

DOI: <https://doi.org/10.38035/dijefa>

Received: 14 June 2024, Revised: 24 June 2024, Publish: 11 July 2024

<https://creativecommons.org/licenses/by/4.0/>

Mediating Customer Engagement Based on Content Marketing and Product Variety on Purchase Intention

Fauziah Nur Septiani^{1*}, Popy Rufaidah²

¹Universitas Padjadjaran, Indonesia, fauziah21001@mail.unpad.ac.id

²Universitas Padjadjaran, Indonesia, popy.rufaidah@unpad.ac.id

*Corresponding Author: fauziah21001@mail.unpad.ac.id

Abstract: This study investigated the role of content marketing and product variety on purchase decisions through customer engagement. The study was executed on the customers of local Indonesian footwear, namely Noosa Official, the MSME based in Bandung City. A total of 360 respondents were selected with the criteria of being 15 to 60 years old, living in Indonesia, and as followers of the Noosa Official Instagram for at least three months. The questionnaire contains 36 questions. The survey was self-administered and conducted online, and then the data obtained was analyzed using descriptive and SEM-PLS analysis. This study concluded that content marketing significantly and positively affects customer engagement and decisions. The indirect effect of content marketing on customer decisions mediated by customer engagement is also significant. Product variety only significantly affects customer decisions positively. Product variety has a positive but insignificant effect on customer engagement. Customer engagement is also negligible in mediating the influence of product variety on customer decisions. Lastly, customer engagement is also known to significantly influence customer decisions positively.

Keyword: Content Marketing, Product Variety, Customer Engagement, Purchase Decisions

INTRODUCTION

Technology lends immense support to daily activities. One product of the development of communication technology is the Internet. The use of the Internet in business has changed from its function as a tool for exchanging information electronically to a device for business transactions, such as marketing, sales, and customer service. Currently, more than 210 million Indonesians have connected to the Internet in 2021-2022 (Indonesian Internet Service Providers Association, 2022). This number is equivalent to 77.02% of Indonesia's total population. The internet penetration rate for 13- to 18-year-old residents reached 99.16%, while for 19- to 34-year-old residents reached 98.64%. Similar source shows that most Indonesian internet users access social media. Nowadays, social media is a medium for business marketing.

We Are Social (2022) conducted a survey supporting this. TikTok is known to be the most used platform to search for entertaining content (78.6%), while Twitter is the most used to follow the latest news/events (61%). In business, Instagram is the top platform for following/searching for various brands and products (62.7%). This information shows that Instagram is a platform with great potential for implementing digital-based businesses. It needs to be considered by MSMEs so they can reach a larger market with minimal marketing costs (Novita & Yuliani, 2021).

Some MSMEs in various industries in Indonesia are also starting to conduct digital-based businesses, including MSMEs operating in the footwear industry. According to Statista (2023), Indonesia's footwear revenue will reach US\$ 5.19 billion in 2023, with an estimated annual growth rate of 5.54%. The Indonesian footwear market is experiencing a shift towards locally made, sustainable products, driven by increasing consumer awareness and support for small businesses. It aligns with the Katadata.co.id survey (2023) that shows that most Indonesian consumers trust domestic products. These statistics show that footwear industry MSMEs have great opportunities. The market is probable to grow since Indonesian consumers' demand for local products has increased. Therefore, footwear industry MSMEs need to deploy this opportunity through digital-based business transformation by employing Instagram as a marketing medium.

One of the MSMEs in the footwear industry that uses Instagram as a marketing medium is Noosa. Noosa provides quality and varied local products. However, Noosa's Instagram performance is still slightly behind its competitors. Social Blade shows that the number of followers Noosa only has 21,108 followers. Competitors such as One Triple Nine and Neats Today have more followers (28,950 and 23,734). Noosa also has a lower engagement rate than its competitors. Noosa's engagement rate in June 2023 was only 0.74% for an average of 155 'likes' on each post. One Triple Nine has a slightly higher engagement rate (1.35%). Likewise, Neats Today has an engagement rate of 1.00%. Meanwhile, even though Poison Street has fewer followers, its Instagram account engagement rate is very high, reaching 15.90% with an average of more than 2,000 likes on each post.

Several previous studies have revealed that one of the factors driving consumer engagement with a company/brand is content marketing. Hollebeek & Macky (2019) found that digital content marketing shows the creation and dissemination of brand-related content that is relevant and valuable for customers/potential customers on digital platforms to develop engagement, trust, and brand relationships. Meanwhile, Tafesse & Wien (2018) show that particular message strategies in social media content can encourage engagement behavior, specifically transformational message strategies.

Noosa itself has implemented a content marketing strategy to attract customers. Noosa's Instagram uploads content with attractive concepts regularly every week. Noosa can reach up to 147,000 Instagram users and interact with followers of around 5,525 users monthly. However, the level of engagement in Noosa's Instagram still needs to be higher than that of its competitors. It differs from the theory that the better the content marketing available, the stronger the customer engagement will be. It creates a gap between theory and empirical conditions, making it engaging to discuss further.

Previous research has discussed the influence of content marketing on customer engagement (Dharmayanti & Juventino, 2020; Hollebeek & Macky, 2019; Limandono & Dharmayanti, 2017; Marino & Lo Presti, 2018; Najib et al., 2019; Tafesse & Wien, 2018; Trong Nhan et al., 2020; Weerasinghe, 2019). Apart from that, previous research has also discussed the influence of content marketing on customer decisions (Alkharabsheh & Zhen, 2021; Arief et al., 2023; Chasanah & Saino, 2022; Hanaysha, 2022; Helinsha & Margawati, 2021; Palalic et al., 2021; Puspayani et al., 2021; Sania & Aulia, 2021; Shadrina & Yoestini, 2022; Yodi et al., 2020). Some previous research has also investigated other factors

influencing customer engagement and decisions, namely product variety. Behnam et al. (2021), Gerrath & Biraglia (2021), and Miliopoulou (2019) have explained the influence of customer engagement on product variety. Meanwhile, Farid et al. (2023), Sarita et al. (2022), and Steinhauser et al. (2019) have explained the influence of customer decisions on product variety.

Customer engagement has also proven to improve customer decisions, as presented by Bilal et al. (2021), Rosadi et al. (2023), and Saffanah et al. (2022). Although previous research has proven that content marketing and product variety have a role in increasing customer engagement and customer decisions, and it has proven that customer engagement can also improve customer decisions, there has not been any previous research that discusses the relationship between all these variables comprehensively. It is the novelty of this research. Based on the explanation, this study will test the influence of content marketing and product variety on customer engagement and decisions. The testing will include direct and indirect impact (mediation). The object of this research is Noosa's Official Instagram followers, namely MSMEs based in Bandung and engaged in selling shoe products.

METHOD

The object of this research is the followers of the Instagram account of the MSME based in Bandung and engaged in selling shoe products, namely, Noosa's Official. The total followers up to March 2023 is known to have reached 20,000 followers. Although the population size is known, no complete sampling frame is available since not all the followers display their personal information in their account profiles. Thus, a non-probability sampling procedure was chosen, through judgment sampling. In this study, the sample of the followers was selected based on the following three criteria the followers who has followed the Instagram account for at least three months, the age of the followers between 15 years to 60 years old, and the followers live in Indonesia. The number of samples required in this research was adopted the formula from Hair et al (2017) that is the number of items (36) multiplied by the number of 10 so that 360 respondents are obtained. The main data source in this research is primary data, where data was collected specifically to answer research objectives (Kumar et al., 2018: 77). The data collection was carried out through a survey with an instrument in the form of a questionnaire with a Likert scale. The analysed using Structural Equation Modelling Partial Least Square (SEM-PLS). The results of processing the data from the SEM-PLS are the inner and outer models

RESULTS AND DISCUSSION

Respondent Profile

This section describes the profile of the respondents of the study (Table 1).

Table 1. Description of Respondent Profile

	Respondent Profile	Frequency	Percentage (%)
Age	15 to 20 years old	61	17%
	21 to 30 years old	209	58%
	31 to 40 years old	83	23%
	41 to 50 years old	7	2%
Gender	Male	245	68%
	Female	115	32%
Job Status	Student	101	28%
	Government employee	130	36%
	Private sector employee	90	25%
	Entrepreneur	29	8%
	Other	10	3%

Most of the respondents involved in this research were 21 to 30 years old (58%). As many as 17% of respondents were 15 to 20, while the other 25% were over 30. It shows that the age range of Noosa's Instagram followers is still quite wide. Furthermore, 68% of the respondents involved in this research were men, while the other 32% were women. It shows that Noosa products are more popular with men. Apart from that, it stated that only 28% of respondents to this research are still studying with student or student status. Another 72% of respondents have worked in various fields, such as government employees, private employees, entrepreneurs, and so on. It shows that Noosa products are relevant for students and workers.

Evaluation of Measurement Models

This section discusses the result of the evaluation of the measurement model of the SEM-PLS analysis. The model used is first-order, where the dimensions explain the research variables directly. Although the dimensions are detailed in several question items, only the dimensions are evaluated. The results of the study shows that the research variables meet all parameters of the measurements namely, internal consistency, convergent validity and discriminant validity. The results of the measurement model evaluation are presented in Table 2.

Table 2. Evaluation of Measurement Models

Code	Measurement Items	Dimension Loading Factor	Dimension Cross Loading
CM	CONTENT MARKETING, $\alpha = 0.853$, CR = 0.901, AVE = 0.695		
	Dimension 1: Post Format	0.898	0.898
CM01	NI provides content that is easy to understand		
CM02	NI provides interesting content		
CM03	NI content provide products' information		
CM04	NI provides entertaining content		
CM05	NI shares new content regularly		
	Dimension 2: Post period	0.850	0.850
CM06	NI shares content outside primarily on peak hours		
CM07	NI shares content on primarily on weekdays		
CM08	NI presents content about seasonal collection product		
CM09	Dimension 3: Message interactivity	0.863	0.863
CM10	NI content helps consumers communicate with brands		
CM11	NI encourages consumers to share their experiences with their products		
CM12	NI presents the best consumer photos as a form of product testimonial		
CM13	NI regularly holds games for product giveaways		
CM14	NI always uploads content to introduce their newest products		
	Dimension 4: Topic attractiveness	0.712	0.712
CM15	NI always creates content around footwear		
CM16	Content uploaded to Instagram Noosa contains informative photos/videos		
	NI provides content that arouses consumer feelings		
PV	PRODUCT VARIETY: $\alpha = 0.722$, CR = 0.844, AVE = 0.642, HTMT CM→PV = 0.773		
	Dimension 1: Product Quality	0.796	0.796
PV01	Product has a variety of good-quality materials		
PV02	Product good durability		
PV03	Product is comfortable to wear		
	Dimension 2: Product Features	0.801	0.801
PV04	Provides product for various types of activities		

PV05	Provides product for both men and women		
PV06	Provides product in a variety of colour choices		
PV07	Provides product in a variety of size options		
PV08	Provides product at varying prices		
	Dimension 3: Style and design	0.808	0.808
PV09	Provides product with various attractive designs		
PV10	Provides product with particular design characteristics		
PV11	Provides product in a variety of designs to suit consumer needs		
	CUSTOMER ENGAGEMENT: $\alpha = 0.739$, $CR = 0.850$, $AVE = 0.654$,		
	HTMT $CM \rightarrow CE = 0.468$, $PV \rightarrow CE = 0.412$		
	Dimension 1: Cognitive	0.787	0.787
CE	NI content drives consumers think about how to make their products		
CE01	NI content makes consumers wondering about the quality of the products		
CE02	NI content makes consumers think about product design		
CE03	Dimension 2: Emotional	0.856	0.856
CE04	NI content is entertaining		
CE05	NI content creates a sense of awe in consumers		
CE06	NI content makes consumers look forward to using its products		
	Dimension 3: Behavioural	0.782	0.782
CE07	NI encourages consumers to give 'likes' on their content		
CE08	NI content encourages consumers to leave comments		
CE09	NI content encourages consumers to share it		
	Customer Decisions: $\alpha = 0.837$, $CR = 0.902$, $AVE = 0.754$,		
	HTMT $CM \rightarrow CD = 0.657$, $PV \rightarrow CD = 0.762$, $CE \rightarrow CD = 0.699$		
CD01	Promotions set by Noosa at certain times encourage consumers to buy products	0.892	0.892
CD02	Bundling package promotions such as buy one and get one make consumers purchase the product	0.853	0.853
CD03	The payment methods used by Noosa make consumers purchase the product	0.860	0.860

Notes: NI=Noosa’s Instagram; P-value of all indicators are 0.000
 Internal consistency: Alpha Cronbach $\alpha > 0,70$ and Composite Reliability $CR > 0,70$
 Convergent Validity: $AVE > 0,50$ and Outer Loading $> 0,70$ with P-value $< 0,05$
 Discriminant Validity: $HTMT < 0,90$, and the correlation between dimensions and variables is high.
 Source: Processed data (2023)

Table 2 shows that the Cronbach's Alpha and Composite Reliability values for all research variables are bigger than 0.700. Thus, the internal consistency of the measurement model has been fulfilled. Convergent validity shows to what extent a dimension is positively correlated with other dimensions of the same variable. Table 2 also shows that the AVE for each research variable has a value greater than 0.500. Apart from that, the outer loading for each dimension has a value above 0.700 with a p-value < 0.050 . All research variables are also declared to meet convergent validity based on AVE and outer loading.

The outer loading value also shows how much influence each dimension has in reflecting the variable it measures. Content marketing is reflected in four dimensions. Based on the outer-loading value, the sequence of the most substantial measurements is post format, message interactivity, post period, and topic attractiveness consecutively. It shows that the post format is essential in reflecting digital marketing capabilities in Noosa's Instagram content. Posts on Instagram Noosa must be easy to understand, engaging, informative, and new to make Noosa's digital marketing performance more effective and efficient. In this way, Noosa can maintain its target audience by utilising resources optimally.

The product variety is reflected in three dimensions. Based on the outer-loading value, the sequence of the most substantial dimensions is style and design, product features, and

product quality consecutively. These show that the most essential things in reflecting the most important attributes of Noosa products are style and design. Noosa products must have an attractive design, be distinctive, and suit customer needs. This way, Noosa can provide footwear products that suit market demand.

Customer engagement is reflected in three dimensions. Based on the outer-loading value, the sequence of the most substantial dimensions is consecutively emotional, cognitive, and behavioural. It shows that emotion is essential in reflecting the closeness of Noosa's communication with its customers. The Noosa Instagram page must provide entertaining content, arouse admiration, and make consumers look forward to using Noosa products so that Noosa's communication with its customers becomes closer.

Customer decisions are reflected in three dimensions. Based on the outer-loading value, the sequence of the most substantial dimensions is purchase time, payment method, and purchase amount consecutively. It shows that the most essential thing in reflecting a customer's decision to buy a product is the time of purchase. Promos offered by Noosa at certain times can encourage customers to purchase products.

Discriminant validity was assessed through the Heterotrait - Monotrait (HTMT) value for each combination of relationships between variables. Based on Table 2, six combinations of relationships between content marketing, product variety, customer engagement, and customer decision produce HTMT values that are no greater than 0.900. It shows that discriminant validity has been met for all research variables. Apart from that, the correlation value of the dimensions with the variables they reflect is higher than other correlations (cross-loading).

Evaluation of Structural Models

This section describes the results of the study about the evaluation of the structural model that presented the results of the testing of the research hypotheses. Before that, a collinearity test between variables is performed first. It assessed the VIF value, where a VIF of less than 5 indicates collinearity between variables. This shows that there is a relationship that is too strong between variables so that it can cause the estimator to be biased and have a large variance.

Table 3. Evaluation of Structural Models

No.	Variables Relation	VIF	Conclusion
1	Content Marketing → Customer Engagement	1,589	No collinearity
2	Content Marketing → Customer Decision	1,718	No collinearity
3	Product Variety → Customer Engagement	1,589	No collinearity
4	Product Variety → Customer Decision	1,603	No collinearity
5	Customer Engagement → Customer Decision	1,196	No collinearity

Source: Processed data (2023)

Table 3 shows that the VIF value for each variable relationship tested is still less than 5. It proves that there is no collinearity between variables, and hypothesis testing using SEM-PLS can be performed. Hypothesis testing includes path coefficients and p-values for each relationship tested. The path coefficient shows the magnitude of the influence between variables. A negative path coefficient indicates a negative relationship, while a positive path coefficient indicates a positive relationship. Meanwhile, p-values indicate the significance of the influence between variables, where p-values that are less than the 0.05 significance level indicate a significant relationship. The following are the results of testing the hypothesis of this research.

Table 4. Hypotheses Testing

No.	Research Hypotheses	Path Coefficients	P-values
1	Content Marketing → Customer Engagement*	0,328	0,000
2	Content Marketing → Customer Decision*	0,198	0,000
3	Product Variety → Customer Engagement**	0,109	0,083
4	Product Variety → Customer Decision*	0,359	0,000
5	Customer Engagement → Customer Decision*	0,367	0,000
6	Content Marketing → Customer Engagement → Customer Decision*	0,121	0,000
7	Product Variety → Customer Engagement → Customer Decision**	0,040	0,075

Note: (*): Significant and (**): Not significant
 Source: Processed data (2023)

Table 4 shows that content marketing has a significantly positive effect on customer engagement and customer decisions. Apart from that, customer engagement is also significant in mediating the influence of content marketing on customer decisions. On the other hand, product variety only significantly affects customer decisions positively. Product variety has a positive but insignificant effect on customer engagement. Customer engagement is also negligible in mediating the influence of product variety on customer decisions. Lastly, customer engagement is also known to significantly influence customer decisions positively.

Table 5. Evaluation of Coefficient of Determination and Predictive Relevance

No.	Variables	R ²		Q ²
1	Customer Engagement	0,164	Small	0,097
2	Customer Decision	0,528	Moderate	0,390

Source: Processed data (2023)

Table 5 shows the value of the coefficient of determination R² from the model, representing the variance in the endogenous variable explained by all the related exogenous variables. The endogenous variable customer engagement has an R² value in the small category, indicating that content marketing and product variety only explained 16.4% of the variation in customer engagement. Meanwhile, the endogenous variable customer decision has an R² value in the moderate category, indicating that content marketing, product variety, and customer engagement only explained 52.8% of the variation in customer decision.

Table 5 also shows the predictive relevance value Q², measuring whether an exogenous variable has predictive relevance for the endogenous variable it influences. Based on this table, the predictive relevance value Q² for the two endogenous variables is greater than 0. It shows that the exogenous variables have predictive relevance for the endogenous variables of customer engagement and customer decision.

Table 6. Evaluation of Effect Sizes f² and q²

No.	Variables Relation	f ²		q ²	
1	Content Marketing → Customer Engagement	0,081	Kecil	0,043	Kecil
2	Content Marketing → Customer Decision	0,048	Kecil	0,027	Kecil
3	Product Variety → Customer Engagement	0,009	Kecil	0,004	Kecil
4	Product Variety → Customer Decision	0,170	Sedang	0,095	Kecil
5	Customer Engagement → Customer Decision	0,239	Sedang	0,135	Kecil

Source: Processed data (2023)

Table 6 shows the influence size values of f² and q² on each variable relationship. The value of the influence size f² shows the change in the coefficient of determination R² when

removing certain exogenous variables from the model. Meanwhile, the q^2 effect size assessed the contribution of exogenous variables to the Q^2 value of endogenous variables.

Discussions

1. The influence of content marketing on customer engagement

The results of the PLS analysis show that content marketing has a positive and significant effect on customer engagement. It indicates that the more effective and efficient Noosa's content marketing is, the stronger the attention of Noosa's followers will be. Compared to product variety, the path coefficient showing the influence of content marketing on customer engagement is larger. It shows that effective and efficient content marketing has a more substantial role in increasing the engagement of Noosa followers than providing product variations. However, the f^2 value shows that content marketing has a relatively small contribution in explaining variations in Noosa's follower engagement. Apart from that, the q^2 value also reveals that the predictive relevance of content marketing on the engagement of Noosa followers is still relatively small.

The results of this research hypothesis testing are also supported by empirical evidence based on the results of descriptive analysis. Noosa's content marketing measurement is known to be in the high category (average value of 3.97). Align with this, Noosa's customer engagement measurement is also known to be in the high category (average value of 3.52). It proves that Noosa's content marketing, which is effective and efficient, has succeeded in making Noosa's followers have good engagement.

This research supports and strengthens several previous studies on different objects and locations. Some of these studies are Dharmayanti & Juventino (2020) research on e-commerce users in Surabaya, Limandono & Dharmayanti (2017) research on mall visitors in Surabaya, and Najib et al. (2019) research on e-commerce users in Yogyakarta, as well as Weerasinghe (2019) research on internet users. Apart from that, the findings of this research also succeeded in strengthening the research of Hollebeek & Macky (2019) and Trong Nhan et al. (2020). Qualitative research by Hollebeek & Macky (2019) found that the first-level consequence of digital content marketing is the emergence of cognitive and emotional consumer involvement. It is proven in this research that content marketing has a significant effect on customer engagement, which is reflected cognitively, emotionally, and behaviorally. In addition, research by Trong Nhan et al. (2020) conducted in Vietnam found that content marketing formed by post form factors, posting time frame, message interaction with customers, and the emotional appeal of the posting topic positively influenced customer engagement behaviour on Instagram. This research also proves that content marketing is significantly reflected by these dimensions and positively affects customer engagement.

Furthermore, this research also supports the research results of Tafesse & Wien (2018) related to message strategies for brand social media content. A study on several brands on Facebook found that transformational messaging strategies were the most powerful driver of consumer behavioural engagement. Transformational messaging strategies refer to brand experiences and identities with desired psychological characteristics. Besides, this research found that one measure of good content marketing in Noosa is encouraging consumers to share experiences with Noosa products. This research also overlaps slightly with Marino & Lo Presti (2018) research, where their research explains the role of Twitter regarding citizen engagement.

2. The influence of content marketing on customer decisions

The results of the PLS analysis show that content marketing positively and significantly influences customer decisions. It shows that the more effective and efficient the implementation of content marketing in Noosa is, the more purchasing decisions by

Noosa followers will increase. Compared to product variety, the path coefficient showing the influence of content marketing on customer decisions is still smaller. It shows that content marketing is a supporting factor in increasing followers' decisions to buy Noosa products. The f^2 value shows that content marketing has a relatively small contribution in explaining variations in Noosa followers' purchasing decisions. The q^2 value also reveals that the predictive relevance of content marketing on the purchasing decisions of Noosa followers is relatively small.

The results of this research hypothesis testing are also supported by empirical evidence based on the results of descriptive analysis. Noosa's content marketing measurement is known to be in the high category (average value of 3.97). In line with this, Noosa's customer decision measurement is also known to be in the high category (average value of 3.81). This measurement proves that Noosa's content marketing is effective and efficient and successfully persuades Noosa's followers to purchase goods.

The findings of this research support and strengthen several previous studies conducted on various objects. Some of the research that was successfully supported was research by Palalic et al. (2021) on consumers in Pakistan, Alkharabsheh & Zhen (2021) research on online shop customers in Malaysia, Helinsha & Margawati (2021) research on skin care product customers in Jakarta, research by Puspayani et al. (2021) on customers of certain beverage outlets in Indonesia, as well as research by Sania & Aulia (2021) on flower shop customers in Bekasi. Hanaysha (2022) found that for fast-food consumers in Arabia, interactivity, perceived relevance, and informativeness are social media features that influence purchasing decisions. This research is also in line with one of its findings, where content interactivity is a dimension of content marketing that influences purchasing decisions.

Several previous studies even compared the role of content marketing with influencer marketing, including research by Shadrina & Yoestini (2022) on Instagram and TikTok users and Arief et al. (2023) towards e-commerce startup consumers in Indonesia. This research also supports research by Yodi et al. (2020) towards customers of certain fashion brands in Indonesia. However, there are slight differences between these studies, where research by Yodi et al. (2020) also involves a mediating variable of customer behaviour. However, on the other hand, this research is different from the research by Chasanah & Saino (2022). Their study on beauty product customers found that digital content marketing did not significantly affect purchasing decisions. This research shows that the influence of content marketing on purchasing decisions can apply differently depending on the product offered.

3. The influence of product variety on customer engagement

The results of the PLS analysis show that product variety positively but insignificantly affects customer engagement. It shows that if Noosa's product variety matches the market, there is still a tendency for the engagement of Noosa followers to become stronger. Based on the path coefficient value, the influence of product variety on customer engagement is still weaker than the influence of content marketing. It shows that increasing the variety of Noosa products to suit the market is a supporting factor in increasing the engagement of Noosa followers. Apart from that, the f^2 value shows that product variety has a relatively small contribution in explaining variations in the attachment of Noosa followers. Furthermore, the q^2 value also reveals that the predictive relevance of product variety on the engagement of Noosa followers is still relatively small.

The results of this research hypothesis testing are supported by empirical evidence based on the results of descriptive analysis. Noosa's product variety measurement is known to be in the high category (average value of 3.70). In line with this, Noosa's customer engagement measurement is in the high category (average value of 3.52). It

proves that Noosa's product variety suits the market and successfully makes Noosa's followers have a good engagement.

The findings of this research intersect with several previous studies conducted by Miliopoulou (2019), which discussed the relationship between Product Classification and Engagement. This research explains that products with low investment and involvement have functional engagement. Meanwhile, products with high investment but intense involvement have rational engagement. Products with low investment but high involvement have occasional engagement. Products with increased investment and involvement have emotional engagement. In his research, Miliopoulou (2019) stated that apparel (including shoes) is a product with high investment and low involvement, so consumers have rational engagement. Rational engagement is a form of attachment that is motivated by external benefits.

On the other hand, these findings support the research results of Gerrath & Biraglia (2021) and Behnam et al. (2021). Gerrath & Biraglia (2021) discuss the relationship between Product Congruence and Brand Engagement, finding that brand engagement is higher for products that are low in congruence (less in line with the brand). Noosa is a provider of footwear products that is consistent with its product branding, which gives a casual impression. However, the measurement results show that the engagement of Noosa's Instagram followers is still relatively high. In addition, Behnam et al. (2021) discussed the differences in customer engagement in product vs. service concepts, discovering that framework associations were stronger for service-based (vs. product-based) customer engagement. Noosa, oriented towards outcomes rather than services, has proven to have relatively high engagement with Noosa's Instagram followers.

4. The influence of product variety on customer decisions

The results of the PLS analysis show that product variety positively and significantly influences customer decisions. It shows that if Noosa's product variety matches the market, then purchasing decisions by Noosa followers will increase. Based on the path coefficient value, product variety is more influential on customer decisions than content marketing. This result shows that increasing the variety of Noosa products to suit the market has a more substantial role in growing followers' purchasing decisions for Noosa products. In addition, the f^2 value shows that product variety has a relatively moderate contribution in explaining the variation in purchasing decisions of Noosa followers. However, the q^2 value also reveals that the predictive relevance of product variety to Noosa followers' purchasing decisions is still relatively small.

The results of this research hypothesis testing are also supported by empirical evidence based on the results of descriptive analysis. Noosa's product variety measurement is known to be in the high category (average value of 3.70). In line with this, Noosa's customer decision measurement is also known to be in the high category (average value of 3.81). It proves that Noosa's product variety suits the market and successfully persuades Noosa followers to purchase goods.

This finding is supported and strengthened by several previous studies, including Farid et al. (2023) and Sarita et al. (2022). Farid et al. (2023) discuss the marketing mix dimensions of purchase intentions. Their research explains that the marketing mix, one of the product's dimensions, has been proven to affect purchasing intentions significantly. Meanwhile, Sarita et al. (2022) found that product differentiation is one of the factors that positively and significantly influence purchasing decisions. In addition, this research also overlaps with the research of Steinhäuser et al. (2019). In their research, Steinhäuser et al. (2019) discuss that claims in specific categories increase the likelihood of purchasing a product. In this case, Noosa provides product varieties into several categories, which is then proven to lead to good purchasing decisions by Noosa's Instagram followers.

5. The influence of customer engagement on customer decisions

The results of the PLS analysis show that customer engagement positively and significantly influences customer decisions. It shows that the stronger the attachment of Noosa followers, the purchasing decisions by Noosa followers will also increase. Compared to content marketing and product variety, the path coefficient showing the influence of customer engagement on customer decisions is larger. It shows that the close relationship between followers and Noosa is the most substantial factor in creating purchasing decisions for Noosa products. In addition, the f^2 value shows that customer engagement has a relatively moderate contribution in explaining variations in Noosa followers' purchasing decisions. However, the q^2 value reveals that the predictive relevance of followers' attachment to Noosa followers' purchasing decisions is still relatively small.

The results of this research hypothesis testing are also supported by empirical evidence based on the results of descriptive analysis. Noosa's customer engagement measurement is known to be in the high category (average value of 3.52). In line with this, Noosa's customer decision measurement is also known to be in the high category (average value of 3.81). It proves that good follower engagement successfully makes Noosa followers purchase goods.

These findings support and strengthen the results of previous research conducted by Bilal et al. (2021), Rosadi et al. (2023), and Saffanah et al. (2022). Research by Bilal et al. (2021) on consumers in China who use social media found that Consumer Brand Engagement is one of the factors that have a significant influence on Purchase Intention. Meanwhile, Rosadi et al. (2023) found that customer engagement influences purchasing behaviour, both directly and indirectly, mediated by brand attachment. In this case, brand attachment has an essential role in increasing purchasing behaviour. Furthermore, Saffanah et al. (2022) in their research explain consumer engagement through three dimensions, where two dimensions (immersion and presence) are proven to influence purchasing intentions, and then purchasing intentions also influence (actual) purchases. The immersion dimension refers to virtual experiences, while the presence dimension refers to interactive communication. These two dimensions of consumer attachment are aligned with one of the attachment dimensions used in this research, namely the behavioural dimension.

6. The influence of content marketing on customer decisions mediated by customer engagement

The results of the PLS analysis show that content marketing positively and significantly influences customer decisions through the mediation of customer engagement. It shows that the more effective and efficient the implementation of Noosa's content marketing, the stronger the engagement of Noosa's followers will be, which in turn will cause purchasing decisions for Noosa products to increase. In this case, customer engagement has a necessary role as a mediator. In the direct influence, content marketing shows a relatively small contribution in explaining variations in Noosa followers' purchasing decisions. In contrast, follower engagement is relatively moderate in explaining variations in Noosa followers' purchasing decisions. Apart from that, the relevance of the predictor of content marketing to the purchasing decisions of Noosa followers is relatively large. In contrast, the significance of the prediction of follower engagement to the purchasing decisions of Noosa followers is still relatively small. There is a significant indirect influence where content marketing and customer engagement are united to increase purchasing decisions for Noosa followers.

The results of this research hypothesis testing are also supported by empirical evidence based on the results of descriptive analysis. Noosa's content marketing

measurement is known to be in the high category (average value of 3.97). In line with this, Noosa's customer engagement measurement is also known to be in the high category (average value of 3.52). Likewise, Noosa's customer decision measurement is also in the high category (average value of 3.81). This result proves that Noosa's content marketing, considered adequate and efficient, successfully creates good follower engagement and increases Noosa followers' purchasing decisions.

The indirect influence of content marketing on customer decisions mediated by customer engagement has yet to be found in previous research searches. Previous research only partially discussed the relationship between these variables. Research by Dharmayanti & Juventino (2020), Hollebeek & Macky (2019), Limandono & Dharmayanti (2017), Marino & Lo Presti (2018), Najib et al. (2019), Tafesse & Wien (2018), Trong Nhan et al. (2020), Weerasinghe (2019) only discuss the relationship between content marketing and customer engagement. Meanwhile, research by Bilal et al. (2021), Rosadi et al. (2023), and Saffanah et al. (2022) only discusses the relationship between customer engagement and customer decisions. Thus, these findings contribute to the development of marketing management science and also support and complement previous research.

7. The influence of product variety on customer decisions mediated by customer engagement

The results of the PLS analysis show that there is an insignificant positive influence on customer decisions through the mediation of customer engagement. Even though it is not significant, the positive sign on the path coefficient shows that there is a tendency that the more precise the variety of Noosa products is, the stronger the engagement of Noosa followers will be, which will cause an increase in purchasing decisions. This indirect influence is caused by the direct influence of product variety on customer engagement, even though customer engagement is the most substantial factor influencing customer decisions. The contribution of follower engagement to variations in purchasing decisions in Noosa is even included in the medium category, although its predictive relevance is still relatively low. Thus, customer engagement has yet to become a significant mediator in the relationship between content marketing and customer decisions.

The results of this research hypothesis testing are also supported by empirical evidence based on the results of descriptive analysis. Noosa's product variety measurement is known to be in the high category (average value of 3.70). In line with this, Noosa's customer engagement measurement is also known to be in the high category (average value of 3.52). Likewise, Noosa's customer decision measurement is also in the high category (average value of 3.81). These numbers prove that Noosa's product variety, which is appropriate to the market, has succeeded in creating good follower engagement and successfully increasing Noosa followers' purchasing decisions.

The indirect influence of product variety on customer decisions mediated by customer engagement has yet to be found in previous research studies. Previous research only partially discussed the relationship between these variables. Research by Behnam et al. (2021), Gerrath & Biraglia (2021), and Miliopoulou (2019) only discuss the relationship between product variety and customer engagement. Meanwhile, research by Bilal et al. (2021), Rosadi et al. (2023), and Saffanah et al. (2022) only discusses the relationship between customer engagement and customer decisions. Thus, these findings contribute to the development of marketing management science and also support and complement previous research.

CONCLUSION

Content marketing significantly and positively affects customer engagement and decisions. The indirect effect of content marketing on customer decisions mediated by customer engagement is also significant. On the other hand, product variety only significantly

affects customer decisions positively. Product variety has a positive but insignificant effect on customer engagement. Customer engagement is also insignificant in mediating the influence of product variety on customer decisions. Lastly, customer engagement is also known to significantly influence customer decisions positively.

This research reveals that content marketing is a substantial factor in increasing consumer engagement and purchasing decisions. Noosa's content marketing is considerably good but can be improved. Referring to the content marketing measurement model, MSME in footwear industry needs to prioritise improvements in terms of post format. Posts on Instagram must be easy to understand, engaging, informative, and new to make MSME in footwear industry's digital marketing performance more effective and efficient. In this way, will give its Instagram followers a stronger vortex and can further increase MSME in footwear industry's sales volume.

The limitation of this research is data collection. Even though the research population is known, a complete sampling frame is yet to be available. It is the reason why this research sample was taken using a non-probability sampling method. If the sampling frame is known, then a probability sampling procedure can be carried out so that the sample taken can better represent the population. In addition, the survey method used is a self-administered survey conducted online. Thus, researchers cannot explore further the answers given by respondents. It makes the information held by researchers more limited. According to that, the recommendation for further research is to use better data collection methods so that the obtained data is more representative of the research population.

REFERENCES

- Alkharabsheh, O. H. M., & Zhen, B. H. (2021). The Impact of Content Marketing, Social Media Marketing and Online Convenience on Consumer Buying Decision Process. *CoMBInES-Conference On Management, Business, Innovation, Education And Social Sciences*, 1(1), 1823–1834.
- Arief, M., Mustikowati, R. I., & Chrismardani, Y. (2023). Why customers buy an online product? The effects of advertising attractiveness, influencer marketing and online customer reviews. *LBS Journal of Management & Research*. <https://doi.org/https://doi.org/10.1108/LBSJMR-09-2022-0052>
- Behnam, M., Hollebeek, L. D., Clark, M. K., & Farabi, R. (2021). Exploring customer engagement in the product vs. service context. *Journal of Retailing and Consumer Services*, 60, 102456. <https://doi.org/https://doi.org/10.1016/j.jretconser.2021.102456>
- Bilal, M., Jianqu, Z., & Ming, J. (2021). How consumer brand engagement effect on purchase intention? The role of social media elements. *Journal of Business Strategy Finance and Management*, 2(1), 44–55. <https://doi.org/http://dx.doi.org/10.12944/JBSFM.02.01-02.06>
- Buchari, A. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- Butow, P., Laidsaar-Powell, R., Konings, S., Lim, C. Y. S., & Koczwara, B. (2020). Return to Work after a Cancer Diagnosis: A Meta-Review of Reviews and A Meta-Synthesis of Recent Qualitative Studies. *Journal of Cancer Survivorship*, 14, 114-134., 14, 114–134.
- Chasanah, H. F., & Saino. (2022). The Effect Digital Content Marketing and Product Quality on Purchasing Decisions Through Buying Interest as Intervening Variable. *Jurnal Mantik*, 6(1), 551–559.
- Dharmayanti, D., & Juventino, A. K. (2020). Analisis Pengaruh Content Marketing Terhadap Customer Loyalty Dengan Customer Engagement Dan Brand Trust Sebagai Variabel Intervening Pada E-Commerce Zalora Indonesia Di Surabaya. *Jurnal Strategi Pemasaran*, 7(2), 12.

- Farid, M. S., Cavicchi, A., Rahman, M. M., Barua, S., Ethen, D. Z., Happy, F. A., Rasheduzzaman, M., Sharma, D., & Alam, M. J. (2023). Assessment of marketing mix associated with consumer's purchase intention of dairy products in Bangladesh: Application of an extended theory of planned behavior. *Heliyon*. <https://doi.org/https://doi.org/10.1016/j.heliyon.2023.e16657>
- Firdaus, F. Z. (2018). Aplikasi Metodologi Penelitian. *Yogyakarta: Deepublish*.
- Gerrath, M. H. E. E., & Biraglia, A. (2021). How less congruent new products drive brand engagement: The role of curiosity. *Journal of Business Research*, 127, 13–24. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.01.014>
- Hair, J. F. Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). SAGE Publications.
- Han, W. (2021). Purchasing Decision-Making Process of Online Consumers. *2021 International Conference on Public Relations and Social Sciences (ICPRSS 2021)*, 545–548.
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/https://doi.org/10.1016/j.jjime.2022.100102>
- Helinsha, M., & Margawati, M. (2021). The Influence of Social Media Instagram Toward Purchase Decision Making Process in OrganisaSupplyCO. *Jurnal Manajemen Dan Bisnis Madani*, 3(1), 40–62.
- Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45(1), 27–41. <https://doi.org/https://doi.org/10.1016/j.intmar.2018.07.003>
- Ifeoma, A. R., Vincent, O., Purity, N. O., & Akaegbobi, G. (2021). Differentiation Strategy and Organizational Growth of Manufacturing Firm in Ebonyi State, Nigeria. *European Journal of Social Sciences*, 61(3), 175–181.
- Internet Service Providers Association. (2022). *Indonesian Internet Profile*.
- Järvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. *Industrial Marketing Management*, 54, 164–175.
- Katadata.co.id. (2023). *Survei KIC: 87% Konsumen Lebih Suka Belanja Merek Dalam Negeri*.
- Kotler, P., & Amstrong, G. (2018). *Principles Of Marketing* (15th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing management 15th global edition* (Global). Harlow: Pearson Education Limited.
- Kumar, V., Leone, R. P., Aaker, D. A., & Day, G. S. (2018). *Marketing Research* (13th ed.). John Wiley & Sons.
- Limandono, J. A., & Dharmayanti, D. (2017). Pengaruh Content Marketing dan Event Marketing terhadap Customer Engagement Dengan Sosial Media Marketing sebagai Variabel Moderasi Di Pakuwon City. *Jurnal Strategi Pemasaran*, 5(1), 11.
- Marino, V., & Lo Presti, L. (2018). From citizens to partners: the role of social media content in fostering citizen engagement. *Transforming Government: People, Process and Policy*, 12(1), 39–60. <https://doi.org/https://doi.org/10.1108/TG-07-2017-0041>
- Mathewson, J., & Moran, M. (2016). *Outside-in marketing: using big data to guide your content marketing*. IBM Press.
- Miliopoulou, G.-Z. (2019). Revisiting product classification to examine content marketing practices. *Journal of Research in Interactive Marketing*. <https://doi.org/https://doi.org/10.1108/JRIM-07-2018-0084>

- Najib, H., Ardhan, T., Handoyono, N. A., Widyastuti, I., & Tiasari, L. (2019). The Influence of Content Marketing toward the Customer Engagement of Tokopedia Users in Yogyakarta. *Education and Science*, 138–148.
- Novita, D., & Yuliani, N. (2021). Pemanfaatan Instagram Di Dalam Mengelola Bisnis Online Bagi UMKM. *Forum Ilmiah*, 18(1), 55–63.
- Palalic, R., Ramadani, V., Mariam Gilani, S., Gërguri-Rashiti, S., & Dana, L. (2021). Social media and consumer buying behavior decision: what entrepreneurs should know? *Management Decision*, 59(6), 1249–1270. <https://doi.org/https://doi.org/10.1108/MD-10-2019-1461>
- Puspayani, S., Jessica, J., & Budiarto, B. (2021). Pengaruh Konten Social Media Instagram Terhadap Keputusan Pembelian Xing Fu Tang. *Syntax Literate; Jurnal Ilmiah Indonesia*, 6(8), 4084–4092.
- Qazzafi, S. (2019). Consumer buying decision process toward products. *International Journal of Scientific Research and Engineering Development*, 2(5), 130–134.
- Razmus, W. (2021). Consumer brand engagement beyond the “likes.” *Frontiers in Psychology*, 12. <https://doi.org/https://doi.org/10.3389/fpsyg.2021.692000>
- Rosadi, B., Azhari, S. Z., & Saraswati, J. K. (2023). Understanding the Driver of Customer Purchase Decision: The Role of Customer Engagement and Brand Attachment. *Resmilitaris*, 13(1), 1–9.
- Saffanah, L., Handayani, P. W., & Sunarso, F. P. (2022). Actual purchases on Instagram Live Shopping: The influence of live shopping engagement and information technology affordance. *Asia Pacific Management Review*. <https://doi.org/https://doi.org/10.1016/j.apmr.2022.09.002>
- Sania, A. P., & Aulia, P. (2021). Pengaruh Konten Pemasaran Instagram @Tumbas.origine terhadap Keputusan Pembelian pada Tahun 2020. *Jurnal MEBIS (Manajemen Dan Bisnis)*, 6(2), 85–93.
- Sarita, M. C., Febriyantoro, M. T., Zulkifli, Z., Suleman, D., Saputra, F., & Suyoto, Y. T. (2022). The Influence of Product Differentiation, Price and Positioning on Purchasing Decisions at Niceso Stores in South Tangerang. *Priviet Social Sciences Journal*, 2(4), 12–17. <https://doi.org/https://doi.org/10.55942/pssj.v2i4.177>
- Schaefers, T., Falk, T., Kumar, A., & Schamari, J. (2021). More of the same? Effects of Volume and Variety of Social Media Brand Engagement Behavior. *Journal of Business Research*, 135, 282–294.
- Shadrina, R. N., & Yoestini, Y. (2022). Analisis Pengaruh Content Marketing, Influencer, dan Media Sosial Terhadap Keputusan Pembelian Konsumen (Studi pada Pengguna Instagram dan Tiktok di Kota Magelang). *Diponegoro Journal of Management*, 11(2).
- Smith, P. R., & Zook, Z. (2019). *Marketing communications: Integrating online and offline, customer engagement and digital technologies*. Kogan Page Publishers.
- Solimun, Fernandes, A. A. R., & Nurjannah. (2017). *Metode Statistika Multivariat Pemodelan Persamaan Struktural (Sem) Pendekatan Warppls*. UB Press.
- Statista. (2023). *Footwear - Indonesia | Statista Market Forecast*. www.statista.com/outlook/cmo/footwear/indonesia
- Steinhauser, J., Janssen, M., & Hamm, U. (2019). Consumers’ purchase decisions for products with nutrition and health claims: What role do product category and gaze duration on claims play? *Appetite*, 141, 104337. <https://doi.org/https://doi.org/10.1016/j.appet.2019.104337>
- Tafesse, W., & Wien, A. (2018). Using message strategy to drive consumer behavioral engagement on social media. *Journal of Consumer Marketing*. <https://doi.org/https://doi.org/10.1108/JCM-08-2016-1905>

- Trong Nhan, P., Truc Vi, H. O., & Viet Phuong, L. H. (2020). The Impact of Content Marketing on Customer Engagement on Instagram—a Case Study of Fashion Brands. *International Journal of Management (IJM)*, 11(7).
- We Are Social. (2022). *The Global State of Digital in July 2022 | Part One*.
- Weerasinghe, K. (2019). Impact of Content Marketing Towards The Customer Online Engagement. *International Journal of Business, Economics and Management*, 2(3), 217–2018.
- Yodi, H. P., Widyastuti, S., & Noor, L. S. (2020). The Effects of Content and Influencer Marketing on Purchasing Decisions of Fashion Erigo Company. *Dinasti International Journal of Economics, Finance & Accounting*, 1(2), 345–357.
- Ze, Y., Abbas, H., Hussain, T., & Jiao, H. (2018). Analyzing the differentiation strategies of big companies competing with each other. *Strategic Management*, 23(3), 25–37.