Consumer Engagement Captured in Online Endorsement

(A Case Study in Hijab Endorsement)

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ABSTRACT: As technology changes rapidly, marketing area has a challenge to have sufficient changes also to meet demand from consumer. Online endorsement becomes more familiar for being a strategy in digital marketing. This marketing way is often used to introduce a new product or to post a sale of a product. Online endorsements can use celebrity or non-celebrity as endorsee. Both of these can represent attachment to the consumer differently. The engagement could be seen from action people did right after seeing online endorsement. The research aimed to provide an insight how online endorsees and consumers engaged to each other. It compared between celebrity endorsees and non-celebrity endorsees' engagement. It used behavioral metrics implied from the online endorsement. It also used interpretative phenomenological analysis to analyze data. It would take a look at different capture of online endorsement.

Keywords: consumer engagement, online endorsement, behavioral metrics, celebrity, non-celebrity

1. INTRODUCTION

1.1 Background

Millennial lifestyle changes where the internet of things has triggered a change of promotion policy online. A product is no longer promoted through leaflets, bazaars, and banners, but has touched the consumer's preference through endorsement. Endorsement is a promotion by using a figure, both public figure and non-public figure. This is very boisterous done through a social media, such as Instagram, an application that allows members to post visual, audiovisual, and text.

Selection figures become important considering the "figure" is spearhead to increase turnover. The chosen figure usually has hundreds of thousands of followers who can be persuaded to buy after the character is seen using a product that is endorsed. Herein lays consumer engagement (consumer engagement) to the attention. Marzocchi et al.'s (2013), consumer engagement might be strong predictor of brand trust and affect.

One type of endorsement is known as endorsement customer-driven approaches. This type of engagement activities is of direct benefit to the customers and does not require much support from the firm or seller; alternatively, customers prefer not to involve the firm in the engagement activities. As suggested by Van Doorn et al. (2010), customer behavioral manifestations related to WOM, customer blogging, helping other customers and writing online reviews are examples in which it is the customer driving the engagement.

Engagement in online endorsement had different view from usual offline endorsement. Some of the usual ways to know the attachment of the consumer is to observe the behavioral site metric. Although the way it is not always able to capture consumers, but it is one of the things most believed by business owner, such as the number of followers, increase follower in a certain period, as well as the many likes and comments on the posting of products. Said by Ahmad Maulana, an internship of social media manager at a moslem clothing line, prefers the selection of endorsement artists based on the number of follower and statistical data of social media follower increase owned by his moslem clothing line. Usually the more followers higher the cost, but it is indeed very impact on product sales.

It is now increasing phenomenon that more common people are being known as "raising star" in some social media. They are now in competition in attracting more people to follow their social media. As getting more followers, so then there will be endorsement starting to come. It is also popular between his or her fan base and bringing out sophisticated number in selling when they make an endorsement.

So it begins to be a benchmark for seller to make an endorsement for his product. Brand manager usually takes a look at web metrics or statistical performance of endorsement celebrity; such as amount of follower, follower increasing, likes and unlike, and also review. And it is common for endorsement agent to provide statistical data to brand manger routinely. Yet, it has been rarely seen research in showing the ratio of engagement between consumer to celebrity and to non-celebrity endorser. Thus, the research captured different engagement between celebrity endorsees and non-celebrity endorsees. It comprised followers, likes, views, and comments.

2. LITERATURE REVIEW
2.1 Consumer Engagement

Concept of consumer engagement has been emerging since Brodie et al (2011) provides logic that consumer engagement is psychological state that occurs by virtue of interactive customer experiences with a focal agent/object such as a firm or brand. It manifested into behavior which can strengthen or weaken the brand or firm (van Doorn et al, 2010; Jaakola et al, 2014).

More related concept are mentioned about customer voluntary performance (Bettencourt, 1997) and customer citizenship behaviors (Rosenbaum and Massiah, 2007). They focus on customer contributions to the service quality of a firm through benevolent behaviors that are consistent with the role assigned to the customers by the provider. Thus, the stance of that will be helping the firm according to the plans of the firm. Moreover, Groeger (2016) was capturing value from non-paying customer engagement.

Some previous research has been provided two types of implications of engagement. First, by giving feedback, review, or information about the product (Kumar et al. 2010), or involving in designing product design or assembly (Hoyer et al. 2010; Kristensson, Gustafsson, and Archer 2004), then affirmed new customer or influencing others (Kumar et al, 2010). An opinion against to those perspectives leads to new types of consumer engagement (CE) which proposed by Jaakola et al (2010). They are augmenting, codeveloping, influencing, and mobilizing behavior.

An engaged customer will be able to post content in social media or inventing alternative products. Then, he will be very pleased to participate in test use of new product. Furthermore, an engaged customer can persuade or recommend a brand. Obviously, a really engaged customer can even ask other to boycott competitor's brand. In social media platform, engagement between customer and its owner social media can be reflected through customer feedback and collaboration intention (Carlson, 2014).

2.2 Endorsement

Endorsement through digital media applied celebrity and non-celebrity as its artist. Recent research has demonstrated that celebrity endorsement leads to a favorable attitude toward the endorsed brand (Till et al., 2008). Celebrity endorsement is considered an effective promotional tool by marketers worldwide. One-in-four advertisements use celebrity endorsement (Market Watch, 2006). Celebrity endorsement influences advertising effectiveness, brand recognition, brand recall, purchase intentions and even purchase behavior (Spry et al, 2011). They can attractively attract new consumer to introduce new product to society. Capturing more consumer engagement in its dimensionalities is being observed by some researcher, for example Pujawati (2015). She reveals the effectiveness in celebrity and non-celebrity advertisement, especially in the area of physical attractiveness, trustworthiness, expertise, and brand-consumer congruency (Pujawati, 2015).

Endorsement can be applied through many medias, offline and online. In online endorsement, it is usually applied in some platforms, e.g Instagram or Youtube. Each platform admits each specialty. Instagram, as a favorite platform for millennial, bring out high engagement between its member and follower through visual photography, caption, and its short video showing in Insta Story. Similar to it, there is also Facebook. Whilst, Youtube provides much longer audio-video to its subscribers. Those three platforms are now three highest endorsement platform which having high members.

3. METHOD

This research was attained qualitatively by using interpretative phenomenology analysis. It attempted to give explanation how participant are making sense of their personal life, and social worlds which may reveals personal experiences (Smith and Osborn, 2003). And, this research was a kind of comparative study in celebrity and non-celebrity endorsement's engagment.

Sample brand endorsement observed is a brand in a muslim fashion line. It was advertised through platform Instagram. It is observed for about a month after post a product. It would be observed through amount of follower, increasing, impact to brand, and comments. It was important to describe endorser was brand/producer endorsed. Endorsees were persons, celebrity and non-celebrity, paid to promote the product.

4. RESULT AND DISCUSSION

As shown in the research, many endorsees, especially in hijab, was coming from millenial. The average age of endorsees was 30 years and below. It encouraged her fan base which approximately coming from teenage. It was really fit to product image to be endorsed. The endorsees observed were Zaskia

Sungkar and Laudya Chintya Bella for celebrity endorsees, while Hamidah and Mega Iskanti were two selebgrams observed in this research. They were endorsing for the same brand in that era.

4.1 Preference Criteria of Endorsees

Choosing an endorser might become really difficult work for brand manager. Many aspects would be observed through endorsees' portfolio which delivered soon after an endorsement inquiry coming to. Preference criteria to endorse might be prioritized into following things: (1) image of endorser; (2) increasing followers in the social media; and (3) endorsement fee.

Image of endorser caused a trust for customer. Image of good moslem woman who has inner natural beauty and attitude would highly preferred by brand manager of the brand. It was different between one product to others. Reputation also be major power to brand manager to pick an endorsee.

Increasing of follower then placed in second row. One motive of brand manager to make endorsement was highly to catch high engagement with new customer. When there is an increasing number of a follower of the brand in its social media, it means that one goal is achieved. The increase means more viewers in product post. Thus, it upraises new selling.

Since satisfaction also brings a role in endorser preference, endorsement fee is not a big problem for brand manager. The higher engagement make, more money is needed to endorse. Below is the capture of differences between celebrity and non-celebrity engagement and fees as seen in table 1.

Table 1. An Overview for Celebrity and Non-Celebrity Endorsement

Celebrity Endorsee (CEe)		Non-Celebrity Endorse (NCEe)	
1	2	1	2
22m followers	13,5m followers	657k followers	554k followers
2980 posts	3411 posts	1998 posts	1445 posts
Up to 137k likes in a post	Up to 77k likes in a post	Up to 30,2k likes in a post	Up to 28,6k likes in a post
Got 359 comments	Get 441 comments	Get 118 comments	Got 202 comments
Starting from IDR 8m		Starting from IDR 3m	
*taken per July13, 2018			

4.2 Consumer Engagement Capture in Online Endorsement

Activity of followers is inevitable for benchmarking how succeed the endorsement is. People can only see, re-post and re-mention, or even give their footprints by giving like/unlike and feedback in comment column.

As a post is freely to share to public, anybody can visit and leave without an order. Once it is locked, only some people can leave their footprints, while checking a post, for instance a post by CEr2. In some latest post, there are only less than 10 comments. But when the lock was released, it can reach up to more than 400 comments.

As celebrity and non-celebrity endorsers reach some awesome followers, it won't be neglected that the ratio of footprints will be more challenging. Somehow, the increase of follower should be also followed by the increase of likes or comments. In fact, more followers do not mean impact more footprints ratio. Yet, it may viewer of the media social climb up the numbers.

As seen in the chart 1, it indicates that NCEr2 has the highest ratio in like. It could be conceived since the number of previous follower is still upraising. Thus, lesser number of followers could catch more ratio in the footprints of consumer.

Chart 1. Ratio in Consumer Engagement
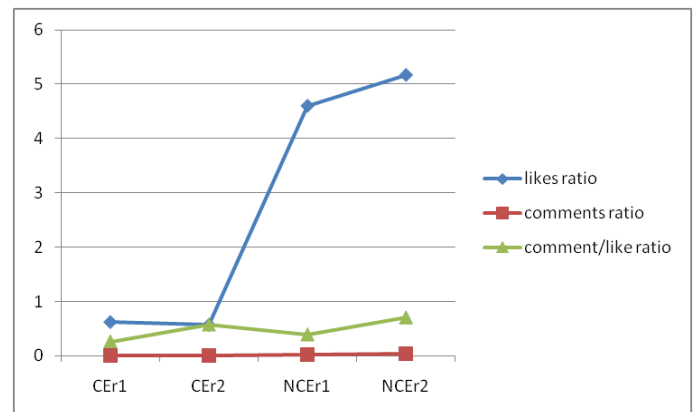
The interaction between customer and endorser usually take place in comments. When endorser provides more feedback in comments, it can improve attractiveness. And, it will, uncontested, bring more follower to the social media.

Taking a look at the capture, it was reasonable that brand manager would choose a NCEe to endorse the brand with these following reasons: (1) efficient in cost; (2) brought more follower because beginner NCEe are still in effort of convincing public to trust to the brand that she endorsed. Yet, CEe could be a good endorser since more follower can bring more viewers on to the brand, so that the awareness to the brand can be climbed up.

5. DISCUSSION AND CONSLUSION

Grasping consumer to get engagement with endorsee was one important key to improving sales. As seen by endorser's followers it could impact to increasing follower of a brand. But, ratio number of follower increasing would depend much on previous

number of follower. If the previous follower of a brand's social media reaches more than 500k, the number of increasing will be around 1%. Less than its number will resulted 1-5% of increasing number.

It indicated how a brand keeps up with its customer. Since good interaction between costumer, endorser and brand manager brought impact much to the selling, brand manager should bring conversation closely to customer, such as provide feedback to viewers' comments.

This research jumped to the conclusion that preferences of CEe or NCEe would imply on each situation of the brand. More followers will costly more. It means that if we try to endorse a brand to a CEe we have to be ready to prepare more money.

It has similar research that product attitudes were predicted by inferences about the endorser's liking for the product and by attitudes toward the endorser (Silvera, 2003). In support of this practice, research indicates that celebrity endorsements can result in more favorable advertisement ratings and product evaluations (Dean and Biswas, 2001).

This research can be explored much more. Comments of the follower can be elaborate and it is still questionable if all comments are coming from loyal followers or some fake followers. Then, it can be classified also into its category.

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