

Customer Engagement on Purchase: The Role of Sharing Intention in Influencing Consumer Interest in Snack Food Products

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Abstract

Opportunities for MSMEs are indeed wide open with technological advances, but competition in business is increasingly competitive. One can observe that the food sector in Jambi Province is the highest business sector on the MSME scale, so this shows that competition will also be higher. Customer involvement is considered to foster the intention of new consumers to make purchases, so customer engagement is an important thing to measure in the marketing concept. Food products are not only a business but also a consumer experience in shopping to consume or interact which can potentially increase sales through creating good consumer purchasing intentions. Measuring the intention to share in social commerce needs to be differentiated based on the purpose, namely social or commercial, so that we can further explore the factors of intention to create purchase intention in other consumers. The purpose of this research is to (1) To examine how much influence consumer engagement has on social sharing intentions and commercial sharing intentions directly on Snack Food MSMEs in Jambi Province on; (2) Examining how much influence social sharing intentions and commercial sharing intentions have on purchasing intentions among Snack Food MSMEs in Jambi Province; (3) Examining how much purchasing intentions are influenced by consumer engagement through social sharing intentions and commercial sharing intentions in Snack Food MSMEs in Jambi Province. This study employs Structural Equation Modeling (SEM) for data analysis, utilizing the SmartPLS software.

Keywords : Consumer Engagement, Sharing Intentions, Purchase Behavior

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1. Introduction

The development of information technology, especially on social media, opens up opportunities for MSMEs to gain more benefits by improving promotional strategies aimed at increasing sales and expanding the market (Odoom, 2017). According to the Ministry of Industry, Indonesia has four strategies, namely (1) the competitiveness and productivity of MSMEs are encouraged to be able to enter the international market; (2) maximizing the use of digital technology; (3) increasing skills in the use of technology; (4) innovation in technological products. The positive contribution obtained by business actors with digital growth, where business actors can carry out marketing activities without limits with small promotional costs. In January 2023, internet users in Indonesia experienced a growth of 5.2% from 2022, where internet users reached 78.7% of the total population of Indonesia in January 2022 while the use of social media was 68.9% of the total population of Indonesia and an increase of 12.6% from 2022 (reportal data, 2023).

The opportunities for MSMEs are indeed wide open with the advancement of technology but competition in business is increasingly competitive, it can be seen that the food sector in Jambi Province is the highest business sector on the MSME scale, so it shows that competition will also be higher. The current phenomenon is that business actors use many marketing strategies by utilizing customer engagement. Customer engagement is considered to be able to foster the intention of new consumers to make purchases, so



customer engagement is an important thing to measure in the marketing concept. Consumers need to adapt to the marketing mix approach in taking advantage of new technology and serving customers. Connecting with customers through social media is an opportunity to expand marketing reach. In digital media, it is not only sellers who carry out activities to share or exchange information with consumers, but consumers also carry out activities to share and exchange information with other customers.

Consumer engagement is one of the strategies used by business actors for the success of sales promotion (Sashi, 2012). In social commerce, especially in snack products, the role of consumer engagement for various marketing activities is considered to be able to create other consumers' intentions to make purchases, by describing the taste and characteristics of the food product. According to Harmeling et. al., (2016), customer engagement is an effort towards marketing functions with motivation, empowerment and measurement of customer contributions. At this time, food products are not only a business but also a consumer experience in shopping to consume or interact which can potentially increase sales through the creation of purchasing intentions for both old and new consumers. Social interaction is the most important key factor in e-commerce. Bagozzi & Dholakia (2002), consumer participation intentions in virtual communities have an influence on behavior to contribute. Measuring the intention to share in social commerce needs to be distinguished based on the purpose so that it can further explore the factors of intention to create purchasing intentions in other consumers. Balakrishnan et al (2014) explained that purchasing intention is a consumer's perceptual level of confidence in buying a product. Based on this description, this study intends to conduct a study on the influence of consumer involvement in growing consumer purchasing intentions for snack products in Jambi Province through the intention to share carried out by loyal consumers.

Customer engagement is an effort towards marketing functions with motivation, empowerment and measurement of customer contributions (Harmeling et al., 2016). Brodie et al (2011), customer engagement is used as a means of creating, building and improving customer relationships. In the marketing literature, there have been many studies discussing customer engagement (Prentice et al., 2019). The first concept of customer engagement in the marketing literature concerns the identification between customer engagement and customer engagement (Brodie et al., 2011). Then the concept of customer engagement along with the development of marketing research has emerged, where customer engagement appears based on a focus on individuals explaining individual motivation towards a particular brand (Youssef et. al., 2017). In the end, the conceptual scope between customer engagement and brand engagement has similarities to be used even with different names (Hapsari et. al., 2017).

Gielens et al (2019), the perception of different views is not from consumers but from behavioral customer engagement from the perspective of the organization. Customer engagement is conceptually multidimensional with cognitive, emotional and behavioral dimensions (Prentice et al., 2019). Customer engagement is important in social commerce in facilitating consumer relationships with sellers. In social commerce, customers are encouraged to be involved with cognitive, emotional and behavioral approaches (Gielens et al., 2019). Measurement of customer engagement can be seen from the consumer's feelings of being accepted, listened to and cared for with a social relationship approach even though they do not make a purchase.

Molinillo et al (2020), the dimensions of customer engagement are developed into vigor, dedication and absorption. Vigor is a measurement of the high mentality of an individual to be able to persist in doing something. Dedication is an individual's feeling in achieving goals with enthusiasm, identification, pride and a sense of significance. Absorption is a measurement of the behavior and experience of individuals in doing something that does not feel bored (Ou et al., 2020). Customer engagement can increase the intention of new consumers to make purchases, so customer engagement is an important thing to measure in the marketing concept. In social commerce, the role of consumer engagement for various marketing activities is considered to be able to create other consumers' intentions to make purchases.

According to Zhang et al (2017), a person has a stronger motivation in behavior to be directed towards a goal. A person's motivational commitment to behavior to achieve a certain goal is influenced by intention, so intention can describe motivation in a person. Lu et al (2016), attitude cannot fully drive a person's behavior, where motivation is a link between behavior and attitude. Intention is the most important mediator between behavior and attitude to direct towards goals (Huang et al., 2017). Research has discussed a lot about consumer behavioral intentions after making a purchase, including the intentions of tourists (Meng & Choi, 2016; Song et al., 2017), satisfaction with consumer behavioral intentions (Koenig-Lewis & Palmer, 2014), intentions to visit shopping centers (Hunter, 2006) and intentions towards service loyalty. Bagozzi & Dholakia (2002), consumer participation intentions in virtual communities have an influence on behavior to contribute. In a community where members share similar interests, the social identity of members is an important factor in participating in the online community (Tsai & Bagozzi, 2014).

In social commerce, social interaction is the most important key factor. The intention to share in social commerce has a specific purpose, the commercial and social views of individuals are determined by the motivation of the individual, where activities with sharing shopping information, word of mouth search for recommendations and shopping behavior are shared for a specific purpose (Lin et al., 2017). Bapna et al (2017), information sharing behavior in social commerce, is driven by the intention to achieve with a choice of two goals, namely social or commercial. Dimensions in measuring the intention to share include attitudes, emotions and perceived behavioral control (Busalim & Hussin, 2016). Purchase intention in individuals is based on mental satisfaction, customers act by developing actual willingness towards an object (Janany & Shivany, 2017). The definition of purchase intention tends towards the purchase decision to buy a product (Randi, 2016) while Balakrishnan et al (2014) explain that purchase intention is a consumer's perceptual with a level of confidence to buy a product.

Intention is a behavioral attitude influenced by psychological aspects, where individuals try to get an object with sacrifice with a happy attitude towards the object (Akturan, 2018). Zhou et al (2017), dimensions in measuring purchase intention include (1) interest in searching for information, searching for information is driven by the stimulation of needs starting with strengthening attention, reading references or friends towards a product; (2) purchase considerations, studying and evaluating the choice of results from searching for information for consideration in purchasing; (3) interest in trying, seeking benefits and evaluating products where evaluation is oriented towards cognitive which is considered to be consciously and rationally assessed; (4) the desire to know the product, consumers view the product as an attribute that has different abilities in providing benefits to provide satisfaction of needs; (5) the desire to own the product, consumers take a stance from the attribute evaluation process and form an intention to own the product by making a purchase. The intensity of a person in searching for information on a product illustrates that a person has a high intention to buy an item (Moreira et al., 2017). Vijaranakorn & Shannon, (2017), a person has a primary preference for a product to one seller and will ignore products from different sellers, so that the intention forms a consumer preference for a seller.

2. Method

The Sampling Unit is MSME business actors while the analysis unit is MSMEs in Jambi Province (especially in Jambi City, West Tanjung Jabung Regency and Sungaipenuh City), to meet this criterion, a data collection method was carried out with strata (stratified random sampling). The number of samples that will be used as respondents is 150 MSME business actors, each with 50 sample units per research object. The study uses a survey characterized by the use of questionnaires and identified target populations. The main questionnaire uses a closed questionnaire. This analysis is based on field notes or process notes of each researcher. Quantitative Analysis, an approach with Structural Equation Modeling (SEM) measurements using SmartPLS software. The analysis technique is carried out through analysis of the results of the outer model and inner model. The variables of this

study consist of each of the main variables consisting of: 1) Consumer Involvement (X); 2) Sharing Intention (Z); and 4) Purchase Intention (Y)

3. Results and Discussion

The next measurement is a test measurement of the reliability value, the analysis is carried out through Cronbach's alpha with a minimum score of 0.7 and composite reliability with a minimum score of 0.7, where the score of each measurement of each variable if more than 0.7 then the variable is considered reliable. Test measurement of the validity value, the analysis is carried out through Average Variance Extracted (AVE) with a minimum score of 0.5, where the measurement score of each variable if more than 0.5, then the variable is considered to meet validity. The results of the test measurements can be seen as follows

Table 1. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Engagement	0.861	0.825	0.858	0.619
Purchase Intention	0.868	0.868	0.896	0.669
Sharing Intention	0.854	0.860	0.881	0.684

Source: Processed Data, 2023

Based on table 1, the results of the Cronbach's alpha analysis are the customer engagement variable of 0.861, the purchase intention variable of 0.868 and the sharing intention variable of 0.854. The results show the accuracy and reliability of all variables. where the score is more than 0.7.

The results of the composite reliability analysis are the customer engagement variable of 0.858, the purchase intention variable of 0.896 and the sharing intention variable of 0.881. The results show that the variables as a whole are declared reliable. where the score is more than 0.7

The results of the Average Variance Extracted (AVE) analysis are customer engagement of 0.619, the purchase intention variable of 0.669 and the sharing intention variable of 0.684. The results show that the variables as a whole are declared to meet validity. where the score is more than 0.5

Testing the relationship between variables with a tolerance level or P Value of 0.05, then if the P Value is more than 0.05 the effect is not accepted. It is also proven that if the P Value is above 0.05 then the T statistic is smaller than the T count, then the result is rejected. The results of data processing in this study, testing the relationship between variables can be seen in the following table:

Table 2. Outer Weight

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Engagement -> Purchase Intention	0.295	0.297	0.078	3.773	0.000
Customer Engagement -> Sharing Intention	0.406	0.457	0.081	5.027	0.000
Sharing Intention -> Purchase Intention	0.419	0.401	0.109	3.117	0.000
Customer Engagement -> Sharing Intention -> Purchase Intention	0.395	0.319	0.066	2.960	0.003

Source: Processed Data, 2023

Based on table 2, the results of the analysis of the relationship between variables are shown, all P Values are less than 0.05, so the results of the influence of each variable are accepted.

Based on the results of the test of the relationship between variables, the T statistic value is 3.773 and the P Value is 0.000 with a significant level of 0.05 for the relationship between the influence of the customer engagement variable on the purchase intention variable, then the customer engagement variable has a significant influence on the purchase intention variable. The test results show that the higher the customer engagement, the higher the purchase intention will be. In this influence, the customer engagement variable, including the dimensions of vigor, dedication and absorption, then these dimensions partially have a positive influence on the purchase intention variable

Based on the results of the test of the relationship between variables, the T statistic value is 5.027 and the P Value is 0.000 with a significant level of 0.05 for the relationship between the influence of the customer engagement variable on the sharing intention variable, then the customer engagement variable has a significant influence on the sharing intention variable. The test results show that the higher the customer engagement, the greater the sharing intention will be. In this influence, the customer engagement variable, including the dimensions of vigor, dedication and absorption, then these dimensions partially have a positive influence on the sharing intention variable.

Based on the results of the test of the relationship between variables, the T statistic value is 3.117 and the P Value is 0.000 with a significant level of 0.05 for the relationship between the influence of the sharing intention variable on the purchase intention variable, then the sharing intention variable has a significant influence on the purchase intention variable. The test results show that the higher the intention to share, the higher the purchase intention will be. In this influence, the sharing intention variable, including the dimensions of attitude, emotional and behavioral control, then these dimensions partially have a positive influence on the purchase intention variable. Based on the results of the test of the relationship between variables, the T statistic value is 2.960 and the P Value is 0.003 with a significant level of 0.05 for the relationship between the influence of the customer engagement variable on the purchase intention variable through sharing intention, then the sharing intention variable acts as a mediator of the influence of customer engagement significantly on the purchase intention variable.

4. Conclusions

Based on the results of the research and discussion, it can be concluded as follows: (1) customer engagement shows a significant positive influence on purchase intention, proven that the higher the customer engagement, the purchase intention will increase; (2) customer engagement shows a significant positive influence on sharing intention, proven that the higher the customer engagement, the more the sharing intention will increase; (3) sharing intention shows a significant positive influence on purchase intention, proven that the higher the sharing intention, the more the purchase intention will increase; (4) sharing intention as a mediator of customer engagement influence shows a significant positive influence on purchase intention, where sharing intention is considered a variable that strengthens customer engagement in increasing purchase intention

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