Examining the Role of Personality and Brand Experience in Consumer Engagement in Indonesia's Local Cosmetics Market

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Abstract. This paper aims to examine the extent to which brand experience and personality influence engagement in local cosmetics in the Indonesian context. It further explores the role of the brand experience and brand personality as a dependent variable amidst the relationship of engagement of local cosmetics in Indonesia. This study has used 350 responses collected through an online survey conducted among consumers of local cosmetics in Indonesia. The responses were analyzed using confirmatory analysis and structural equation modeling. The results of the online survey show that brand experience and brand personality positively influence the engagement of local cosmetics in Indonesia. The effects of engagement in local cosmetics in Indonesia are partially affected compared to those directly from the brand experience and personality. This study suggests that the owner of a local cosmetics brand should develop strategies that could increase the levels of brand experience and brand personality because of its effects on engagement outcomes. This research is the first of its kind to examine the effect of brand experience and brand personality on the engagement of local cosmetics in the Indonesian context.

Keywords: Brand Experience, Brand Personality, Engagement

1. Introduction

In the era of globalization and rapid information technology advancements, businesses worldwide fiercely compete to maintain their industry standing [1]. Brand engagement is crucial to business success [2]. Engaged consumers are more likely to provide positive feedback and even become loyal advocates for the products or services they consume [3]. Brand engagement is not merely about purchasing and using products; it encompasses how consumers interact, participate, and contribute to the business ecosystem [4]. Recent issues related to brand engagement have gained increased attention due to shifts in consumer behavior, the evolving role of social media, and changing business trends [5].

Several factors influence brand engagement, including brand personality, brand experience, and brand affect [6] [7] [8]. Additionally, environmental awareness, business ethics, and social responsibility increasingly impact brand engagement [9]. Consumer interaction patterns can also indicate the likelihood of continued product/service purchases [10].

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Positive consumer attitudes can enhance interaction and brand engagement as consumers feel attracted and emotionally involved, leading them to revisit a brand's social media and recommend it to others [6]. A company's sustainability hinges on brand engagement built through consumer trust, fostering brand loyalty [3]. Brand engagement is also crucial in determining a company's competitive success in the market [11]. Brand engagement is a valuable company asset, necessitating efforts to enhance it for long-term positioning [12].

Previous research suggests poor brand-customer engagement can lead to missed interaction opportunities and hinder market competitiveness [13]. One strategy to enhance brand engagement is conveying brand personality, fostering stronger emotional connections, and boosting brand engagement [14]. This can be achieved by implementing brand personality strategies on social media, capitalizing on consumers' tendency to attribute human personality traits to brands. Brand personality encompasses the human characteristics associated with a brand [15]. The brand engagement has become a critical focus for brands, as low brand personality awareness translates to low brand engagement [14]. Aligned with this, researchers emphasize the need to examine the drivers of brand personality on social media, as it plays a pivotal role in transmitting human traits to brands [16].

Previous research has not directly linked the constructs of brand experience, brand personality, and brand engagement using the most commonly used conceptualizations and scales in brand experience literature: sensory, cognitive, and behavioral [17]. Similarly, brand personality studies have primarily focused on Aaker's brand personality scale (1997), while brand engagement research has emphasized the cognitive, emotional, and behavioral dimensions [11] Consequently, a gap exists in understanding how brand experience and personality influence brand engagement.

By exploring the influence of brand experience and brand personality on brand engagement, this study aims to provide valuable insights for academic research and industry practice. The findings will contribute to a deeper understanding of consumer behavior in the digital age and offer practical guidance for brands to cultivate stronger customer relationships through effective engagement strategies.

Theoretical Background

Brand experience

The concept of brand experience was first introduced by J.J. Brakus, J. Zarantonello, and B.H. Schmitt, in their seminal paper titled "The Development of the Brand Experience." The authors elaborated on this concept in their highly cited article "Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?" These works define brand experience as the sensations, feelings, thoughts, and behavioral responses elicited by brand-related stimuli, which are inherent to the brand's design and identity, packaging, communication, and environment. [14] distinguish between various experience dimensions and construct a brand experience scale encompassing four key dimensions: sensory, affective, intellectual, and behavioral. Drawing upon expert insights and the findings of various research studies on brand engagement, the researchers concur that brand experience represents an emotional connection between a brand and its customers. This connection must be consistently nurtured to deliver unforgettable experiences that encompass sensorial, emotional, intellectual, and behavioral dimensions.

This study will employ a multi-dimensional approach to measure brand experience, encompassing four key dimensions: Sensory, Affective, Behavioral, and Intellectual. The selection of these dimensions is based on their alignment with relevant variables in previous research, as evidenced by studies conducted by [10] [18] [19] [20].

Brand personality

In today's marketplace's competitive landscape, brand personality is a crucial tool for differentiating brands from their rivals and fostering stronger connections with customers [21]. Aaker J. first introduced the concept of brand personality in his seminal paper "Dimensions of Brand Personality," published in the Journal of Marketing Research. Aaker posited that brand personality arises from consumers' tendency to attribute human personality traits to brands [2]. Recognizing the growing influence of social media, researchers have emphasized the importance of examining brand personality in this digital realm, as it plays a pivotal role in conveying human-like characteristics to brands [22].

Research indicates that brand personality is beneficial to companies and consumers. Specifically, firms that develop a personality for their brands evoke emotions in consumers and increase the level of engagement of the brands. Brand personality finds that "such connections play an important role in creating brand equity and maintaining long-term consumer brand relationship" [23] In fact, from the customer's point of view, brand personality can help them create and communicate their actual or idea personalty to others in various social contexts.

Brand personality is a key factor influencing these relationships, which emerges from consumers' tendency to attribute human characteristics to brands [2]. Understanding the dimensions of brand personality is crucial for brands to effectively communicate their essence and build connections with consumers on social media. Several researchers have identified core brand personality dimensions, such as sincerity, excitement, competence, sophistication, and ruggedness [2]. By strategically portraying these dimensions on social media platforms, brands can foster positive brand perceptions and enhance customer engagement (Ghorbani et al., 2022). This research explores the influence of brand personality dimensions on brand engagement within social media.

Brand engagement

The most widely cited literature on brand engagement stems from the Journal of Interactive Marketing article "Brand Engagement in Social Media: Conceptualization, Scale Development, and Validation" [24]. The authors posit that fostering high levels of brand engagement can lead to superior organizational performance outcomes, including increased sales growth, brand referrals, enhanced consumer contributions to collaborative product development, improved co-creative experiences, and superior profitability [24].

Consumer-brand relationships have evolved in the digital era, fostering a space where consumers can actively communicate, share, and exchange information, ideas, and opinions regarding products or services. This shift necessitates the implementation of traditional marketing concepts in the digital realm, particularly brand engagement on social media platforms [25] [26] [27]. The brand engagement has emerged as a crucial instrument for businesses to thrive and compete in the dynamic marketplace [28].

This is attributed to the positive impact of strong brand-consumer relationships on customer loyalty [4]

Brand engagement extends beyond mere interactions; it fosters a multi-dimensional experience that shapes consumer behavior [24]. This research investigates the impact of brand engagement dimensions, namely cognitive, emotional, and behavioral, on consumer decision-making within social media. By examining the interplay between these dimensions [29], this study aims to equip brands with valuable insights for crafting effective social media strategies. Such strategies can cultivate deeper brand connections, foster positive brand perceptions [30].

Hypotheses and conceptual framework

Marketing is a grand theory encompassing the concepts of brand experience, personality, and engagement. It is the process companies undertake to build and create value, fostering strong customer relationships [31]. Strategic brand management, a middle theory, analyzes brand engagement. This concept refers to the added value a brand derives from the thoughts and feelings it evokes in consumers. It has evolved from product- and market-based approaches to a consumer-centric one [32]. Brand engagement is measured through three dimensions: cognitive, emotional, and behavioral [33] [34] [35].

A multitude of influencing factors drives the realm of brand engagement research. Several studies have established a compelling link between brand experience and brand engagement, as evidenced by the works of [6] [17] [36] [19] [37] [38]. Brand engagement is further augmented by brand personality, as explored in prior research by [23] [17] [7] Notably, [17] shed light on the synergistic relationship between brand experience and brand personality in shaping brand engagement.

Hypotheses are statements that posit relationships between variables and must be empirically tested. The hypotheses examining the influence of brand experience and brand personality on brand engagement are supported by the following premises:

1. Brand experience has a significant influence on brand engagement.
2. Brand personality has a significant influence on brand engagement.
3. Brand experience and brand personality have a combined influence on brand engagement.

Based on the research problem, the conceptual framework, and the premises from previous studies, the hypotheses formulated in this research are:

H1: Brand experience has a significant influence on brand engagement.
H2: Brand personality has a significant influence on brand engagement.
H3: There is a combined influence of brand experience and brand personality on brand engagement.

2. Methods

Sample and data collection

In this study, examining the entire population is not feasible due to cost, manpower, and time limitations. Researchers are permitted to select a subset of the population, provided that this subset accurately represents the remaining unexamined population. To facilitate the research process, a research sample is essential when dealing with large

populations, such as the population of Instagram followers in Indonesia. The sample must effectively represent the characteristics of the broader population. Based on the aforementioned definition of a sample, the sample employed in this research comprises customers who follow the official Instagram account of MS Glow.

Determining the sample size for SEM analysis requires a minimum sample size of five times the number of indicator variables used [26]. In this study, 27 indicators are utilized, resulting in a minimum sample size of 170. The study focuses on customers who follow the official MS Glow Instagram account, totaling 1,800,000 accounts. Based on the preceding discussion, the sample size for this study is determined to be 350 respondents. Consequently, a proportional allocation of the sample size is required. This research uses a comprehensive literature review and a quantitative survey to investigate the influence of brand experience and brand personality on brand engagement.

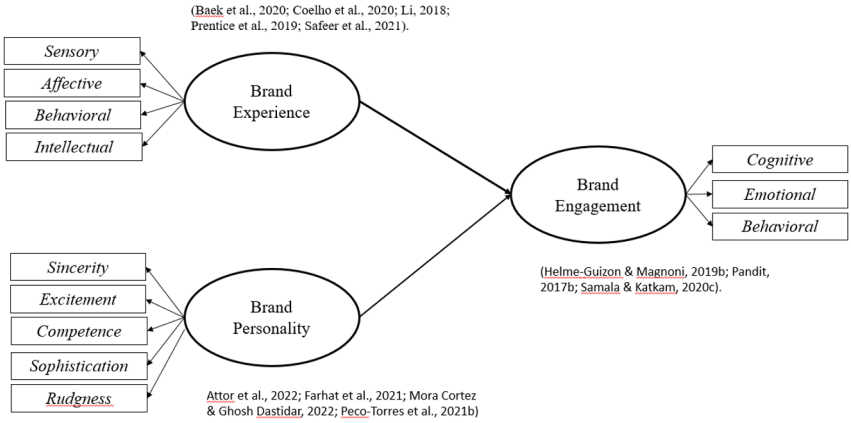

Fig.1 Source: Author's Work, 2024

Measures

This study measured the relationship between brand experience and brand personality on brand engagement. The brand engagement was measured in this research, which investigates the impact of brand engagement dimensions, namely cognitive, emotional, and behavioral, on consumer decision-making. The brand experience was measured using a sensory, affective, behavioral, and intellectual scale. The selection of these dimensions is based on their alignment with relevant variables in previous research, as evidenced by studies conducted by [10] [22] [19] [20]. Brand personality was measured using a scale of five items: sincerity, excitement, competence, sophistication, and ruggedness. All of the measurement items were rated employing a seven-point Likert scale (1=" strongly disagree" to 7= "strongly agree"

3. Results and Discussion

The majority of the respondents were female (68,32 percent), had a Bachelor's Degree (18,32 percent), and were between 22-25 years of age (33,21 percent). Regarding

household income, 35 percent of respondents fell below the Rp 5.000.000 income group.

Data Analysis

To examine the proposed relationships, this study analyzed the data employing a two-step approach suggested by Anderson and Gerbing (1988); the first is confirmatory factor analysis (CFA), and the second is structural equation modeling (SEM). The AMOS 25.0 software package was used to analyze the proposed relationships' structural equation. First, the measurement model was tested employing CFA [44]. Based on CFA results, this study investigated the convergent and discriminant validity of the measures [44]. Second, we analyzed the hypothesized relationships through the means of the SEM.

Validity and reliability tests

Composite reliability, inter-item reliability, and convergent validity were examined to test the constructs' validity and reliability. Composite reliabilities of all four constructs ranged between 0.69 and 0.92, exceeding the suggested value of 0.6. To test the inter-item reliability, Cronbach alpha values were viewed, which exceeded Nunnally's (1978) suggested criteria of 0.70 (ranges between 0.77 and 0.93). To test the construct validity, the convergent and discriminant validity were examined. The average variance extracted (AVE) was employed to investigate the convergent validity. The AVE values were found above 0.5, which supported the constructs' convergent validity.

(Fornell and Larcker, 1981). Next, to examine discriminant validity, which is regarded as the "extent to which a construct is truly distinct from other constructs" [44], the discriminant validity can be examined by comparing the AVE values of the constructs with the squared inter-construct correlation estimates. The AVE values of all of the constructs were greater than the square of the correlation estimates (ranges between 0.000 and 0.383), which supports the discriminant validity of the constructs.

The validity assessment of the brand experience measurement instrument employed in this study involved examining the individual validity of each statement. The statements were deemed valid if the significance value (Sig.) was less than 0.05, indicating that the statements could be utilized as measuring tools. Based on the assessment results, the highest value was observed for "I comment on MS Glow's social media posts," with a calculated r value of 0.833. Conversely, the lowest value was recorded for "The design of MS Glow's product packaging facilitates product usage," with a calculated r value of 0.242. The validity assessment of the brand personality measurement instrument employed in this study involved examining the individual validity of each statement. The statements were deemed valid if the significance value (Sig.) was less than 0.05, indicating that the statements could be utilized as measuring tools. Based on the assessment results, the highest value was observed for "The appearance of MS Glow product designs," with a calculated r value of 0.602.

The validity assessment of the brand engagement measurement instrument employed in this study involved examining the individual validity of each statement. The statements were deemed valid if the significance value (Sig.) was less than 0.05, indicating that the statements could be utilized as measuring tools. Based on the assessment results, the highest value was observed for "The intensity of recommending MS Glow to relatives and friends," with a calculated r value of 0.448. Conversely, the lowest

value was recorded for "My understanding of cosmetics and beauty is provided by MS Glow," with a calculated r value of 0.217.

CFA

To evaluate the overall model fit, this study looked for χ2/df, CFI, IFI, NFI, GFI, and the RMSEA values to determine the model fit. The CFA of the measurement model of independent, mediating, and dependent variables showed a reasonably good fit (χ2 /df ¼ 4.13, CFI ¼ 0.93, NFI ¼ 0.96, IFI ¼ 0.95, GFI ¼ 0.94, RMSEA ¼ 0.074).

SEM

The SEM was utilized to investigate the path relationship in the structural model. The structural model specified brand engagement as the exogenous construct. The relationships among brand engagement, brand experience, and brand personality were estimated. The overall structural model shows a good fit (χ2 /df ¼ 5.95; CFI ¼ 0.94, NFI ¼ 0.95, IFI ¼ 0.96, GFI ¼ 0.96, RMSEA ¼ 0.063).

Hypotheses testing

Hypotheses were tested with SEM using AMOS 25. We estimated a structural model investigating the relationship between customer-brand engagement and online brand experience (H1) and the relationship between brand personality and brand engagement (H2 and H3); results of both the direct and indirect effects have been showcased in Figure 2.

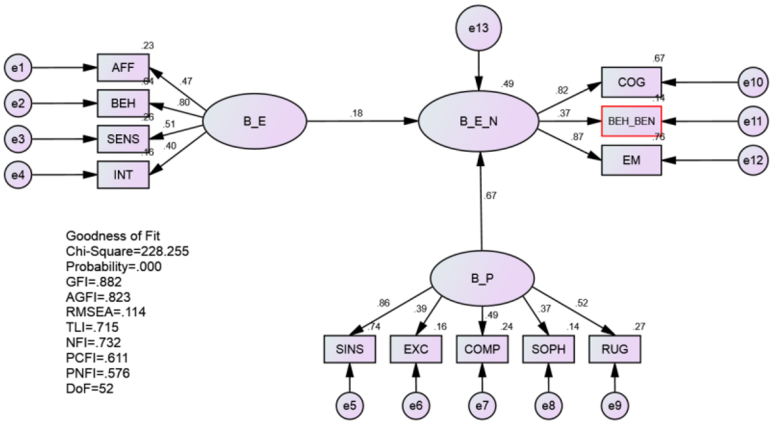

Fig.2 Source: Author's Work, 2024.

The hypothesis testing for this study will employ partial tests or t-tests on each coefficient of the tested variables. These tests are conducted to conclude the influence of BE and BP on BEN. The assumptions used are a statistical significance level 0.05 and degrees of freedom corresponding to the research sample size of 262. Thus, the t-statistic

used as the basis for testing is 1.967. The criteria for evaluating hypothesis testing are as follows:

- If C.R, < 1.96 or P-Value > 0.05, then the null hypothesis (H0) is not rejected. This means that the coefficient value is not different from zero or, in other words, the related variable does not have a significant effect.
- If C.R, > 1.96 or P-Value < 0.05, then the null hypothesis (H0) is rejected. This means that the coefficient value is different from zero or, in other words, the related variable has a significant effect.

The hypothesis of BE on BEN

The coefficient of the BE variable has a CR of 2.488, where CR > 1.96. The P-value of the BE variable also shows a P-value of 0.013 < 0.05. Therefore, it can be concluded that the null hypothesis is rejected. This means that the BE variable has a significant effect on BEN. Thus, the research hypothesis is accepted.

The hypothesis of BP on BEN

The results of the hypothesis test for the influence of BP on BEN is obtained that the CR value for the BP coefficient is 8.015, or it is obtained that CR > 1.96. On the other hand, the P-value shows a figure of 0.000 or less than the significance level of 0.05. Thus, the null hypothesis is rejected so that the research hypothesis can be accepted. This means that the BP variable significantly affects the BEN variable

4. Conclusions

The central idea of this research was to examine the relationship between brand experience and brand personality toward brand engagement of local cosmetics in the Indonesian context. Results of the study indicate that the brand experience and brand personality have a positive influence on brand engagement outcomes. In addition, this study has found that the effects of engagement with local cosmetics in Indonesia were partially affected compared to those directly affected by the brand experience and brand personality. The results of this study would contribute to the existing body of literature by providing a clear understanding of brand experience and brand engagement and its influence on brand engagement.

Limitations and future research

Like any other study, this research has some limitations, which, on the other hand, represent opportunities for future research. First, to make the results of this study more generalizable, we suggest that further investigation should incorporate a large number of cosmetics brands. Thus, we invite future researchers to examine the influence of each brand engagement dimension (cognitive processing, affection, and activation) on the aspect of the online brand experience and brand personality to point out the dimension with the most decisive influence on online brand engagement. Finally, it is intended to

be narrated that individuals usually tend . to remember positive experiences more easily than negative ones However, this study has not tested this aspect thoroughly. Thus, it would be prevalent to include the negative experiences in the proposed relationships and further attempt to identify their influences on the consumer behavioral outcomes.

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