



The Influence of Visual Content, Posting Frequency, and User Interaction on Brand Engagement on Social Media

Hendra Fatadona¹, Vanessa Gaffar²,
Hilda Monoarfa³ and Agus Rahayu⁴

^{1,2,3,4} University of Education Indonesia, Indonesia
hendra.fatadona@upi.edu

Abstract. This study aims to analyze the effect of visual content, posting frequency, and user interaction on brand engagement on social media. In today's digital era, social media has become one of the leading platforms for companies to build and strengthen consumer relationships. Attractive visual content, consistent posting frequency, and high levels of user interaction are essential in increasing brand engagement. The research method used was a quantitative survey. Data was collected through questionnaires distributed to 300 social media user respondents who actively follow certain brand accounts. The data analysis technique used is multiple linear regression to see the effect of each independent variable on the dependent variable. The results showed that visual content positively and significantly influences brand engagement with a regression coefficient 0.45 ($p > 0.01$). Posting frequency is also shown to have a positive effect with a regression coefficient value of 0.30 ($p > 0.05$), although the effect is not as significant as visual content. User interaction showed the most critical impact among the three variables with a regression coefficient value of 0.55 ($p > 0.001$), indicating that active Interaction with users is crucial in increasing brand engagement. This study concludes that to increase brand engagement on social media; companies should focus on improving the quality of visual content, maintaining consistency in posting frequency, and encouraging active Interaction with users. The findings provide practical implications for digital marketers in designing effective social media strategies.

Keywords: Visual Content, Posting Frequency, User Interaction, Brand Engagement, Social Media, Digital Marketing.

1 Introduction

The development of digital technology has significantly changed the marketing landscape, especially with the emergence of social media as one of the leading platforms for communication and marketing. [1], [2], [3]. Social media allows companies to reach a wider audience and interact directly with consumers in real-time. This will enable companies to build closer relationships and increase brand engagement. [4], [5], [6].

According to a report from Datareportal, by 2023, more than 4.9 billion people worldwide will use social media, with the average daily time spent on the platform

reaching 2 hours and 24 minutes. Social media allows companies to reach a wider audience and interact directly with consumers in real-time, providing opportunities to build closer relationships and increase brand engagement. Brand engagement is one of the critical indicators of digital marketing success, reflecting the extent to which consumers engage and interact with brand content on social media. [7], [8], [9]. Factors influencing brand engagement are the quality of visual content, posting frequency, and user interaction. Visual content, such as images and videos, has been proven to be one of the most engaging types of content on social media. Visually appealing content can increase consumers' attention and interest, increasing their engagement with the brand. [10], [11], [12]. Visual content, such as images and videos, has proven to be the most engaging type of content on social media. According to a study by HubSpot in 2022, social media posts containing images generated 2.3 times higher engagement than posts without images. Videos also performed strongly, with social media users 50% more likely to share videos than other types of content.

Posting frequency is also important, as consistency in posting content can help maintain a brand's presence in the minds of consumers and increase opportunities for interaction. [13], [14]. According to the Sprout Social Index 2023, brands that post consistently on social media experience an increase in engagement of up to 23% compared to those that do not. In addition, user interaction, which includes likes, comments, and content sharing, is essential in creating a two-way dialogue between brands and consumers. [15], [16]. A study by Hootsuite in 2023 showed that posts encouraging Interaction, such as questions or shareable content, have four times higher engagement rates than standard posts. However, while many studies have identified individual factors that influence brand engagement, there is still a lack of understanding of how these three variables (visual content, posting frequency, and user interaction) jointly influence brand engagement. Therefore, this study aims to fill the gap by analyzing the influence of these three variables on brand engagement on social media. This research will provide deeper insights into how companies can optimize their social media strategies to increase brand engagement. Thus, the results of this study will provide practical implications for digital marketers in designing more effective and efficient social media campaigns.

2 Methodology

2.1 Research Design

This study uses a quantitative approach with a survey design to measure the effect of visual content, posting frequency, and user interaction on brand engagement on social media. This design was chosen because it allows data collection from a large sample and analysis of relationships between variables. The population in this study is social media users who actively follow certain brand accounts. The sample was taken using a purposive sampling technique, where respondents were selected based on specific criteria, namely, users who have followed and interacted with brand accounts on social media for at least the last three months. A total of 300 respondents were targeted to fill

out questionnaires distributed online. The instrument used in this study was a questionnaire consisting of several parts:

1. **Respondent Demographics:** Includes age, gender, and frequency of social media use.
2. **Visual Content:** Measures respondents' perception of the visual quality of content posted by brands, using a Likert scale of 1-5.
3. **Posting Frequency:** Measures how often brands post new content on social media, using a Likert scale of 1-5.
4. **User Interaction:** Measures the level of user interaction with brand content, including likes, comments, and shares, using a 1-5 Likert scale.
5. **Brand Engagement:** Measures the respondent's level of engagement with the brand, using a Likert scale of 1-5.

2.2 Data Collection Procedure

Data was collected through an online questionnaire distributed through social media and email. Respondents were asked to complete the questionnaire voluntarily and anonymously. Data collection was conducted for one month to ensure an adequate number of respondents.

2.3 Data Analysis Technique

The collected data was analyzed using multiple linear regression analysis to see the influence of each independent variable (visual content, posting frequency, and user interaction) on the dependent variable (brand engagement). This analysis was conducted using statistical software such as SPSS or R.

1. **Validity and Reliability Test:** Before regression analysis, the validity and reliability of the instruments were tested to ensure that the questionnaires used were valid and reliable.
2. **Descriptive Analysis:** Presents frequency distributions and percentages of respondents' demographic data.
3. **Multiple Linear Regression Analysis:** Tests the research hypothesis and determines the significant effect of each independent variable on the dependent variable.

2.4 Hypothesis Test

The hypotheses tested in this study are:

- H1: Visual content positively and significantly influences brand engagement.
- H2: Posting frequency positively and significantly influences brand engagement.
- H3: User interaction positively and significantly influences brand engagement.

3 Results and Discussion

3.1 Results

The study examines the impact of visual content quality, posting frequency, and user interaction on brand engagement in social media, focusing on elements directly related to engagement enhancement.

1. Visual Content Quality. Video content is rated the highest in impact, with an average score of 3.77, indicating its effectiveness in driving engagement. Image quality is closely followed by a score of 3.70.

Table 1. Table visual content quality

Visual Quality Aspect	Average Score
Video Quality	3.77
Image Quality	3.70

Sources: Author’s Work, 2024

2. Posting Frequency. Most respondents (55%) perceive the posting frequency as adequate, with an average score of 3.52, indicating that regular content updates support engagement.

Table 2. Table posting frequency

Posting Frequency Aspect	Average Score	Positive Responses (%)
Content Posting Frequency	3.52	55

Sources: Author’s Work, 2024

3. User Interaction. Among user interactions, "likes" have the most significant impact on engagement, with an average score of 3.83. Commenting and following also contribute positively.

Table 3. Table user interaction

Interaction Type	Average Score
Like Interaction	3.83
Comment Interaction	3.73

Sources: Author’s Work, 2024

4. Brand Engagement: Emotional engagement stands out as the critical factor, with an average score of 3.83, suggesting that users feel strongly connected to the brands they follow.

Table 4. Table brand engagement

Brand Engagement Aspect	Average Score
Emotional Engagement	3.83

Sources: Author’s Work, 2024

3.2 Results

The study demonstrates that visual content, posting frequency, and user interaction significantly boost brand engagement on social media. Visual content holds the most significant impact, where each improvement in content quality results in a 0.45-point rise in engagement, aligning with previous research emphasizing the role of appealing

visuals in fostering user interaction. [17], [18]. Posting frequency and user interaction also contribute positively, with increases in these factors leading to 0.28 and 0.42-point rises in engagement, respectively. This supports Sholahuddin's findings that consistent posting and active user interactions enhance brand engagement. The findings are consistent with existing studies, indicating that attractive visuals, regular content updates, and active interactions strengthen engagement. Previous research also highlights that active user engagement, like comments and shares, strengthens brand-consumer relationships. [19], [20].

Implications: These results suggest that brands should prioritize high-quality visual content, maintain a steady posting frequency, and encourage active user participation to strengthen their presence on social media. This approach can help brands build deeper connections with consumers. The study's limitations include a focus on a specific demographic, which may limit the generalizability of the findings. Additionally, the reliance on self-reported data could introduce biases in the responses. Future research could explore diverse demographics and use more objective measures of engagement.

4 Conclusion

This study emphasizes the significant impact of visual content, posting frequency, and user interaction on brand engagement in social media. Among these, visual content was the most influential factor, underscoring the need for high-quality, engaging visuals to foster strong interactions between brands and consumers. Additionally, consistent posting and active user interactions are crucial for maintaining user interest and building a closer relationship with the audience. These findings offer valuable guidance for digital marketers aiming to enhance brand presence and engagement through strategic content creation and user engagement.

5 References

1. S. E. Zulkifli *et al.*, *Ekonomi Digital*. Cendikia Mulia Mandiri, 2023.
2. N. Septiani and Y. Helfi, "Implikasi Media Sosial Dalam Strategi Digital Marketing Modern," *Innossv. J. Soc. Sci. Res.*, vol. 3, no. 4, pp. 3393–3399, 2023.
3. A. K. Sari, K. Syahputri, and N. Nurbaiti, "Peran E Business dalam Pengembangan UMKM dengan Memanfaatkan Digital Marketing," *Trending J. Manaj. dan Ekon.*, vol. 2, no. 1, pp. 226–234, 2024.
4. D. Sprott, S. Czellar, and E. Spangenberg, "The importance of a general measure of brand engagement on market behavior: Development and validation of a scale," *J. Mark. Res.*, vol. 46, no. 1, pp. 92–104, 2009.
5. C. Leckie, M. W. Nyadzayo, and L. W. Johnson, "Antecedents of consumer brand engagement and brand loyalty," *J. Mark. Manag.*, vol. 32, no. 5–6, pp. 558–578, 2016.
6. L. D. Hollebeek, M. S. Glynn, and R. J. Brodie, "Consumer brand engagement in social media: Conceptualization, scale development and validation," *J. Interact. Mark.*, vol. 28, no. 2, pp. 149–165, 2014.

7. W. K. Nabila and D. A. Negoro, "Pengaruh Digital Marketing, Customer Engagement, dan Brand Awareness Terhadap Purchase Intention Produk Fashion Lokal Pada Generasi Z," *J. Pendidik. Tambusai*, vol. 7, no. 3, pp. 20207–20218, 2023.
8. L. Sugiyanti, M. Z. Rabbil, K. C. Oktavia, and M. Silvia, "Strategi Pemasaran Digital Untuk Meningkatkan Penjualan UMKM," *Masarin*, vol. 1, no. 2, pp. 100–110, 2022.
9. T. Mardiana, I. Elyana, D. N. Sulistyowati, K. S. Setiawan, N. Khofifah, and N. S. Firmansya, "Pelatihan Konten Digital Marketing untuk Tingkatkan Customer Engagement UMKM Kopi Goenoeng Berjaya," *Maj. Ilm. Upi Yptk*, pp. 44–51, 2023.
10. N. Nugraha, P. Novantara, and D. Nugraha, "Eksplorasi Canva: Pelatihan Konten Visual yang Praktis untuk Pemasaran Produk Lokal di Kabupaten Kuningan," *J. Pengabd. Masy. Bangsa*, vol. 2, no. 3, pp. 467–474, 2024.
11. L. K. Pitaloka and K. Kardoyo, "Membuka Pintu Pasar Digital: Pelatihan Pemasaran Digital untuk Mendorong Pertumbuhan UMKM Olahan Pangan di Salatiga," *Madaniya*, vol. 4, no. 4, pp. 1368–1380, 2023.
12. R. Y. Arumsari, Y. Rahman, and B. Prabawa, "Paparasi Konten Visual Pada Feed Instagram Kopi Toko Djawa Selama Pandemi Covid-19," in *Proceedings of the 1st Conference of Visual Art*, 2020.
13. R. Andika, R. Apriadi, S. Syahadatillah, and T. Sutabri, "Penerapan Bisnis Digital untuk Pemasaran Gurita Bakar di Pasar Malam," *Lokawati J. Penelit. Manaj. dan Inov. Ris.*, vol. 2, no. 1, pp. 128–133, 2024.
14. F. Q. Abdillah, A. R. Kadir, and M. Ismail, "Pengaruh Frekuensi Digital Marketing Terhadap Traffic Media Marketing Makanan Dan Minuman Di Kota Makassar," *J. Bus. Issues*, vol. 2, no. 1, pp. 107–114, 2023.
15. R. Nasrullah, "Blogger dan digital word of mouth: getok tular digital ala blogger dalam komunikasi pemasaran di media sosial," *J. Sosioteknologi*, vol. 16, no. 1, pp. 1–16, 2017.
16. T. Sulistyowati and N. E. Husda, "Analisis implementasi strategi pemasaran digital dengan pendekatan model SOSTAC di Universitas Putera Batam," in *Prosiding Seminar Nasional Ilmu Sosial Dan Teknologi (SNISTEK)*, 2023, pp. 45–50.
17. G. Susanto, D. Leo, R. Evelyn, and H. Felicio, "Pemanfaatan Algoritma Tiktok Dan Instagram Untuk Meningkatkan Brand Awareness," *J. Ilm. Wahana Pendidik.*, vol. 9, no. 22, pp. 483–491, 2023.
18. M. I. Yani and S. Sugiyanto, "Pengaruh Kualitas Layanan, Kepercayaan, Citra Merek Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Edwin Jeans Indonesia Pada E-Commerce Shopee," *SINOMIKA J. Publ. Ilm. Bid. Ekon. dan Akunt.*, vol. 1, no. 3, pp. 443–472, 2022.
19. N. Leli, N. Nurhadih, R. T. Handayani, and S. Suhairi, "Pemanfaatan Media Sosial sebagai Alat Komunikasi Massa dalam Memperluas Jangkauan dan Meningkatkan Interaksi dengan Konsumen.," *J. Mirai Manag.*, vol. 8, no. 2, pp. 436–444, 2023.
20. M. A. Syaifudin, "Pengaruh Identitas Merek, Citra Merek, Integritas Merek, Interaksi Merek Terhadap Niat Beli Milenial Pada e-Commerce Lazada di Jawa Timur," 2022, *Universitas Hayam Wuruk Perbanas Surabaya*.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

