

The Influence of Social Media Interactivity, User Experience and Brand Image on Customer Engagement in Digital Platforms of Digital-Based Retail Customers

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Abstract

The objective of this study is to examine the influence of Social Media Interactivity, User Experience, and Brand Image on Customer Engagement on Digital Platforms for digital-based retail consumers. Data were collected via online surveys and analyzed by using multiple linear regression. Before testing the hypotheses, validity and reliability tests, as well as the conventional assumption tests. The research results pointed out that Social Media Interactivity, User Experience, and Brand Image have a significant and positive impact on Customer Engagement in Digital Platforms partly and simultaneously. The leading variable impacting Customer Engagement is User Experience. The results of the study indicate that the quality of social media engagement, the best user experience, and a strong brand image may contribute to an increase in consumer contact on digital platforms. This research advances the literature of digital marketing, customer engagement, and consumer behavior, and offers practical implications for digital-based retail organizations to develop strategies to sustainably enhance customer engagement.

Keywords: social media interactivity, user experience, brand image, customer engagement in digital platforms.

INTRODUCTION

With the advent of digital technology, the manner in which retail firms make a tie-up with customers has changed. Digitalization has modified how transactions happen and has brought about new platforms for fast, flexible and continuous two-way communication between firms and customers (Sudirjo et al., 2023). In the digital age of retailing, a company's success depends not only on product quality or competitive price, but also on its ability to build long-term relationships with consumers across multiple digital channels. Therefore, consumer participation in Digital Platforms has become a key marker of the level of consumer engagement with the functioning of a firm in the digital milieu (Kushariyadi et al., 2024). Purchases are not the only indicators of customer engagement, but also the involvement in the form of comments, sharing, reviews, joining brand communities and engagement in other digital events offered by the firm (Pramudito et al., 2023). High customer involvement can

lead to higher customer loyalty, stronger emotional connection with the company and promotion through digital word of mouth (Prilosadoso et al., 2024).

One of the factors hypothesized to influence Customer Engagement in Digital Platforms for digital-based retail customers is Social Media Interactivity. Social media interactivity refers to the ability of social media to facilitate two-way communication, information sharing and active engagement between organizations and consumers (Judijanto et al., 2024). Retail organizations use social media channels today to provide product information, respond to consumer questions, deliver customer service and even create digital communities. User experience is also considered as an important factor that affects customer engagement in digital platforms among customers of digital-based retail (Solehati et al., 2022). User experience (UX) is the overall experience of a user when interacting with a firm's digital platform, including the ease of use, ease of navigation, speed of access, look of the interface and satisfaction of using the service (Sudirjo et al., 2023; Sunarwia et al., 2023). Good experience on digital platforms will lead to customers being more engaged for longer periods. A positive experience would also increase the chances that consumers would visit the platform again and participate in the various digital activities offered by the organization (Suradi et al., 2024; Sudirjo et al., 2024). Another factor which is assumed to influence Customer Engagement in Digital Platforms in digital-based retail customers is Brand Image. Brand image is the way consumers perceive a brand, the ideas and associations they have about it, formed by the experience, information and messages they have received (Rifai et al., 2021; Kartika et al., 2020). Good brand image can enhance the feeling of trust, pride and emotional affinity with the firm of the customers (Parawansa & Mustafa, 2023). In the digital world, people like to interact with companies with a high reputation and that are perceived to be able to deliver value that meets their demands (Pratiwi, 2022; Sriyanti et al., 2023).

The aim of this research is to analyze the effect of Social Media Interactivity, User Experience and Brand Image towards Customer Engagement of digital-based retail consumers in digital platforms. This research is theoretically intended to contribute to the growth of digital marketing, customer engagement, and consumer behavior literature, especially on aspects influencing customer involvement on digital platforms. The research is also intended to contribute to knowledge of the function of social media engagement, user experience and brand image in the long-term relationship between consumers and businesses. The practical results of this research will probably serve as a reference for digital-based retail organizations to develop more successful marketing tactics to improve consumer engagement.

METHOD

This research employs a quantitative approach with a survey technique to assess the impact of Social Media Interactivity, User Experience and Brand Image on Customer Engagement on Digital Platforms among digital-based retail customers. The research population is consumers who actively use digital retail platforms to find information, engage and make online purchases. A purposive sampling technique was used with the following criteria: (1) respondents are at least 18 years old, (2) respondents actively use digital retail platforms for at least the last six months, (3) respondents have made at least three purchases in the last six months, and (4) respondents follow the official social media accounts of digital retail companies. A sample size of 200 respondents was used. The data were collected through an on-line questionnaire. The Social Media Interactivity variable was operationalized in terms of characteristics of two-way communication, responsiveness, active contact and user participation. The variable User Experience was measured by the categories of usability,

accessibility, pleasure and satisfaction with the interface. Brand Image was evaluated by taking into account brand reputation, brand credibility, brand distinctiveness and brand favorability characteristics. At the same time, the variable Customer Engagement in Digital Platforms was studied related to the dimensions of cognitive engagement, emotional engagement, behavioral engagement and social engagement. The validity and reliability of all study tools were checked by the data collected. The validity was verified by means of t-test. The instrument reliability was tested by using Cronbach's Alpha with minimum value of 0.70. Multiple linear regression technique is used for hypothesis testing at 5% level of significance.

RESULT AND DISCUSSION

The results of data processing on respondents of digital-based retail customers state that all research instruments are valid and reliable. The result of validity test showed that all indicators of the study had a calculated t value bigger than t table at the significance level of 5 %. All statement items were considered valid and usable. The reliability test results indicated an acceptable level of internal consistency. Results of multiple linear regression analysis showed that Social Media Interactivity, User Experience and Brand Image, simultaneously, have positive and significant impact on Customer Engagement in Digital Platforms. The result of the coefficient of determination of 0.569 showed that 56.9% of the variance of Customer Engagement in Digital Platforms could be explained by the three independent variables in this study, while the remaining was influenced by other factors outside the research model. Also, the partial test results show that all independent variables have a positive and significant effect on Customer Engagement in Digital Platforms.

The research findings indicate that social media interactivity has a positive and significant effect on customer engagement in digital platforms for digital-based retail customers. This result indicates that the more companies develop contact on social media, the better the engagement of customers on the company's digital platforms. The more you engage in comments, DMs, discussions, surveys, live broadcasts and quick responses to consumer questions, the more successful your two-way communication will be. This helps the consumers to feel cared for and valued and they are more likely to be more active participants in the numerous digital operations of the company. Social media interaction also strengthens the emotional link between consumers and the companies as customers can share their thoughts, get feedback and interact directly with the firm. The higher the quality of social media connections created, the more consumers are likely to comment, share content, participate in promotional programs and recommend the brand to other users. Therefore, Social Media Interactivity is one of the important variables to increase Customer Engagement in Digital Platforms.

The findings of the research indicate that Customer Engagement in Digital Platforms for customers of digital-based retail has a positive and significant effect on User Experience. The study finds that positive user experience can boost a consumer's engagement with a firm's digital platform. This is evident in the ease of navigation, the beautiful interface, the speed of access, the comfort of use and also the ability of clients to quickly get information and execute transactions. An intuitively created digital platform can reduce the barriers to use and make consumers more comfortable using the platform for a longer length of time. This great experience also increases the client happiness and makes them come to the platform again and again. Furthermore, a good user experience may help to build a better emotional connection between consumers and the organization, and therefore increase customer engagement in different digital activities. Based on the regression coefficient value, the variable that has the

most effect on Customer Engagement in Digital Platforms is User Experience. Thus, increasing the quality of the user experience is a major goal for digital-based retail organizations.

The results of research found that Brand Image has a positive and significant effect on Customer Engagement in Digital Platforms for digital-based retail customers. This indicates that a positive brand image may have a positive impact on consumers' involvement in various digital activities of a firm. Furthermore, consumers who see a brand as reputable, credible and of good quality are more likely to develop a higher level of trust. Hence, they are more active in following the company's social media accounts, providing reviews, sharing experiences and contributing to the digital communities created by the company. A good brand image also fosters an emotional bond that keeps people connected to the business in the long run. Positive brand image builds trust and also helps reinforce the idea that the organization can continuously provide great products and services. This situation encourages consumers to be more active in engaging through the various digital channels that the organization has at its disposal. So, Brand Image is one of the critical variables that help to increase Customer Engagement in Digital Platforms for digital-based retail consumers.

CONCLUSION

The research results show that Social Media Interactivity, User Experience and Brand Image have positive and significant effect on Customer Engagement in Digital Platforms for digital-based retail customers both partially and simultaneously. The study findings reveal that the Social Media Interactivity enhances the customer engagement through the two way communication, corporate response and active consumer participation in some of the social media activities. Furthermore, User Experience is the most dominant factor affecting consumer Engagement on Digital Platforms. A simple, pleasant, fast and delightful user experience can increase the intensity of consumer connection with the company's digital platform. Furthermore, it was observed that Brand Image has a positive impact on consumer Engagement, because a strong brand image can enhance consumer trust, loyalty and emotional attachment to the organization. And simultaneously, the three independent variables can account for the greater part of the variation in Customer Engagement in Digital Platforms. The quality of social media interactions, user experience and brand image of the company together influence the customer engagement in digital platforms.

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