and Component 4 in the rotation matrix with factors loading is 0.640 and 0.590, respectively, the difference in load factor is less than 0.3. Therefore, the IME5 variable will be excluded from the EFA test for the remaining observed variables, resulting in the following table.

Table 4 EFA analysis results for the independent variables

No	Scale	Items	Factor			
			1	2	3	4
1	Format of post	FPO2	0.817			
2		FPO1	0.780			
3		FPO5	0.777			
4		FPO3	0.747			
5		FPO4	0.711			
6	Interactivity of the message	IME3		0.844		
7		IME2		0.786		
8		IME1		0.751		
9		IME4		0.748		
10	Timeframe of post	TPO3			0.859	
11		TPO 2			0.823	
12		TPO 1			0.787	
13	Attractiveness of the topic	ATO3				0.810
14		ATO2				0.774
15		ATO1				0.725
Eigenvalues			3.586	2.931	1.839	1.309
Variance of extract (%)			23.904	19.540	12.263	8.728
Cumulative (%)						64.436
Sig.						0.000
KMO						0.791

EFA analysis results show that the KMO coefficient = 0.791 > 0.5 with sig = 0.000 < 0.05, so the observed variables are correlated with each other. Eigenvalue value = 1.309 > 1, where 15 observed variables are grouped into four elements with a factor load factor greater than 0.5, so they are significant with the variance was extracted by 64.436%.

5.2.2. EFA results for the dependent variables

Table 5 EFA analysis results for the dependent variables

No.	Item	Factor	Cronbach' Alpha	Sig.
1	CEN2	0.859	0.759	0.000
2	CEN1	0.812	KMO	Variance of extract (%)
3	CEN3	0.796	0.680	67.667

The results show that KMO = 0.680 > 0.5, sig = 0.000 < 0.05, so the observed variables are correlated with each other in the population. The Variance of extract coefficient is equal to 67.667%, indicating that the dependent variable explained 67.667% of the variation of the study data.

5.3. Regression analysis results

5.3.1. Correlation coefficient result

Table 6 Pearson correlation analysis table

		CEN	FPO	TPO	IME	ATO
CEN	Pearson Correlation	1	.347**	.577**	.578**	.396**
	Sig. (2-tailed)		.000	.000	.000	.000
FPO	Pearson Correlation	.347**	1	.037	.051	-.010
	Sig. (2-tailed)	.000		.608	.477	.885
TPO	Pearson Correlation	.577**	.037	1	.428**	.176*
	Sig. (2-tailed)	.000	.608		.000	.013
IME	Pearson Correlation	.578**	.051	.428**	1	.053
	Sig. (2-tailed)	.000	.477	.000		.455
ATO	Pearson Correlation	.396**	-.010	.176*	.053	1
	Sig. (2-tailed)	.000	.885	.013	.455	

Pearson analysis results show that all independent variables are correlated with the dependent variable at 1% significance level and a 99% confidence level. The dependent variable of customer interaction on Instagram has the strongest correlation with the message interaction variable (0.578) and the weakest correlation with the post type (0.347). Therefore, these independent variables can be included in the regression analysis to explain the degree of influence in the research model.

5.3.2. Multivariate regression analysis result

The analysis results show that the R Square coefficient is 0.663; this shows that four elements of content marketing explain the variation in engagement. For the F Change test, Sig ≤ 0.05 means that a linear regression model exists between the association's behavior and the influencing factors.

Table 7 The results of regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity	
	Beta	Sd. Error	Beta			Tolerance	VIF
(Const)	0.324	0.179		1.815	0.071		
FPO	0.226	0.030	0.318	7.610	0.000	0.997	1.003
TPO	0.214	0.030	0.338	7.217	0.000	0.793	1.261
IME	0.264	0.030	0.400	8.662	0.000	0.815	1.227
ATO	0.220	0.029	0.319	7.519	0.000	0.968	1.003

The table shows that the VIF coefficient of the scales in the model is minimal (<2), and Sig. <0.05 shows that the regression model does not violate multi-collinearity, and the scales are statistically significant. The following is a standardized regression equation:

CEN = 0.400 * IME + 0.338 * FPO + 0.319 * ATO + 0.318 * FPO

The results show that all four factors influence customer engagement on Instagram but with different levels. Meanwhile, Interactivity of the message (IME) is the factor which affects the highest impact with 0.400; followed by Timeframe of post (TPO) with 0.338; The other factors also impact, but the approximatively same level with 0.319 and 0.318 is Attractiveness of the topic (ATO) and Format of post (FPO), respectively. This coefficient determines the order of the impact of independent variables of content marketing on the dependent variable based on the results of the regression model. The result of that order is converted by a percentage based on the results of standardized regression coefficients as follows:

Table 8 Ranking of impacting factors

Factors	Standard Beta	Percentage (%)	Ranking
Interactivity of the message (IME)	0.400	29.09%	1
Timeframe of post (TPO)	0.338	24.58%	2
Attractiveness of the topic (ATO)	0.319	23.20%	3
Format of post (FPO)	0.318	23.13%	4

The results of linear regression analysis show that, among the four factors studied, the Interactivity of the message (IME) contributed 29.09%, the Timeframe of post (TPO) factor closed 24.58%, followed by Attractiveness of the topic (ATO), the Format of the post (FPO), contributed 23.20%, and 23.13%, respectively.

6. CONCLUSION

This article aims to study the influence of content marketing on Instagram on customer engagement with fashion brands in Vietnam. In this result, there is a positive relationship between brand and users on Instagram expressed through content marketing elements. Post form factors, posting timeframe, message interaction with customers, and emotional appeal of the post's topic positively influence customer engagement behavior on Instagram. In particular, the interoperability of messages has the highest level of influence, followed by the post time frame; the third is the emotional appeal of the post topic, and finally, the post format. This result is also similar to the study of Balio (2017), in which the author concluded that factors could be used to increase customer participation in social media, in particular, the interactivity of the message and specific calls.

The research results obtained will serve as a basis for further research on the same subject areas. This article will align with the content and social media strategy, which will help brands increase customer engagement. Most importantly, the research results will help executives in the field of fashion in particular and in the e-commerce industry to have a fuller view of content marketing and its impact on the behavior of customer engagement on social media in the Marketing 4.0 era. In particular, brands can increase customer engagement by regularly posting customer images in costumes and tag customers on posts. Lucky draw games or games also need to be organized more often. Next, increase the frequency of posting messages that can help customers interact with the brand or questions that help customers share their experiences with the brand, and other customers contribute to improving and developing products and services of the store. Weekly post times will have a higher reach

than weekends, with posts on Thursdays and Fridays gaining more engagement than other days of the week. Time posting in the time frame of the day is equally vital to attract, increase customer engagement. Besides, the abundance of posts on Instagram is a factor that creates the emotional appeal of customers. This abundance is shown in addition to the content, and it needs more attractive images or videos. These topics revolve around the fashion field and guide how to dress up the current emerging clothing trends, or durable outfit preserves. It is an essential basis in planning market development strategies, branding, attracting customers, and improving competitiveness.

Although the sample has met the conditions for ensuring statistical reliability to conduct the necessary tests, serving the resolution of research objectives, the number of The sample evaluated is still tiny compared to the overall customer. Therefore, the representativeness of the overall study has not reached the highest level. Thus, the next research topic can expand the sample size to achieve a high degree of representation for the overall study.

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