

# The Influence Of Social Media Marketing On Customer Engagement And Purchase Intention: Amor Tien Case Study

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## Abstract.

*The growth of the digital fashion industry in Indonesia has concentrated the social media as a key consumer interaction and buying behavior platform. However, there is a decreasing number of interactions with the audience and fluctuations in purchase intention, despite a regular posting schedule, which Amor Tien has experienced. This research clarifies how the contents quality, the interactiveness, and emotional trust affect customer engagement and the mediating effect of engagement on purchase intention on the Instagram media. It is the mixed-method design, which involved a quantitative survey of 250 female Instagram users aged 18-35 years, a quantitative survey, and qualitative evaluation based on the content analysis and platform statistics. An analysis of the data was done using a partial least squares structural equation modelling (SEM-PLS) process. The findings prove that each of the investigated variables has a statistically significant positive impact on customer engagement, which consequently has a strong impact on the purchase intention. The study therefore suggests that the Instagram strategy should be optimized to include interactive, trustworthy, and constant content. In the case of Amor Tien, particularly the improvement of emotional communications, the creation of community-based interaction, and the usage of narrative-based content are essential to intensifying the engagement and maintaining sales growth in the long term.*

**Keywords:** Content Quality, Customer Engagement, Emotional Trust, Instagram Marketing, Purchase Intention.

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## I. INTRODUCTION

Digitalization and the changing aspects of consumer behaviour have prompted a fast-paced change in the global fashion industry that is currently worth USD 2.3 trillion and has more than 300 million workers [1]. Sproliferation of digital technologies has re-engineered business contracts throughout the chain of value, both product development and supply chain efficiency and marketing strategies, thus making speed, cost-effectiveness, and agility an imperative competitive advantage [2], [3]. The subsequent shift within the industry increased significantly due to the COVID-19 pandemic, when lockdowns forced brands across the world to go online and strengthen their digital initiatives as a survival mechanism. The use of social-media-based platforms like Instagram, WhatsApp, Facebook, TikTok, with reach rates of 85%, 90.9%, 81.6% and 73.5% respectively, now are taking a central stage in consumer decision-making and in their interactions [4]. This effect has impacted the substantial increase of online-native companies like Ecinos and Yamonoid capitalizing on social-media but also direct-to-consumer, digital touchpoints [5], [6]. As the up-and-coming online fashion brand, Amor Tien is going to exist in the environment where Instagram, Tik Tok, and Shopee will be used not just as the means of communication but also as the key tools to help shape the experience with customers, build trust, and intent to purchase [7], [8], [9].

Despite the prospects of digital expansion, Amor Tien is currently faced with inconsistent performance results and failure to maintain the interest of the consumer in the wake of its strong initial launch reaction. References to the benchmark show that, where TikTok activity is rather stable and slightly higher than similar nano-level brands, the engagement volume reaches 3.90%, Instagram analytics demonstrate the presence of conspicuous performance shortcomings, the most obvious of which is small average views, shares, and the engagement rate of 2%, which is lower than the benchmark of 2.71% and significantly lower than the performance indicators of the most successful nano-level companies, including Onzestudio.co with an engagement rate of Such a lack determines that the existing marketing performance on Instagram might still be insufficient to respond to the key aspects like content quality [10], [11], interactivity [12], [13], influencer credibility [14], and emotional trust [15], [16]. In this vein, the proposed study will examine the effect of these variables on purchase intention involving customer engagement as an

intervening condition and propose strategic recommendations applicable to introduce relevant Instagram marketing solutions aimed at enhancing the online presence of Amor Tien and support the sustainable development of sales transactions.

## II. METHODS

### Experimental (or Materials and Methods)

The proposed research study will use a mixed-method research approach where both Quantitative and Qualitative methods will be combined to find answers to the research questions on the challenges that Amor Tien is facing in digital marketing. In quantitative terms, the primary data was gathered with the help of an online survey in which the target audience of civilized women aged between 18 - 35 who use Instagram actively and buy fashion products via e-commerce platforms were included. Constructs used in the survey included the quality of content, interactivity, credibility in the influencer, emotional trust, customer engagement, and purchase intention and used a five-point Likert scale [17]. To measure reliability and validity of the measurement model, the alpha of Cronbach, composite, average variance extracted, and discriminant-validity models were used.

The analysis of structural relationship was then conducted with partial least squares structural equation modelling (PLS-SEM) in SmartPLS, which is suitable to complex models and predictive marketing research [18]. In qualified terms, the study was based on semi structure interviews with the company founder and research of company documents including campaign reports, budgeting files, content planning sheets and marketing plans as a means of explaining the internal resources of Amor Tien, internal decision-making processes, and actual digital execution practices [19]. It is this qualitative understanding that helped provide a set of internal and external strategic analyses [20], [21]. The resulting data was summarised into a final recommendation that are made analytically based and at the same time realistic considering the capabilities of Amor Tien and the market environment [22], [23].

## III. RESULT AND DISCUSSION

The chapter clears out the results of the analysis and discusses the findings using the results that were gathered. The interpretation explains the relationship between the statistical results and appropriate theories introduced and how the insights can be used to identify the actual performance of Amor Tien in terms of digital marketing.

### 1. Statistical Description

The sample was 230 full-filled surveys that were done by the digitally active female consumers in the age group 19 to 35. The population is in line with the predominant group of online fashion shoppers in Indonesia [24]. Descriptive statistics reflect on the fact that the average values remain the same and are high in all constructs, namely content quality, interactivity, emotional trust, customer engagement, and purchase intention. Such findings indicate that the respondents have a positive view of the Instagram activity of Amor Tien. Measures of reliability and validity of the measurement instruments were checked. All constructs met strong convergent validity as all of them exceeded AVE of 0.50 (Table 1), which is the criterion of strong convergent validity [18]. The convergent validity of Interactivity (0.776) and emotional trust (0.727) and purchase intention (0.780) were particularly strong. The  $\alpha$  coefficients of Cronbach were mostly bigger than the suggested minimum of 0.70, which speaks in favor of good internal consistency. The level of emotional trust (0.925) and purchase intention (0.933) was exemplary and was of high reliability (Table 2).

**Table 1.** AVE of The Variables

Variables	Average variance extracted (AVE)
Content Quality	0.659
Interactivity	0.776
Emotional Trust	0.727
Customer Engagement	0.706
Purchase Intention	0.78

**Table 2.** Reability Test for Each Variables

Variables	Cronbach's alpha
Content Quality	0.827
Interactivity	0.858
Emotional Trust	0.925
Customer Engagement	0.793
Purchase Intention	0.933

The explanatory capacity of the structural model is high: 66.1% (Table 3) of the variance in customer engagement and 50.4 per cent in purchase intention are explained by the given predictors that the authors view as large and moderate explanatory power respectively [25]. None of the hypothesised relationships were not statistically significant ( $p$  of less than 0.05). The evidence shows that the quality of the content and the interactivity have a positive impact on customer engagement whereas emotional trust and customer engagement, on the contrary, predict purchase intention. Customer engagement itself also plays the mediating role in terms of content quality, interactivity, emotional trust, and purchase intention. To this extent on the case of Amor Tien, conversion process does not solely depend on content exposure, but on the process of emotional association and interaction with the product prior to the purchase decisions being finalized.

**Table 3.** R Square Score

Models	R Square
Customer Engagement	0.661
Purchase Intention	0.504

## 2. Content Quality

Construct of content quality had a high mean of 4.5953. This determines that clarity, visual coherence, and relevance of the platform are rated positively by a large percentage of the respondents. Appreciative product descriptions and styling as advice were well received, as past research showed that information and education content minimizes doubts in online fashion purchases [26], [27]. Besides, the user-generated content was more acceptable to the respondents, which supports the data indicating that perceived credibility is strengthened, when the social-media brand is authentic [10].

In the environment of Amor Tien, the branding system is minimal features including the lack of colours, a repeating tonal range and practical advice in styling fit the consumer expectations of online fashion users. However, in line with the thesis made by the quality of the content seems to be an indirect determinant of purchase intention as it boosts the engagement but does not serve as a persuading tool. Hence, Amor Tien must maintain its current visual image but add perceived value through contextualised information (e.g., how to wear at work, heat-friendly fabrics) with an added layer of meaning that is not being forced on the consumer with aesthetic images.

## 3. Interactivity

The highest mean was Interactivity (4.6511) of all variables showing that the audience members react well to two-way communication. The respondents concurred that brands that ask questions, respond to comments, or prompt participation feel more human and relatable, which is also in line with research on dialogic communication causing consumer proximity, trust, and behavioural service [11], [12], [13]. Formal findings also support the fact that interactivity has a positive indication of customer engagement and through engagement, purchase intention is indirectly affected, stated that interaction is a predictor of conversion in social commerce [28]. The passive broadcasting would not be enough to satisfy the needs of the consumers; they want recognition and direct engagement in Amor Tien. Engagement forms, like polls, question-and-answer sessions or outfit votes, and comment responses are not only strategic in terms of engagement measures. They strengthen relational proximity and increase the purchasing intent, especially when it comes to a small brand with a founder on the ground that will be able to use conversational tone and responsiveness as a competitive advantage over other brands with less personalised communication.

#### 4. Emotional Trust

The range of the scores of emotional trusts is between 4.4165 (Mean) and Moderate, High. The brand has been identified as warm, comfortable and recognisable to the audience but there is still room to build on emotional attachments. Warmth and real-person representation were also considered by the respondents as important in building trust in online-based fashion brands, which argues with positions that authenticity, empathy, and transparency play essential roles in building trust [15], [29]. The model additionally confirms emotional trust as a direct predictor of the purchase intention because the results highlight that relational trust reduces perceived risk and increases product confidence in the digital purchase [30], [31]. As a result, in the case of Amor Tien, emotionally charged messages, such as the story of the founder, human touch, customer reviews, expressions of gratitude, and empathetic tone, are conversion drivers and not fancy features of branding. It can be easy to build upon emotional trust with visible ownership (face-to-camera content), familiar and relatable stories, and feedback recognition, which could transform the brand idealized as liked into one that is chosen.

#### 5. Customer Engagement

Customer engagement was also one of the high-scoring constructs (4.4580). The user does not just consume the content; he or she engages in the content and sometimes even shares. This is in line with sources that describe engagement as a combination of the emotional, cognitive and behavioural investment [32], [33]. Engagement can also indicate an alignment with identity in the case of fashion: users save or share all the content that portrays their aspirational selves. In the model, engagement is the best predictor of purchase intention, which is in line with the fact that active participation leads to conversion more efficiently as compared to exposure. In the case of Amor Tien, it means that the engagement metrics are early converting metrics: comments, shares, saves, and participation. This highlights the importance of the strategic need to enhance interactive series, aesthetic challenge, reposting of user-generated content, and loyalty engagement systems that ensure continued involvement. Engagement, in turn, is the mediating factor between branding and the sales performance and a behavioural predisposition to the purchase intention transformation into a real act of buying.

### IV. CONCLUSION

The paper demonstrates that the quality of the content, the level of interactivity, emotional trust and customer engagement have a strong impact on purchase intention in the sphere of digital fashion marketing. The statistical findings support the fact that customer engagement is the most compelling force of the pattern of buying products, and it presupposes that consumers will tend to purchase products when they feel involved, recognized, and emotionally engaged with a brand. Emotional trust also shows a strong direct impact thereby reaffirming the significance of genuine, welcoming, and openness in developing purchasing trust. Meanwhile, corresponding to the quality of the content and the interactivity enhance this process by making contents relevant, comprehensible, and capable of creating meaningful two-way communication, which supports the suggestion that consumers are motivated by not only aesthetic consideration but also the values and experiences that content producers bring through content.

Such results mean that being consistent visually and product-focused in messaging are not enough to translate engagement into sales (Amor Tien). Instead, conversion is most likely in the case when the brand develops relationships based on interactive communication, narratives with relatable stories, and communication based on people. This places emotive value, such as functionality of products, as a relevant competitive point of distinction in an overcrowded digital fashion market. Enhancing engagement systems, increasing authenticity through founder presence and user generated content and maintaining a stable emotional story can fast track purchase patterns and loyalty in the long term. All in all, the research highlights the importance of considering social media more than as a promotional channel but as a social space that implies interactions and emotional appeal where trust, dialogue, and emotion influence customers to purchase products.

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