

The Role of User Engagement and Instagram Influencer in a Corporate SNS Account

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The Role of User Engagement and Instagram Influencer in a Corporate SNS Account

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Abstract. With the growing importance of social networking sites (SNS) in corporate marketing strategy and the growing number of celebrities as influencers on SNS platforms, it is worthwhile to investigate how these influencers impact customers' engagement and purchase behavior. Using the presence formation paradigm, this study investigates the impact of social presence and telepresence, as well as Instagram intensity, on increasing user engagement, which in turn influences their actual purchasing behavior. A survey of 750 corporate Instagram users was performed across 10 major cities in Indonesia. The findings show that telepresence improves flow experience and may successfully engage users (i.e. like, following, and sharing), eliciting purchase activity inside a corporate SNS account. In addition, the findings illuminate the role of Instagram influencer as crucial moderator to purchasing behavior which provide business owners effectively utilize it to maintain and foster customer relationships.

Keywords: User Engagement · Purchasing Behavior · Instagram Influencer
· Telepresence · Flow Engagement

1 Introduction

The way individuals connect and form relationships has changed substantially as a result of the quick development of technology, notably the rising popularity of social network-ing sites (SNS) [1]. SNS is progressively developing into a potent marketing tool that helps businesses connect with, engage, and reach their target audiences [2]. Only Face-book, YouTube, and Wechat are currently larger social networks than Instagram [3]. According to Sproutsocial's statistical data, Instagram has the highest user engagement rates of all social media platforms, with an average engagement rate of 1.73% for brand posts [4]. An initial investigation into the connection between Instagram use and con-sumer engagement is already under way. [5] studied 100 Instagram brand posts from eight different industries, and discovered significant variations in customer interaction. Compared to users of Facebook, Twitter, and Snapchat, according to a survey [6]. Due to the physical isolation between users and merchants, cooperative SNS accounts pro-vide challenges for corporates in terms of establishing presence in comparison to offline channels [7].

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Users of SNSs have been seen to engage with an online brand only when they are aware of it while using the site [8] or when they feel trusted by its presence [9]. Consequently, presence has a significant impact on how well a participating SNS account performs. [10] shed some insight on the impact of presence on client repeat business. Customers will become more familiar with a brand by participating on a specific corpo-rate SNS account. [11] It would also affect their inclination to use the goods or service and encourage electronic word of mouth (eWOM) [12]. [13] and foster greater client loyalty [14]. Overall, client participation in corporate SNS accounts can boost business output and sales [15].

2 Literature Review

2.1 The Impact of Telepresence on Flow Experience

The existence of computer-mediated communication, such as websites or social media, is thought to have a significant impact on users' attitudes, particularly in circumstances where face-to-face contact is limited [9]. Presence is defined as the perception of a direct experience in a communication situation caused by technology [16]. In this context, presence refers to the degree of realism seen by an online shopper [17]. Several scholars have recognized the importance of presence in online communication and have since focused on how presence is formed and expressed. Telepresence is the sensation of being present in an environment created by a communication medium, in this case virtual reality [18].

Telepresence has been proven to increase the flow states of online shoppers [20]. When engaging in virtual world activities, the perception of telepresence leads to a higher level of attention, resulting in a loss of self-consciousness and a sense of escapism [21]. The beneficial association between telepresence and customer brand engagement is established in the context of social media marketing [22]. The concept of flow was introduced and defined as a state in which a person is entirely engrossed in an activity and nothing else matters [23]. Flow has been defined as a mental state in which a person experiences satisfaction while engaging in an activity [24]. As a result, the following hypothesis emerges:

H1: Telepresence on an Instagram page positively affects flow experience.

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2.2 The Impact of Flow Experience on User Engagement

Social media engagement is defined as customer participation in a social media environment or user participation in a social media scenario [31]. Social media enables two-way communication between consumers and brands, which enhances customer engagement [14]. According to [32], positive-valanced social media engagement habits include co-creation, positive contributions (likes, shares, retweeting, etc.), and consuming. Users help to improve the content on a large scale by expressing their preferences through the like and share functions on Facebook and Instagram, as well as the favorite and retweet functions on Twitter [32]. [33] revealed that when individuals like, share, retweet, or otherwise show their preferences for a piece of content, their social media connections are more likely to engage with it as well.

Although these consumers don't create material, they nonetheless show some levels of participation by watching and sharing other people's activities. The relationship between user involvement and flow experience in the context of online games has largely been acknowledged [34, 35]. Additionally, engagement is positively impacted by the flow experience that virtual reality storytelling creates [36]. It has been demonstrated that flow experience produced the "ideal" user experience for online purchases, which may enhance behavior that is motivated by intrinsic factors as well as engagement and loyalty [37]. This leads to the following conclusion:

H2: Flow experience positively affects user engagement with an Instagram page.

2.3 The Impact of User Engagement on Purchase Behavior

[38] discovered that user involvement had an impact on purchase behavior among online travel buyers in India. According to [39, 40] study, user involvement has a favorable and substantial influence on buying behavior. Therefore, H3: User Engagement Influences Buying Behavior.

2.4 The Potential Moderator of Instagram Influencer

According to [41] the idea of influencer involvement may be altered by utilizing cognitive behavior to establish how a person plans to purchase a specific product. As a result, customers' buy intention is defined as their behavior, perception, and attitude toward persuasion, experience, and preference that a product or advertisement would influence their purchasing choice [42]. According to the researchers, the link between user engagement and purchasing behavior offers the potential for expansion and the incorporation of new components. Scholars have incorporated various dimensions to describe the influence of intention on action to boost the explanatory power of behavioral theories [44] Based on the above explanation, the following hypothesis is formed: H4: Instagram Influencer has

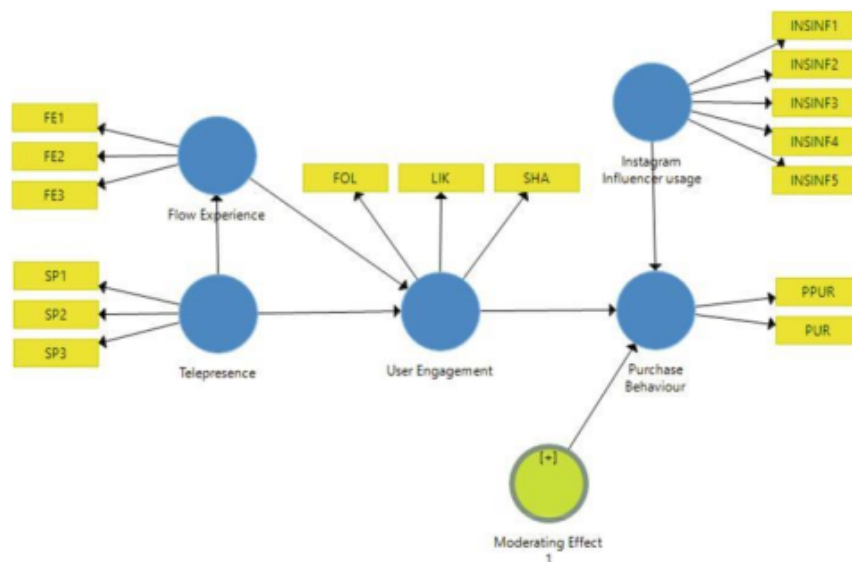


Fig. 1. Conceptual Model

a moderating effect on the relationship between User engagement on Purchase Behavior The conceptual model shown in Fig. 1.

3 Research Method

This study used a questionnaire survey with a specific set of people. This study used a non-probability sampling approach with the criterion of being a corporate Instagram follower. Respondents were chosen from the Instagram followers of one of the famous influencers on corporate social media particularly in fashion.

The following factors led to the selection of the influencer's followers to complete the questionnaires. First, the Instagram Influencer Database study for 2021 states that the two industries receiving the most attention from Instagram marketing are fashion and food. It also helps to minimize bias and the compounding effect because there is no concern about the age or gender differences when choosing a specific IG influencer. With more than 2 million followers on Instagram, the IG influencers is also the most well-known Instagram influencer. 750 people in total were chosen from the company Instagram followers.

The questionnaires from [28] were used to gauge telepresence. To measure real engagement activity, five questions were employed, including whether they follow or share a post from the company's Instagram page. Additionally, a questionnaire from [45] is used to evaluate shopping preferences. The measure from [46] was used for Instagram Influencer utilization. As control variables, gender, age, and frequency of use were also added. To measure each issue, a 5-point Likert scale with the statements "strongly disagree" and "strongly agree" is used.

In this study, a trial test was conducted to test the reliability and validity of the questionnaire. The first 30 answers to the questionnaire from respondents were tested of its reliability and validity through SPSS. The reliability of a measurement indicates the extent to which it is without bias (error-free) and hence ensures consistent measurement across time and across the various items in the instrument. On the reliability test, the researcher uses Cronbach's Alpha and it should be higher than 0.7 to reach a good quality result or most researchers will remark it as sufficient [47] Validity is the extent to which the differences found in scale scores show the right differences between objects on the characteristic measured. Pearson's Correlation is commonly used to determine the validity, with 0.3 is the legitimacy of relationship between the factors to quality their adequate run [47]. SmartPLS3 was utilized to analyze data and evaluate the significance of the path coefficients in order to examine the hypothesized relationships.

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4 Data Analysis and Result

4.1 Respondent Profile

There were 750 respondents, of which 83% were men and 17% were women. In the largest age range of 15 to 18 years old (42.5%), The majority of respondents (45.9%) reported using Instagram for 1–3 h each day, followed by 3–5 h (36.8%), and over 5 h (17.3%).

4.2 Hypothesis Testing

The path coefficient results in Table 1 showed that telepresence produced significant impacts on flow experience respectively ($\beta = 0.199$, $p\text{-value} = 0.000$) and user engagement ($\beta = 0.371$, $p\text{-value} = 0.000$). Subsequently, flow experience was reported to positively affect user engagement ($\beta = 0.236$, $p\text{-value} = 0.000$). User engagement positively effect on purchasing behavior ($\beta = 0.276$, $p\text{-value} = 0.000$). Instagram influencer moderates the relationship between user engagement on purchase behavior ($\beta = 0.096$, $p\text{-value} = 0.028$).

Table 1. Hypothesis testing result

Ha	Impact of	β	p Values	Result
H1	Telepresence → Flow Engagement	0.371	0.000	supported
H2	Telepresence → User Engagement	0.199	0.000	supported
H3	Flow engagement → User Engagement	0.236	0.000	supported
H4	User Engagement → Purchase Behaviour	0.276	0.000	supported
H5	Moderating Effect 1 → Purchase Behaviour	0.096	0.028	supported

5 Discussion

The current study looked at the impacts of telepresence on flow experience and real engagement behaviour, such as following and sharing. The findings showed that telepresence had a favourable impact on flow experience. This study demonstrates that telepresence favourably improves flow experience, which is corroborated by [28, 47, 48]. Their research found that when people are exposed to high levels of telepresence, they lose knowledge of their physical surroundings and become immersed in the mediated world. Additionally, flow experience was shown to have a substantial favourable association with engagement behaviours. It was discovered that user involvement had a beneficial influence on purchasing behavior. The discovery is consistent with the findings of [49], as well as [50].

6 Theoretical Contributions and Practical Implications

In two ways, this study adds to the body of literature already in existence. First off, past studies have tended to focus solely on flow experience as a key predictor of users' attitudes and behaviors in a variety of situations, including online education [51] and telecommunication [54]. However, there hasn't been much focus on how flow experience is developed, particularly in the context of corporate SNS.

Thus, this study includes Instagram's telepresence to offer a more thorough understanding of the mechanics underlying user engagement in a business SNS account. Second, our findings show how important Instagram influencers are in mediating the link between social media activity and purchasing decisions. By focusing on examining the impact of influencers on Instagram users, the current study adds to the body of knowledge on engagement.

This work has both theoretical and practical applications. To begin, while telepresence is defined as the illusion of being physically present in a virtual world, businesses should also make use of Instagram's accessible features on the page (posts, stories, reels, and calls to action) to boost user experience. People are more likely to follow the page or share the post if they consider it is more genuine and trustworthy. Marketers may use these capabilities to post a range of photos or videos to provide customers with additional information about their brands and products. They might also use an interactive poll to get consumer feedback.

7 Limitations and Future Research

While our research was done on an Instagram profile for a physical shop, the findings may not be applicable to online retailers. Future study might fill this knowledge gap by carefully distinguishing between merchants who use Instagram as their primary online business platform and those who simply use it to lure customers to their physical locations.

8 Conclusion

The goal of this research is to investigate the effect of telepresence on flow experience and user engagement behavior (like, follow and share). Telepresence and flow experience, according to the research, have a significant impact on consumer engagement. Further-more, engagement habits influenced buying behavior. Instagram influencers, according to the findings, modulate the relationship between user engagement and purchase behavior. The findings extend to the presence idea by looking at the influence of individual Instagram influencers on purchasing behavior. Building long-term customer relationships on social media platforms through Instagram influencers is an effective technique for businesses and business owners to encourage customers to participate in consumption and contribution behavior on SNS.

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