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TikTok Customer Engagement Behavior Based on User-Generated Content of Fashion Products in Indonesia

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Abstract: The study aims to assess the influence of user-generated content (UGC) of fashion products in Indonesia on TikTok customer engagement behavior. Quantitative method was employed in this study. Its involved 230 TikTok users that interacted with fashion content in Indonesia as respondent. Data analysis was conducted using a Structural Equation Modeling approach with Partial Least Square analysis. The result of the study reveals that UGC has a significant effect on customer engagement behavior. These results highlighted the important role of UGC as an important factor in that impacting the customer engagement on social media.

Keyword: User-Generated Content, Customer Engagement Behavior, Social Media.

INTRODUCTION

Social media has become an important part of people's daily lives due to its widespread popularity (Wang et al., 2023). Brands were interested in the potential of social media marketing as a result of the growth of social media platforms (Ahmadi et al., 2022). We Are Social (2024) released data indicating that around 167 million Indonesians were active social media users as of January 2024, making up roughly 60.4% of the nation's entire population. This demonstrates the significance of social media in a business's marketing plan as it gives direct access to a sizable and varied market share. Through the use of numerous analytics tools and content tactics tailored to individual consumer preferences, social media enables businesses to target audiences more accurately, improving the efficacy and efficiency of marketing efforts (Carlson et al., 2018).

Most businesses concentrate on using social media to engage with their consumers (Lin et al., 2017). Businesses must comprehend how customers participate on social media platforms in order to successfully develop consumer engagement (Lim & Rasul, 2022). In the social media environment, customer engagement behavior (CEB) is a crucial measure of a company's marketing plan effectiveness since it shows the degree of consumer connection and engagement with the business. The range of actions that customers take on social media platforms in reaction to material about a brand or product—such as replying, leaving

comments, sharing the content with others, or creating original content—is referred to as CEB (Zheng et al., 2022). As of January 2024, TikTok, a well-known social media platform, boasted 126 million active users in Indonesia. This makes it a valuable tool for marketers looking to strengthen their client base and boost engagement (DataIndonesia.id, 2024). TikTok is a 15- to 10-minute-long video-sharing software that offers a range of features, including stickers, filters, and special effects. It also allows users to add their own music and audio to their videos (Zhao & Wagner, 2023). However, user engagement on the platform began to wane in early 2024. According to Social Insider statistics, during the previous year, there was a 35% decline in the average interaction rate for TikTok videos. Additionally, according to Emplifi data, there was a 26% decrease in TikTok post interactions in 2023 as compared to 2022. Content that is too commercialized rather than offering genuine value or amusement is one of the causes of this downturn (Social Insider, 2024). This suggests that in order to be more genuine and interesting to consumers, businesses should reevaluate their content strategy (Zhao & Wagner, 2023).

User-Generated Content (UGC) is one of the marketing strategies on social media that involves content created by users. UGC is any type of content (text, audio, video, and combinations) created by internet users and made available to the public online, demonstrating the creativity of the creator without having to involve professionals (Mohammad et al., 2020). Customers are starting to move away from producer-generated content (PGC), which often involves influencers, towards user-generated content (UGC), which is based on consumers' direct experiences (Bahtar & Muda, 2020). In the fashion industry, UGC plays an important role in interacting with consumers (Kim et al., 2020). UGC content on TikTok, such as video reviews, tutorials, lookbooks, and challenges, helps users get information and inspiration related to fashion products. The independent nature of UGC makes it more objective, authentic and trustworthy. In the fashion industry, online platforms such as social media are crucial to stay relevant and drive consumer engagement (Ibrahim et al., 2022).

Prior studies have shown that UGC, which includes various forms of content such as user-generated text, photos and videos, has been shown to be effective in attracting consumer attention and participation. Different characteristics of UGC content have been found to increase consumers' intention to participate and engage in brand communities, as described by Jung et al. (2016). For example, authentic and relevant content often encourages more interaction than overly commercialized content. In addition, users tend to engage with social media due to searches related to informative levels, entertainment value, and social aspects, as stated by Kim et al. (2012) and Ktirattarkarn et al. (2019). Content that provides valuable information, entertainment, or opportunities for social interaction tends to be more appealing to users, increasing their likelihood of actively participating on the platform. Other studies have also reinforced these results, showing that UGC has a positive influence on consumer engagement (Davicik et al., 2022). However, although there are several studies that have examined the influence of UGC on consumer engagement, studies that specifically address the impact of UGC on customer engagement behavior in the context of fashion products on the TikTok social media platform in the Indonesian region are limited. Therefore, this study has a purpose that will be tested, which is to examine the extent of the influence of User-Generated Content on customer engagement behavior on fashion products on TikTok social media in Indonesia.

METHOD

This study employed a quantitative research methodology. Because questionnaires allow for the systematic evaluation of quantitative variables, the survey approach was appropriate for this research in order to examine the influence of UGC on CEB. This study

was able to identify a causal association between customer engagement activity and perceived value by using questionnaires to gather numerical data that assisted statistical analysis. The literature study served as the basis for developing the questionnaire items, which made sure that all of the questions required to measure the variables were included. Purposive sampling was utilized in this study to choose 230 respondents using an online questionnaire. The respondents had to meet two requirements: they had to be TikTok users from Indonesia and had engaged with UGC fashion goods on the platform.

Partial least squares structural equation modeling (PLS-SEM) was used for the measurements. Construct validity testing, or the outer model, and structural modeling, or the inner model, make up this system. According to Busalim et al. (2021), PLS-SEM is a suitable data analysis method for testing causal relationships, especially if the number of research samples is not too large. It can also estimate the relationship between latent variables and their indicators as well as evaluate the path coefficient which shows the strength of the relationship between latent variables.

RESULTS AND DISCUSSION

Results (Outer Model)

Validity Test

This study employed confirmatory factor analysis with the SmartPLS to determine validity. The loading value above 0.50 is used to measure the validity of the indicator (Hair et al., 2013). Every indication has a loading value more than 0.50, as Table 1 illustrates. The analysis's findings show that every indicator has an outside loading value greater than 0.6. Convergent validity conditions are met by this measuring approach.

The results of the discriminant validity test are displayed in Table 2. The Fornell-Larcker criteria was applied in this study to evaluate discriminant validity. It involved examining the correlation between other constructs and the square root value of the average variance extracted (AVE) for each construct. According to Table 2's computations, each construct's square root value of the AVE is bigger than its inter-construct correlation, suggesting that the model's discriminant validity is sufficient.

Reliability Test

Cronbach's Alpha indications and Composite Reliability were used in reliability tests. With a benchmark value set above 0.70, these tests are intended to examine internal consistency or evaluate the instrument dependability in a research model. A concept is considered trustworthy when all latent variable values have Composite Reliability or Cronbach's Alpha ≥ 0.70 . This implies that the study's instrument, the questionnaire, is consistent and reliable. Every measurement in this investigation turned out to be accurate. All latent variables fulfill the reliability threshold of ≥ 0.70 , as indicated by the good findings for Composite Reliability and Cronbach's Alpha displayed in Table 1. Therefore, it can be said that the study measurement item used, has proven to be sufficiently reliable.

Table 1. Validity and Measurement

Code	Measurement Items	Loading Factor
Variable (X, User-Generated Content): $\alpha=0.947$, CR = 0.954, AVE = 0.632		
Dimension-1: Informativeness		
IN1	UGC helps me understand information related to fashion products	0.859
IN2	The information contained in UGC is important to me	0.836
IN3	UGC provides accurate information about fashion products	0.820
IN4	The information in UGC is useful for me in choosing fashion products	0.852
Dimension-2: Entertainment Value		
EV1	UGC contains interesting content	0.887
EV2	UGC is attracting	0.885

EV3	UGC is fun	0.902
EV4	UGC is entertaining	0.885
Dimension-3: Sociability		
SC1	UGC encourages active interaction between users	0.851
SC2	UGC provides a space for users to exchange opinions	0.835
SC3	UGC builds relationships between users	0.868
SC4	UGC makes me feel the same as other people	0.861
Variable (Y, Customer Engagement Behavior): $\alpha=0.908$, CR=0.926, AVE=0.610		
Dimension-1: Feedback Intention		
FI1	When I have a problem with a fashion product, I want to let other users know about it.	0.800
FI2	When I have an idea related to fashion products, I want to communicate it to other users	0.848
FI3	If there is any, I would like to give advice related to fashion products to other users	0.820
FI4	I am willing to give feedback related to fashion products	0.798
Dimension-2: Collaboration Intention		
CI1	I want to share my ideas about fashion products with other users	0.841
CI2	I want to help other users with issues related to fashion products	0.829
CI3	I want to get help from other users	0.770
CI4	I want to participate in the discussion in the comment section of the content related to fashion products	0.850

Notes: α : Cronbach's alpha; CR: composite reliability; AVE: average variance extracted

Source: Primary data is processed using SmartPLS

Table 2. Discriminant Validity

Construct	CI	EV	FI	IN	SC
Collaboration Intentions	0.823				
Entertainment Value	0.599	0.890			
Feedback Intentions	0.816	0.639	0.816		
Informativeness	0.692	0.831	0.663	0.842	
Sociability	0.625	0.748	0.697	0.750	0.854

Source: Primary data is processed using SmartPLS

This study also uses lower-order construct testing to provide more accurate results. The evaluation of the lower-order model consists of several measurement specifications: internal consistency, discriminant validity, and convergent validity (Sarstedt et al., 2019). The measurement results of internal consistency and convergent validity are in Table 3, and the measurement of discriminant validity is in Table 4.

Table 3. Internal Consistency and Convergent Validity Lower- Order Construct

	Cronbach's Alpha	Composite Reliability	Indicator Reliability	Average Variance Extracted (AVE)
Collaboration Intentions	0.841	0.893	0.843	0.677
Entertainment Value	0.912	0.938	0.913	0.791
Feedback Intentions	0.833	0.888	0.841	0.665
Informativeness	0.863	0.907	0.864	0.709
Sociability	0.876	0.915	0.877	0.729

Source: Primary data is processed using SmartPLS

Table 4. Discriminant Validity Lower-Order Construct

	CI	EV	FI	IN	SC
Collaboration Intentions	0.823				
Entertainment Value	0.602	0.890			
Feedback Intentions	0.814	0.653	0.816		
Informativeness	0.699	0.831	0.670	0.842	
Sociability	0.629	0.746	0.703	0.749	0.854

Source: Primary data is processed using SmartPLS

Internal consistency can be seen from Cronbach's alpha and composite reliability, and the value must be above 0.7. The results show that all Cronbach's alpha and Composite Reliability values for all dimensions are above 0.7, which means that these values are acceptable. Then, convergent validity measured with the indicator reliability value and Average Variance Extracted (AVE). The indicator reliability value must be greater than 0.7, while the AVE value itself must be greater than 0.5 to be acceptable. Based on the data obtained from the test results, all reliability indicator values are above 0.7. In addition, all AVE values are above 0.5, which means they are acceptable. While the discriminant validity test is carried out by the fornell-larcker method; based on the data above, it can be seen if the value of each indicator exceeds other indicators on the same diagonal. Therefore, it can be concluded that the data is proven valid.

From the results of the lower-order construct analysis carried out above, it can be concluded that in the lower-order constructs, all dimensions in this study, are included in the valid and reliable categories.

Structural Model Testing (Inner Model)

Following the estimation of the model in accordance with the outer model criteria, the structural model (inner model) is tested. The inner model is developed through the creation of concepts and theory-based models, which are then utilized to analyze the relationship between exogenous and endogenous variables. The test value for exogenous variables is evaluated using the coefficient of determination (R-square). The relevance of the impact of exogenous (independent) variables on endogenous (dependent) variables is tested in order to complete this evaluation.

Table 5. Coefficient of Determination Result

	R Square	R Square Adjusted
Customer Engagement Behavior (Y)	0.552	0.550

Source: Primary data is processed using SmartPLS

The coefficient of determination or R² value is considered weak if it reaches a value of 0.25, moderate if it reaches 0.50, and strong if it reaches a value of 0.75. Based on the results, it can be shown that the R square value for the CEB variable is 0.552. This indicates that the CEB variable is influenced by 55.2% by the UGC variable, which is in the moderate category. This means that 55.2% of CEB are influenced by UGC and the remaining were influenced by other factors outside this study.

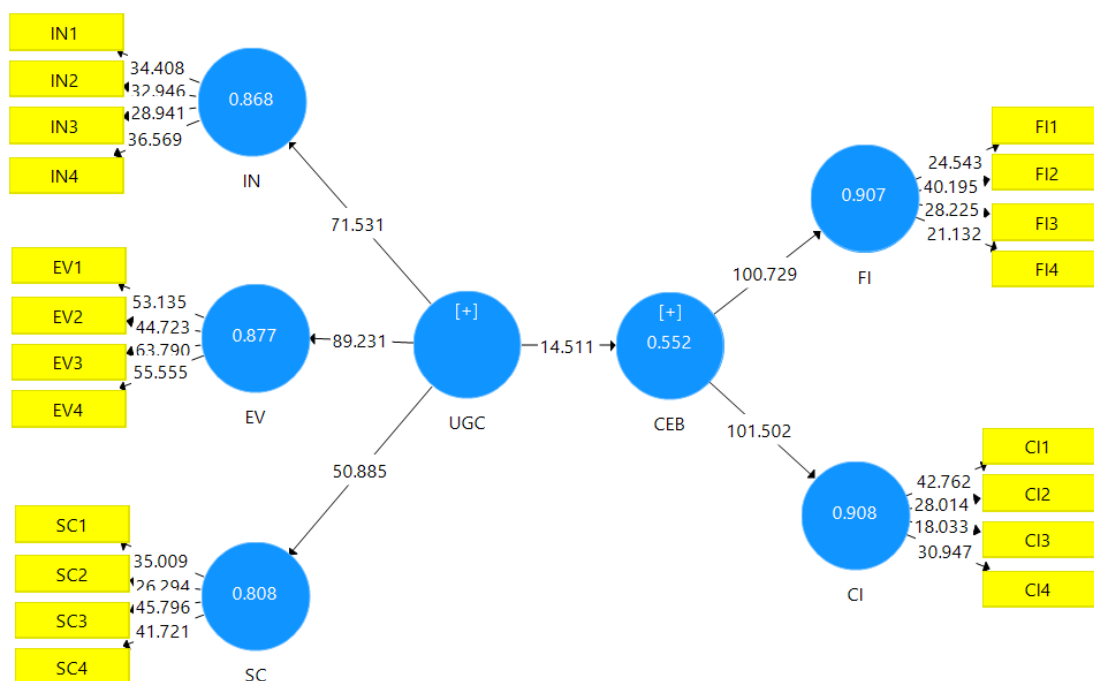
Hypothesis Test

The hypothesis testing for this study, was carried out using SmartPLS and was conducted through the bootstrapping procedure. A 95% confidence level was applied, with a precision level or alpha limit of 5% (0.05). The hypothesis is accepted if the T-table value exceeds 1.96.

Table 6. Hypothesis Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
UGC -> CEB	0.743	0.739	0.051	14.661	0.000

Source: Primary data is processed using SmartPLS



Source: Primary data is processed using SmartPLS

Figure 1. Bootstrapping Test Result

Based on Table 4, it can be shown that UGC has a positive influence on CEB, which can be seen from the parameter coefficient value of 0.743, indicating a strong and significant influence. In addition, the significance value obtained of 0.000 is much smaller than the 5% significance level (0.05). This significance value indicates that the hypothesis testing results are acceptable. Thus, it can be concluded that UGC significantly and positively influences CEB, emphasizing the importance of user-generated content in increasing customer engagement on the TikTok social media platform. A more in-depth explanation will be presented in the discussion below.

The Influence of User-Generated Content on Customer Engagement Behavior

User-Generated Content (UGC) has a significant influence on Customer Engagement Behavior (CEB) on TikTok social media for many reasons. When consumers see content created by other users about a fashion product, they tend to feel more connected and interested in interacting with the brand. Content that provides valuable information helps consumers understand the product better, increasing their trust in the brand. In addition, engaging and fun content has a strong appeal, capturing consumers' attention and encouraging them to participate more actively through likes, comments and sharing. This engagement extends the brand's reach and increases visibility on social media platforms. When consumers see reviews and recommendations from other users, they feel more reassured that the opinions are coming from people similar to them, which creates a greater sense of community and trust.

The positive influence of UGC on CEB is also seen in how this content encourages consumers to provide feedback and collaborate with brands. Relevant and engaging content motivates consumers to engage in discussions and provide valuable feedback on products. This not only increases interaction between consumers and brands, but also provides brands with important insights into consumer needs and preferences. In addition, positive UGC encourages consumers to become active brand advocates, voluntarily promoting products and participating in marketing activities organized by the brand. Consumers who feel heard and valued by the brand are more likely to provide constructive feedback and join collaborative

projects, such as contests or campaigns, which strengthens their engagement and builds a closer relationship with the brand. Well-managed UGC can build trust, create emotional connections, and increase consumer loyalty, making it an important element in an effective digital marketing strategy on social media. This finding is in line with the research of Kitirattarkarn et al. (2019) which shows that UGC plays an important role in increasing customer engagement.

CONCLUSION

Based on the results of the study, it was found that User-Generated Content (UGC) has a positive influence on Customer Engagement Behavior (CEB) on TikTok social media, especially on fashion products in Indonesia. UGC dimensions such as informativeness, entertainment value, and sociability are proven to increase consumers' intention to interact and collaborate with brands. UGC that is informative and entertaining is able to attract attention and arouse consumer interest, while social content strengthens the relationship between consumers and brands. The results of this study show that all indicators used are valid and reliable, and the UGC dimension has a positive and significant parameter coefficient on CEB. Further analysis also shows that each UGC dimension has a significant effect on consumers' feedback and collaboration intentions. This relationship indicates that the more informative, entertaining and social the user-generated content, the higher the level of consumer engagement with the brand. Overall, this study emphasizes the importance of UGC as an effective marketing strategy to increase customer engagement. By harnessing the power of UGC, companies can create engaging content, increase interaction, and strengthen relationships with consumers, which can ultimately drive purchase decisions and brand loyalty. Strategically managing and utilizing UGC can give companies a competitive advantage in an increasingly digital marketplace. This research also shows that user-generated content not only enriches the consumer experience but also encourages them to engage more with the brand through feedback and collaboration, which are important elements in building long-term relationships with customers.

Suggestion

Based on the results of this study, it is recommended for companies to strategically utilize UGC to increase CEB on TikTok social media. Companies should encourage consumers to create informative, entertaining, and social content about their fashion products. In addition, maintaining active interaction with consumers through feedback and collaboration can strengthen relationships and increase brand loyalty. For future researchers, it is recommended to focus the research on one generation group of respondents so that the effect of UGC on CEB in that generation group is more clearly and thoroughly visible. Future research is also expected to compare research results based on various social media applications, not just limited to TikTok, so that differences between social media applications can be analyzed. Furthermore, focusing the research on a specific brand can deepen the understanding of how UGC affects customer engagement behavior towards the brand. Considering the shortcomings of this study, such as the diverse scope of respondents and the focus on a single social media platform, would enrich the results and provide more comprehensive insights into the impact of UGC.

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