Building Brand's Customer Engagement through Brand's Social Media

Estefania Ballester
University of Valencia, Business Studies Faculty, Spain
stedu@alumni.uv.es

Carla Ruiz
University of Valencia, Business Studies Faculty, Spain
carla.ruiz@uv.es

Natalia Rubio
Autonoma University of Madrid, Business Studies Faculty, Spain
natalia.rubio@uam.es

Abstract. The growth of Instagram continues and is considered a well suited for brands to visually display their products using pleasing and appealing content. In 2019, Instagram reported more than 1 billion monthly active users worldwide, half of them using the platform daily (Statista, 2019). Even though still lower in absolute numbers if compared to other platforms such as Facebook, Instagram boasts the highest engagement rate (Sprout Social, 2019). Consumer engagement is considered to be a significant factor in measuring the impact and effectiveness of social media marketing efforts in an organisational context (Schivinski et al., 2016). CE provides sustainable competitive advantage (Kumar and Pansari, 2016) and plays an important role as a driver of business marketing and sales performance, especially among companies in the tourism sector (So et al., 2014; Wei et al., 2013), such as restaurants (Romero, 2017). Using Hollebeek, 2014 conceptualisation of the concept, customer engagement is "A consumer's positively valanced cognitive, emotional and behavioural brand-related activity during or related to, specific consumer–brand interactions". This conceptualisation proposes three dimensions, which correspond to the generic cognitive, emotional and behavioural nature of 'engagement.' Our study focuses on the emotional and behavioural dimensions and we expect that emotional engagement with the brand social media will facilitate behavioural engagement with both the brand social media and the brand. In this context, the aim of this paper is to contribute, first to analyse the influence of emotional engagement with the Brand Official Instagram on Behavioural engagement. Using Dolan et al., (2016), conceptualisation behavioural manifestations of engagement through social media is "a customer's behavioural manifestations that have a social media focus beyond purchase, resulting from motivational drivers". This construct consists of discrete levels of behavioural intensity, including lower intensity and more passive engagement behaviours (i.e. consuming), moderately active engagement behaviours (i.e. contributing), and highly active engagement behaviours (i.e. creating). In our study we consider the intention to follow the recommendation of the brand official Instagram as a passive behaviour (low level of behavioural engagement), cocreation with the brand official Instagram as a moderately active engagement behaviour (medium level of behaviour engagement), and finally intention to visit/revisit the brand´s physical store as a highly active engagement behaviour (high level of behaviour engagement). Second, regarding the customer behavioural engagement, it aims to determine the effect of the different levels of Behavioural engagement suggesting that the low levels could be antecedents of the highest levels. The paper adopts a quantitative approach and uses a total of 491 responses from followers of Instagram restaurant official account. Our results demonstrate that emotional engagement with the brand Instagram affect the formation of behavioural engagement. In addition, the analysis confirmed the relationship among levels of behavioural intentions showing the positive effect of the low levels in the highest. This work demonstrates the importance of the emotional engagement in order to generate behavioural engagement. The results have interesting implications for the hospitality industry.

Keywords: emotional engagement, behavioural engagement, social media, tourism sector