


**INTEREST IN PURCHASING PRODUCTS WITH BRAND CONTENT LOVE AND
COMMUNITY ENGAGEMENT ON SOCIAL MEDIA**

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ARTICLE INFO	ABSTRACT
<p>Article history: Received: April, 25th 2024 Accepted: June, 25th 2024</p>	<p>Objective: The objective of this study is to examine the influence of brand love, fostered by social media content, on the desire of consumers to engage with brand communities on social media, ultimately leading to purchase intentions.</p>
<p>Keywords: Brand Passion; Brand Affection; Social Media Community Engagement; Brand Purchase Intention.</p> <div data-bbox="172 1039 480 1285" style="text-align: center;">  </div>	<p>Method: The research employed a non-probability random sampling procedure for data collection. Structural Equation Modeling (SEM) was utilized to test research hypotheses through models formulated using R Studio.</p> <p>Result and Discussion: The findings indicate that both brand passion and brand affection significantly affect social media engagement and brand purchase intention. Brand affection notably influences brand purchase intention through engagement with social media brand communities, while the impact of brand passion on brand purchase intention through such engagement was found to be insignificant.</p> <p>Research Implications: The research underscores the pivotal role of brand love in stimulating transactional desires through engagement within social media communities, thereby providing valuable insights for brands to enhance their future social media marketing strategies.</p> <p>Originality/Value: To enhance brand purchase intention for skincare products in Makassar City, Indonesia, this research found that brand passion must be elevated first. This can be achieved by creating positive experiences in every interaction between the brand and consumers. Consequently, brands need to build social media communities that resonate with the affections of skincare consumers. Managers should concentrate on identifying relevant consumer expectations to cultivate an appropriate social media environment for the target audience.</p> <p>Doi: https://doi.org/10.26668/businessreview/2024.v9i7.4811</p>

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INTERESSE EM COMPRAR PRODUTOS COM CONTEÚDO DE MARCA AMOR E ENGAJAMENTO COMUNITÁRIO NAS MÍDIAS SOCIAIS

RESUMO

Objetivo: O objetivo deste estudo é examinar a influência do amor à marca, promovido pelo conteúdo das redes sociais, no desejo dos consumidores de se envolverem com comunidades de marcas nas redes sociais, levando, em última análise, a intenções de compra.

Método: A pesquisa utilizou procedimento de amostragem aleatória não probabilística para coleta de dados. A Modelagem de Equações Estruturais (SEM) foi utilizada para testar hipóteses de pesquisa por meio de modelos formulados no R Studio.

Resultado e Discussão: Os resultados indicam que tanto a paixão pela marca como o afeto pela marca afetam significativamente o envolvimento nas redes sociais e a intenção de compra da marca. O afeto pela marca influencia notavelmente a intenção de compra da marca através do envolvimento com comunidades de marca nas redes sociais, enquanto o impacto da paixão pela marca na intenção de compra da marca através desse envolvimento foi considerado insignificante.

Implicações da Pesquisa: A pesquisa ressalta o papel fundamental do amor à marca no estímulo de desejos transacionais por meio do envolvimento nas comunidades de mídia social, fornecendo assim informações valiosas para as marcas aprimorarem suas futuras estratégias de marketing de mídia social.

Originalidade/Valor: Para aumentar a intenção de compra da marca de produtos para a pele na cidade de Makassar, na Indonésia, esta pesquisa descobriu que a paixão pela marca deve ser elevada primeiro. Isso pode ser alcançado criando experiências positivas em cada interação entre a marca e os consumidores. Consequentemente, as marcas precisam construir comunidades de mídia social que ressoem com o afeto dos consumidores de cuidados com a pele. Os gestores devem concentrar-se na identificação das expectativas relevantes dos consumidores para cultivar um ambiente de mídia social apropriado para o público-alvo.

Palavras-chave: Paixão pela Marca, Afeto pela Marca, Envolvimento da Comunidade nas Redes Sociais, Intenção de Compra da Marca.

INTERÉS EN COMPRAR PRODUCTOS CON AMOR AL CONTENIDO DE MARCA Y PARTICIPACIÓN COMUNITARIA EN LAS REDES SOCIALES

RESUMEN

Objetivo: El objetivo de este estudio es examinar la influencia del amor por la marca, fomentado por el contenido de las redes sociales, en el deseo de los consumidores de interactuar con las comunidades de marca en las redes sociales, lo que en última instancia conduce a intenciones de compra.

Método: La investigación empleó un procedimiento de muestreo aleatorio no probabilístico para la recolección de datos. Se utilizó el modelado de ecuaciones estructurales (SEM) para probar hipótesis de investigación a través de modelos formulados con R Studio.

Resultado y Discusión: Los hallazgos indican que tanto la pasión como el afecto por la marca afectan significativamente la participación en las redes sociales y la intención de compra de la marca. El afecto por la marca influye notablemente en la intención de compra de la marca a través del compromiso con las comunidades de marca en las redes sociales, mientras que se encontró que el impacto de la pasión por la marca en la intención de compra de la marca a través de dicho compromiso es insignificante.

Implicaciones de la Investigación: La investigación subraya el papel fundamental del amor por la marca en la estimulación de los deseos transaccionales a través de la participación dentro de las comunidades de redes sociales, proporcionando así información valiosa para que las marcas mejoren sus futuras estrategias de marketing en redes sociales.

Originalidad/Valor: Para mejorar la intención de compra de marca para productos para el cuidado de la piel en la ciudad de Makassar, Indonesia, esta investigación encontró que primero se debe elevar la pasión por la marca. Esto se puede lograr creando experiencias positivas en cada interacción entre la marca y los consumidores. En consecuencia, las marcas necesitan construir comunidades en las redes sociales que resuenen con los afectos de los consumidores de productos de cuidado de la piel. Los gerentes deben concentrarse en identificar las expectativas relevantes de los consumidores para cultivar un entorno de redes sociales apropiado para el público objetivo.

Palabras clave: Pasión por la Marca, Afecto a la Marca, Participación Comunitaria en las Redes Sociales, Intención de Compra de Marca.

1 INTRODUCTION

In the contemporary era, the utilization of social media serves various purposes, with one of the most common being online buying and selling activities. Here, consumers engage in searching for product information, conducting transactions, leaving reviews, and sharing their experiences with others (Zhou et al., 2021). Companies have responded to this trend by adjusting their marketing strategies, notably allocating a third of their marketing budget to online channels (Cheung et al., 2021). Brands leverage social media platforms to disseminate product knowledge, educate consumers, and establish connections with both existing and potential customers (Sanchez-Casado et al., 2019).

Intense competition within fast-moving product marketing strategies is a concern for numerous stakeholders (Coelho et al., 2018; Hollebeek & Macky, 2019; Kaur et al., 2020). One such product category is skincare, characterized by numerous brands and well-informed consumers, presenting a challenge for companies' marketing strategies (Santos et al., 2022). The support of online communities on social media, serving as platforms for interaction between individuals and brands, has become indispensable (Mandasari et al., 2023). Actively engaging audiences on social media, both with brands and other users, can effectively cultivate purchase intentions (Okazaki et al., 2021). Companies must foster collaboration and interaction with community members, aiming to transform passive audience members into active participants. Additionally, companies can encourage community members to become content co-creators or collaborators, as content co-creation represents a means to convert passion into profit (Thinkwithgoogle, 2019). The concept of engagement on social media is a subject of concern for researchers, emphasizing that brands and institutions lacking trust must prioritize love and human-centric approaches to bolster consumer preferences for content conversations. Consequently, brands should devise strategies to invite the community to partake in discussions (Hoffman, 2021).

Another critical aspect in managing brand marketing through social media is the brand itself. Numerous studies on social media highlight that relationships on these platforms are founded on two key elements: brand passion and other community participants (Baldus et al., 2015). Skincare products typically fall under the category of low-involvement goods, yet brand affection can significantly influence brand-consumer relationships in various ways. Recent research indicates that the connections between consumers and their involvement in brand community networks positively affect the development of brand affection (Vernuccio et al.,

2015). Several prior studies have demonstrated that consumers with strong affinity for engaging with brands often exhibit an inclination to make transactions, even in the presence of consistent and effective social media campaigns (Mukherjee, 2020). A staggering seventy-nine percent of individuals engaging in user-generated content report its influence on their purchase intentions (Stackla, 2019). Consequently, the affection fostered through social media marketing content must heighten the desire for engagement within the social media community, with the expectation of instigating transactional intentions toward brand products.

This research holds significance from both the brand's perspective and independently, as it aims to ascertain whether the brand love cultivated through social media marketing content of skincare brands influences consumers' desire to engage in the brand's social media community and make product purchases. Additionally, its importance lies in its potential to resonate with consumers emotionally and intellectually, thereby fostering a sense of alignment with brand values. Given the nature of fast-moving products, consumers seek positive experiences in every interaction, which can contribute to the formation of long-term relationships. Furthermore, this research delves into the distinct impacts of brand passion and brand affection on engagement within social media communities and the intention to purchase skincare products, with these variables being contingent upon the brand's social media marketing activities. Notably, this study breaks new ground by focusing on low-involvement products, contrary to most research on brand passion which predominantly investigates high-involvement or branded products. Additionally, it targets young consumers in developing regions who exhibit specific preferences for skincare brands, social media platforms, susceptibility to trends, and price sensitivity.

Therefore, this research aims to elucidate the behaviour of young skincare product consumers concerning their purchasing intentions through community engagement on social media. The findings are expected to offer insights for enhancing the efficacy of social media marketing activities for skincare brands.

2 THEORETICAL FRAMEWORK

2.1 THE INFLUENCE OF BRAND PASSION ON BRAND PURCHASE INTENTION

Brand passion refers to the pleasure and enthusiasm that consumers experience towards a brand, characterized by an emotional connection to the brand's values, identity, or narrative

(Sanchez-Casado et al., 2019). On the other hand, brand purchase intention represents the inclination of consumers to purchase products associated with a particular brand, reflecting the brand's ability to motivate consumers towards purchases (Hartanto et al., 2022). Numerous prior studies have demonstrated that the passion evoked in consumers significantly impacts their intention to purchase (Revaldi et al., 2022). For instance, research on obsessive passion for self-enhancement, such as self-presentation and self-display, indicates that individuals become increasingly driven to consume (Okazaki et al., 2021). Similarly, findings from other studies suggest that brand passion influences purchase intention, as evidenced in the context of food delivery applications (Aureliano-Silva et al., 2022). In the present study, brand passion pertains to the enthusiasm elicited in consumers through marketing content disseminated via social media platforms for skincare brands.

2.2 THE INFLUENCE OF BRAND AFFECTION ON BRAND PURCHASE INTENTION

Brand affection refers to a brand's capacity to elicit positive emotions in consumers, encompassing feelings of comfort, enjoyment, and warmth during the purchase process (Revaldi et al., 2022). Customers who exhibit a strong affinity for a brand tend to sustain long-term relationships with it (Choi & Kim, 2020). Previous research indicates that brand affection significantly and positively influences brand purchase intention. For instance, studies on brand affection among celebrity endorsers have demonstrated its positive and significant impact on purchase intentions in the brand marketplace (Catharina Clara, 2023). Similarly, investigations into digital marketing activities have revealed a positive and significant association between brand affection and brand purchase intention among smartphone users (Alwan, 2022; Nawi, 2022). In essence, brand affection constitutes a sub-component of brand love, fostering intimate relationships between brands and consumers (Pourazad et al., 2020). In the context of this research, brand affection represents a favorable perception in consumers' minds, stimulated by content within marketing activities via social media platforms for skincare brands.

2.3 THE IMPACT OF SOCIAL MEDIA ENGAGEMENT ON BRAND PURCHASE INTENTION

Contemporary brand marketing strategies increasingly leverage online platforms, particularly by fostering communities on social media. These strategies aim to enhance

engagement between consumers and brands within these communities. Engagement is commonly defined by experts through attitudinal and behavioral lenses (Voorveld, 2019). It involves a psychological process wherein consumers adapt to social environments, facilitating interactions between brands and diverse consumer segments (Hoffman, 2021). Notably, engagement within social media brand communities has been shown to influence brand purchase intention, particularly in skincare companies in Korea (Choedon & Lee, 2020). User participation on social media platforms, manifested through activities such as sharing, commenting, and other behaviors, significantly impacts the relationships between users, social communities, brands, and products (Santos et al., 2022). Increased consumer involvement on social media indicates emotional preferences for a brand, leading to heightened satisfaction and connection with the brand (Matin et al., 2020).

2.4 THE IMPACT OF BRAND PASSION ON SOCIAL MEDIA ENGAGEMENT

Brand passion refers to an individual's profound emotions towards a brand, often driven by various motivations such as uniqueness and social affiliation with the brand (Mukherjee, 2020). It constitutes a component of brand love, which stems from consumers' sense of connection to the brand (Arinni & Sharif, 2022). Companies aim to foster interaction with their audience through social media content, with the expectation of shaping audience perceptions and inciting them to engage with the product (Suhendra et al., 2021). Within the construct of building relationships through social media, various variables are pertinent, with brand passion being one of them. In the context of fast-moving products, consumer engagement in social media communities is propelled by brand passion, information-seeking behavior, and self-expression within the community (Santos et al., 2022). Several researchers have explored the emotional and cognitive dimensions as significant components of social media engagement, consistently yielding positive outcomes (Bilro & Loureiro, 2023).

2.5 THE IMPACT OF BRAND AFFECTION ON SOCIAL MEDIA ENGAGEMENT

Initially, social media served primarily as a means for individuals to stay connected with family and friends. However, as time progresses, consumer interest in social media has surged, prompting companies to recognize its potential. Nowadays, consumers frequently follow their favorite brands on social media platforms to access the latest product information, discounts,

promotions, and company updates (Hartanto et al., 2022). Brand communities serve as valuable sources of information, entertainment, rewards, and avenues for personal growth (Tsai & Men, 2017). For brands with lower visibility, struggling to enhance consumer brand recognition, social media offers an opportunity to maintain ongoing connections with consumers in their daily lives. This connection should be relevant, valuable, and capable of resonating with consumers' emotions and thoughts, ultimately encouraging them to share. Social media communities can thereby establish a competitive edge (Coelho et al., 2018). Individuals who harbor affection for a specific brand tend to develop enduring relationships with it (Choi & Kim, 2020). Research on the wifi.id GO mobile application in Indonesia has illustrated the positive influence of brand affection on consumer engagement (Sari & Alversia, 2019).

2.6 THE INFLUENCE OF BRAND PASSION ON BRAND PURCHASE INTENTION THROUGH SOCIAL MEDIA ENGAGEMENT

The concept of engagement has garnered considerable attention in social media marketing research, encompassing both academic and practical perspectives (Hollebeek et al., 2019). For consumers deeply aligned with a brand, social media interaction may serve as an additional means to foster brand closeness. Conversely, for brands lacking strong consumer alignment, engagement within the community holds significant sway over loyalty (Santos et al., 2022). Consequently, in the realm of fast-moving products, brand identification exerts a stronger influence on the consumer-brand relationship compared to relationships forged through community engagement (Kumar & Kaushik, 2020). Notably, there exists a notable influence of brand passion on brand purchase intention through social media engagement (Suhendra et al., 2021).

2.7 THE IMPACT OF BRAND AFFECTION ON BRAND PURCHASE INTENTION THROUGH SOCIAL MEDIA ENGAGEMENT

Empirical evidence highlights the significance of social media brand communities in branding efforts, as heightened consumer engagement within these communities facilitates the development of strong brand relationships (Veloutsou & Ruiz Mafe, 2020). Activities conducted on social media platforms have been shown to influence consumer attitudes towards brands (Ashdaq et al., 2023). Brand purchase intention is not solely influenced by increased

brand affection; rather, this relationship is mediated by the desire to engage with skincare-related social media content, thereby enhancing the intention to make a purchase (Catharina Clara, 2023). In markets characterized by traditional consumers with limited product engagement, the perception of product parity often elevates the importance of price in purchasing decisions. Consequently, companies face the challenge of aligning their strategies with consumer value, emphasizing the benefits consumers derive from participating in brand communities and their ability to identify with the brand (Carlson et al., 2019). Managers must concentrate on discerning relevant consumer expectations to create a digital environment tailored to specific consumer segments. For consumers primarily seeking information, the provision of high-quality product information is paramount. Conversely, for those interested in community connection or personal expression, brands need not overly intervene in discussions; instead, they should maintain a low profile and allow conversations to unfold naturally among community members (Kite et al., 2018).

3 METHODOLOGY

This research employs a quantitative approach with statistical analysis to address the hypothesis. The study population consists of the younger generation who follow social media accounts of skincare companies in Makassar City, South Sulawesi Province, Indonesia. According to the Lameshow formula for populations defined as infinite, the sample size is set at 96.04, rounded up to 100 samples (Rachbini et al., 2020). Sampling is conducted using a non-probability random sampling approach.

A questionnaire instrument is utilized, employing a Likert scale ranging from 1 to 5 as the measurement scale. A score of 1 indicates "Strongly Disagree" with the statement in the questionnaire, while a score of 5 indicates "Strongly Agree." Questionnaires are distributed to respondents identified as followers of skincare brand social media accounts. Each respondent is allowed to complete the questionnaire only once. The questionnaire is created online using the Google Form platform. Data analysis employs multiple linear regression with the assistance of the R Studio program.

4 RESULTS AND DISCUSSION

4.1 RESPONDENT PROFILE

Based on the collected research data, a total of 298 individuals filled out the questionnaire. However, 17 responses did not adhere to the stipulated criteria, resulting in a final sample size of 281 respondents. The profile of the research respondents is presented in Table 1.

Table 1

Respondent profile

Respondent	Criterion	Sum	Presentation
Age	15-20 Year	241	85,77%
	21-25 Year	37	13,17%
	26-30 Year	3	1,07%
Gender	Male	44	15,66%
	Female	237	84,34%
Most Followed Skincare Brands	Wardah	43	29,66%
	Scarlett	35	24,14%
	Emina	28	19,31%
	MS Glow	24	16,55%
	Skintipic	15	10,34%
Intensity of Use	Regular	227	80,78%
	Occasional	54	19,22%
Funds per Month For Skincare	< Rp 500,000	260	92,53%
	500.000-1.000.000	15	5,34%
	> Rp. 1,000,000	6	2,14%
Social media	Instagram	260	50,39%
	Facebook	95	18,41%
	WhatsApp	147	28,49%
	Tiktok	12	2,33%
	Telegram	2	0,39%

Source. Data is processed, 2024.

In Table 1, it is evident that the majority of research respondents were aged 15-20 years, comprising 241 individuals (85.77%), followed by 37 respondents aged 21-25 years (13.17%), and 3 respondents aged 26-30 years (1.07%). The gender distribution among respondents was predominantly female, accounting for 84.34%, with males representing 15.66%. Among the skincare social media accounts, the top five brands followed by respondents were Wardah (29.66%), Scarlett (24.14%), Emina (19.31%), MS Glow (16.55%), and Skintipic (10.34%). Additionally, 80.78% of Gen Z student respondents reported regular skincare usage, with the majority spending less than IDR 500,000 per month (92.53%). Instagram emerged as the

dominant social media platform used to follow skincare accounts, with a usage rate of 50.39%, followed by WhatsApp (28.49%) and Facebook (18.41%).

4.2 INSTRUMENT VALIDITY AND RELIABILITY

Validity and reliability tests were conducted to assess the accuracy and consistency of the statements utilized in the questionnaire. The results of the validity and reliability tests of the research instruments, as analyzed using RStudio tools, are presented in Table 2.

Table 2

Test the validity and reliability of research instruments

Variable	Item	raw.r (correlation)	r table	information validity	raw_alpha	Information Reliability
Brand Passion	Interesting content.	0,78	0,11	Valid	0,63	Reliable
	Popular content.	0,77	0,11	Valid		
	Loved to use the product.	0,73	0,11	Valid		
Brand Affection	Trust the brand.	0,84	0,11	Valid	0,77	Reliable
	Positive characteristics.	0,82	0,11	Valid		
	Increase interest.	0,82	0,11	Valid		
Social Media Engagement	View content.	0,82	0,11	Valid	0,87	Reliable
	Commented.	0,87	0,11	Valid		
	Share.	0,88	0,11	Valid		
	Like.	0,82	0,11	Valid		
Brand Purchase Intention	Buying interest.	0,9	0,11	Valid	0,77	Reliable
	Buy interest in the future.	0,9	0,11	Valid		

Source. Data processed, 2024.

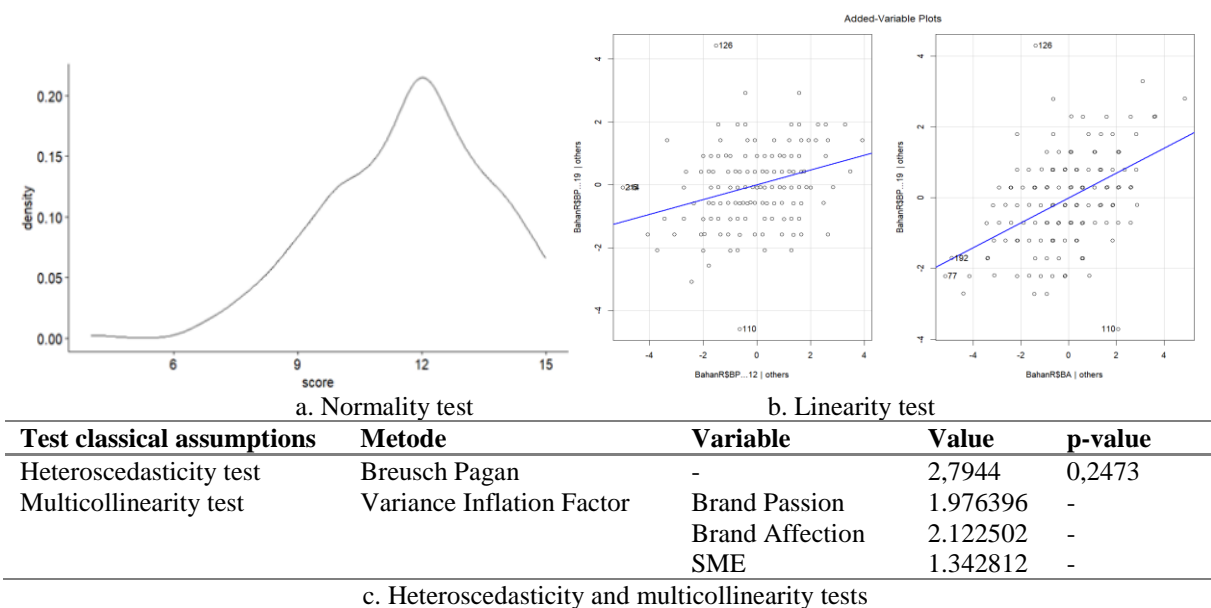
The validity test involves comparing the calculated r-value with the r-table. If the calculated r-value exceeds the critical r-value from the table, then the statements within the instrument are deemed valid (Collier, 2020). From the data processing results presented in Table 1, it is evident that the calculated raw r-value surpasses the critical r-value, indicating the validity of the items utilized in the research instrument. Reliability testing entails assessing whether the raw alpha value falls within the reliable range of 0.60 to 1.00. Upon calculating the research variable data, it is observed that the raw alpha value falls within the required range, affirming the reliability of the research instrument utilized.

4.3 DATA PROCESSING

Prior to testing the research hypotheses, a series of classical assumption tests are conducted, which serve as prerequisites for multiple regression model testing. These tests include assessments for residual normality, multicollinearity, heteroscedasticity, and linearity. The results of the classical assumption tests for the research data are illustrated in Figure 1.

Figure 1

Test classical assumptions



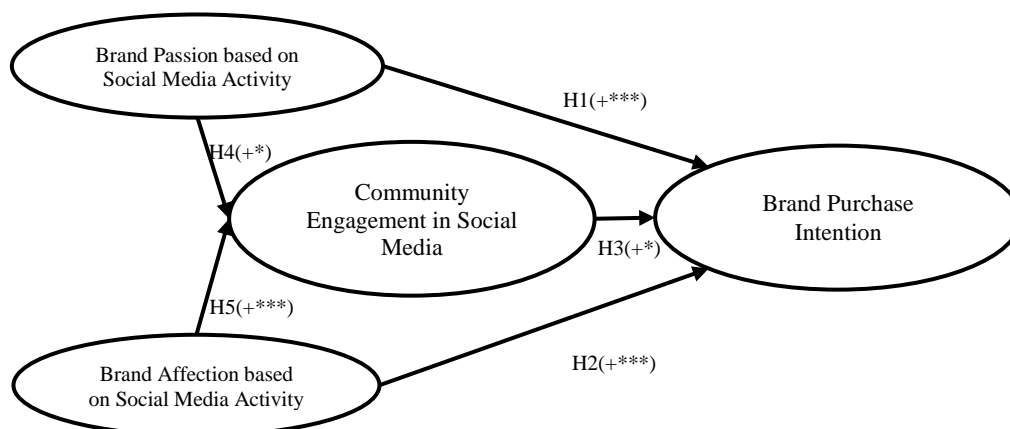
Source. Data is processed, 2024.

In Figure 1, the classical assumption test is depicted, showing the residual distribution of the research data in part (a), which exhibits a normal data pattern. Based on visual inspection, it can be concluded that the data is normally distributed and meets the assumption of data normality. Part (b) displays a plot of the data linearity test, indicating a linear pattern in the data distribution. Consequently, it can be inferred that a linear relationship exists between the dependent and independent research variables. Part (c) presents the results of the heteroscedasticity and multicollinearity tests conducted on the research data. The heteroscedasticity test, performed using the Breusch Pagan method, yielded a value of 2.7944 with a p-value of 0.2473, which exceeds the required significance level of 0.05. This indicates that the data distribution, if plotted, would spread across all quadrants of the plot, suggesting the absence of heteroscedasticity symptoms in the research data. The multicollinearity test examined the Variance Inflation Factors (VIF) of the independent variables. The obtained VIF values were

1.976396 (BP), 2.122502 (BA), and 1.342812 (SME), all below the significant threshold of 10. Consequently, there appears to be no significant correlation among the research independent variables, meeting the assumption of multicollinearity. By satisfying the classical assumption test for the research data, hypothesis testing can proceed using the linear regression method.

Figure 2

Research model



Source. Researchers, 2024.

Figure 2 presents the research model illustrating the framework for testing the research hypotheses. The model includes five hypotheses regarding direct variable relationships and two hypotheses concerning indirect variable relationships.

4.4 HYPOTHESIS TESTING

Hypothesis testing was conducted through linear regression analysis involving four research variables. The endogenous variables comprised social media engagement (SME) and brand purchase intention (BPI), while the exogenous variables included brand passion (BP) and brand affection (BA). The outcomes of the research hypothesis testing using linear regression analysis are presented below.

Table 3

The results of data processing the influence of BP, BA, SME on BPI.

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	0.77304	0.40860	1.892	0.0595	.
Brand Passion (BP)	0.22032	0.04370	5.042	8.34e-07	***
Brand Affection (BA)	0.32040	0.04166	7.692	2.55e-13	***
Social Media Engagement (SME)	0.06155	0.02435	2.528	0.0120	*

N = 281; CI = 0.05; X² = 7.815; Df = 3.

Source. Data is processed. 2024

Based on the results of data processing, the linear regression analytical statistical equation for the research variables is: $BPI = 0.77 + 0.22(BP) + 0.32(BA) + 0.06(SME)$. This indicates that, partially, the BA variable has a greater influence than BP and SME on BPI in skincare for young people in Makassar City. This conclusion is further supported by the p-value, where BA exhibits a higher level of significance for BPI compared to the BP and SME variables, although all three variables demonstrate a significant influence. Additionally, the adjusted R-squared value is 0.549, suggesting that BP, BA, and SME collectively contribute to 54.9% of BPI, with the remainder influenced by other factors. Moreover, the F-statistic value indicates a p-value of 2.2e-16, signifying that BP, BA, and SME collectively have a significant effect on BPI. Based on this analysis, the research hypotheses are as follows:

H1: There is a partially significant influence between brand passion and brand purchase intention, which is accepted.

H2: There is a partially significant influence between brand affection and brand purchase intention, which is accepted.

H3: There is a partially significant influence between social media engagement and brand purchase intention, which is accepted.

Subsequent data processing was conducted to address the H4 and H5 research hypotheses, with brand passion and brand affection as independent variables and social media engagement as the dependent variable. The results of this analysis are presented in Table 4.

Table 4

The results of data processing influence BP, BA on SMEs.

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	531.453	0.95476	5.566	6.12e-08	
Brand Passion (BP)	0.25256	0.10658	2.370	0.0185	*
Brand Affection (BA)	0.50545	0.09804	5.156	4.80e-07	***

N = 281; CI = 0.05; X² = 5.991; Df = 2.

Source. Data is processed, 2024.

Based on the results of data processing, it is evident that the Pr value between brand passion and social media engagement is 0.0185, while the Pr value between brand affection and social media engagement is 4.80e-07. These findings indicate that both brand passion and brand affection have a partially significant effect on social media engagement at a significance level of 0.05. Moreover, the F-statistic value of 2.2e-16 suggests that brand passion and brand affection collectively have a significant effect on social media engagement. Therefore, the research hypotheses are as follows:

H4: There is a partially significant influence between brand passion and social media engagement, which is accepted.

H5: There is a partially significant influence between brand affection and social media engagement, which is accepted.

The next step involved testing the indirect influence of brand passion and brand affection variables on brand purchase intention through the social media engagement variable. This testing was conducted using a Sobel test approach, which determines the effect of the mediating variable (SME) on the relationship between BP and BA on BPI. A variable is considered to mediate influence if it affects the relationship between the independent and dependent variables. The results of the Sobel test are presented in Table 5.

Table 5

Sobel test

Indirect influence	z sobel	t table	Significance
BP --> SME --> BPI	1,749338	1,968565	Insignificant
BA --> SME --> BPI	2,272018	1,968565	Significant

N = 281; CI = 0.05; X2 = 5.991; Df = 2.

Source. Data is processed. 2024

The test results presented in Table 5 depict the influence of brand passion and brand affection variables on brand purchase intention, mediated by the social media engagement variable. Upon examining the data, it is evident that social media engagement does not significantly mediate the impact of brand passion on brand purchase intention. Conversely, the results indicate that social media engagement significantly mediates the influence of the brand affection variable on brand purchase intention. Based on these findings, the research hypotheses are as follows:

H6: There is a significant influence of brand passion on brand purchase intention through social media engagement, rejected.

H7: There is a significant influence of brand affection on brand purchase intention through social media engagement, accepted.

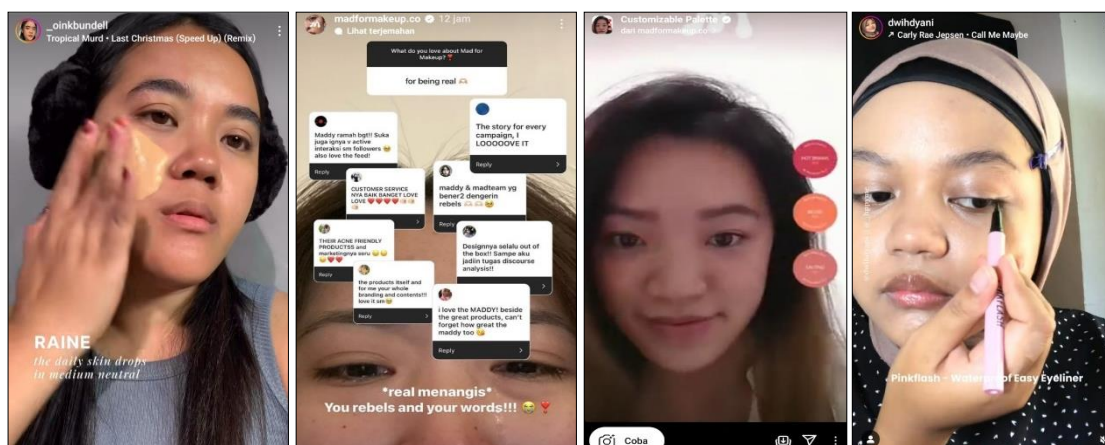
4.5 DISCUSSION AND IMPLICATIONS FOR RESEARCH

Fast-moving products like skincare possess unique characteristics that influence purchase intention. The competitive landscape among brands in such markets, characterized by high product similarity and abundant consumer information, necessitates effective strategies to stimulate consumer action (Kaur et al., 2020). In this study, the statistical analysis reveals a significant and positive relationship between brand passion and brand purchase intention. These findings suggest that the emotional attachment fostered by a brand through its social media marketing endeavors positively influences consumers' intentions to purchase its products. Brand passion, whether manifested as harmonious or obsessive, represents a potent emotional connection that individuals harbor towards a specific skincare brand (Okazaki et al., 2021). The results of this research underscore the role of harmonious passion in driving consumer engagement with brand-related activities and fostering purchase intentions.

Marketing activities conducted by skincare brands in Makassar on social media have been diverse, encompassing various approaches. These include hosting entertainment events such as content creation competitions, quizzes with prizes, and offering digital skills training and free consultations on basic makeup procedures through online platforms. It is evident that these brands prioritize providing experiential value over material possessions. This approach fosters affection and a sense of belonging to the brand, thereby establishing a positive emotional connection and fostering brand loyalty (Mukherjee, 2020). Consumer engagement within social media communities, characterized by activities such as sharing, commenting, and interacting, significantly enhances the relationships between consumers, social communities, brands, and products. Increased consumer involvement in these communities reflects specific emotional preferences towards a brand, thereby boosting satisfaction, brand connection, and purchase intention (Santos et al., 2022).

Figure 3

Consumer content creation and engagement



Source. 'Mad for Makeup' Instagram content, 2024.

This research also demonstrates that consumer engagement in brand social media communities does not significantly mediate the influence of brand passion on purchase intention. These findings suggest that social media engagement does not necessarily amplify the desire to make transactions among consumers driven by brand passion. It appears that consumers prefer to establish a direct identification with the brand first, which then strengthens brand passion, leading to the creation of purchase intentions. Consequently, while brand passion significantly influences purchase intentions, social media community engagement does not significantly mediate this relationship. In essence, brand passion emerges as a more potent driver of purchase intentions compared to social media engagement, which may serve merely as a supplementary factor in the relationship between brand passion and purchase intention.

Regarding the relationship between brand affection and purchase intention through social media, brand community engagement appears to be significant. This indicates that social media brand community engagement serves as a notable mediator in the connection between brand affection and purchase intention. This underscores that purchase intention is not solely bolstered by increasing brand affection; rather, this relationship, mediated by the desire to connect with the skincare brand's social media, enhances the intention to make a purchase. Empirical evidence underscores the significance of social media brand communities in bolstering branding efforts, enabling consumers deeply attached to these communities to cultivate strong relationships with the brand.

This research contributes to and builds upon existing concepts in social media marketing research, particularly in understanding consumer involvement in brand social media communities and its impact on purchase intention. It represents an advancement of prior studies

that examined the influence of brand love on purchase intention through engagement in social media brand communities within skincare companies in Makassar, Indonesia. The findings of this study reveal that while engagement on brand social media does not significantly mediate the relationship between brand passion and purchase intention, it does significantly mediate the relationship between brand affection and purchase intention.

5 CONCLUSION

5.1 MANAGERIAL IMPLICATIONS

Existing empirical evidence in the literature underscores the significance of engagement in social media brand communities in shaping consumer behavioral intentions. Consumers deeply engaged in such communities tend to cultivate robust, enduring relationships with brands. In markets where traditional consumers exhibit low product involvement, they often perceive products as interchangeable, making price a critical factor in their purchasing decisions. Consequently, companies face the challenge of aligning their strategies with consumer values within the communities they foster, highlighting the benefits consumers derive from joining brand communities and their capacity to identify with the brand (Carlson et al., 2019).

This study reveals that engagement in brand communities on social media influences the behavioral intentions of skincare consumers in Makassar. Brand love, comprising brand passion and brand affection, exerts a partially direct, positive, and significant influence on brand purchase intention. While social media community engagement does not significantly mediate the impact of brand passion on brand purchase intention, it does significantly mediate the impact of brand affection on brand purchase intention. These findings suggest that to enhance brand purchase intention, it is imperative to first bolster brand passion, including by enhancing the positive experiences of every interaction between the brand and consumers.

Furthermore, this research demonstrates that social media community engagement solely mediates the influence of brand affection on brand purchase intention, given that brand affection is of a lighter nature compared to brand passion. Consequently, brands should endeavor to cultivate social media communities tailored to the affections of skincare consumers. Managers should prioritize understanding consumer expectations to create the appropriate environment for target consumers. For instance, if consumers seek information, brands should provide high-quality product information. Conversely, if consumers are interested in

community engagement or personal expression, brands should adopt a less intrusive approach, allowing conversations to flow naturally among community members (Kite et al., 2018).

5.2 LIMITATIONS AND FUTURE RESEARCH

Several limitations characterize this study. Firstly, the research sample is confined to consumers residing in Makassar City, South Sulawesi Province, Indonesia. Moreover, respondents are exclusively from the younger demographic, aged between 15 and 30 years. Consequently, given the Indonesia-centric nature of this study, its implications may differ if conducted in other regions or countries. Secondly, this research exclusively focuses on skincare products. Exploring other fast-moving consumer goods could yield unique implications and enhance comprehension of the research variables. Thirdly, future research could replicate this study with specific gender sample criteria, employ a larger sample size, or apply different age limit criteria. Doing so would enhance our understanding of the relationships between variables across diverse demographics.

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