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MORALITY BEFORE KNOWLEDGE

The effect of brand's official instagram account toward offline purchase intention: Study in high and low involvement product

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ABSTRACT

Background: The increasing use of social media by businesses has transformed how companies interact with consumers. Companies leverage social media content to engage with their audience, influencing their perceptions and purchasing decisions. This study applies the Stimulus-Organism-Response (S-O-R) theory, where social media factors such as content quality and brand interactivity act as stimuli (S), triggering emotional and cognitive reactions—hedonic and utilitarian motives—which lead to consumer engagement (O) and ultimately drive brand awareness and offline purchase intention (R). **Methods:** The study employs structural equation modeling (SEM) to analyze data collected from 797 respondents. A multi-group analysis is conducted based on product involvement levels, distinguishing between high-involvement and low-involvement products. **Findings**: Content quality and brand interactivity positively influence hedonic and utilitarian motives. However, brand interactivity does not significantly affect utilitarian motives. Hedonic and utilitarian motives enhance consumer engagement with the brand, which in turn strengthens brand awareness on social media. Increased consumer engagement and brand awareness on social media lead to higher offline purchase intention. Consumer behavior differs between high-involvement and low-involvement products, affecting how content quality and brand interactivity drive hedonic and utilitarian motivations. **Conclusion**: The study confirms the applicability of S-O-R theory in social media marketing, emphasizing the role of content quality and brand interactivity in shaping consumer engagement and purchasing behavior. The findings suggest that brands should actively utilize official social media accounts to bridge the online-offline gap in retail, helping consumers fulfill both hedonic and utilitarian needs before making offline purchases. **Novelty/Originality of this article**: This study extends the S-O-R theory into the context of social media marketing, providing new insights into how content quality and brand interactivity influence consumer motives, engagement, and purchasing behavior. Additionally, the multi-group analysis highlights differences in consumer responses based on product involvement levels, offering valuable strategic implications for businesses optimizing their social media presence.

KEYWORDS: content quality; brand interactivity; utilitarian motive; consumer engagement; product involvement.

1. Introduction

During the last few years, there have been dramatic changes in retail. Many retailers who initially only focus on online channels or offline channels have switched to implementing a combination of both. The growth of cellular and social media also affects

retailers in ways that might never have been imagined. The evolution of the internet has changed many things. This evolution is called "Omnichannel" and will be the main focus for many retailers today (Martin, 2017). Omnichannel is the idea of using all channels to create a unified experience for consumer. This includes social media and / or cellular (Martin, 2017). Omnichannel means "all shared channels" (Lazaris & Vrechopoulos, 2014). Because channels are managed together, interactions are felt not with channels, but with brands (Piotrowicz & Cuthbertson, 2014). Thus, further research regarding omnichannel is considered vital because it is a challenge for a brand today. Besides, omnichannel is a priority research topic by the Marketing Science Institute (MSI) in 2020-2022.

One of the ways companies applies the concept of omnichannel is to utilize social media. Social media is a digital platform where users can connect with other users to produce and distribute content while engaging in interactive communication (Carpentier, Van, & Weijters, 2019). The use of social media, which continues to increase rapidly, makes companies business and government organizations also participate in using social media as a communication tool (Kim & Ko, 2012). The most commonly used social networks in Indonesia are Youtube, Facebook, and Instagram. Instagram is one of the most visited social networks by Indonesians after Facebook, with an age range of 18-34 years.

Today, many business companies use social media to participate in creating content to reach consumers and engage in conversations with their consumers on their social networks (McClure, & Seock, 2020). One of the advantages of social networking for a brand is that it can directly attract consumers with shared posts. This phenomenon is changing the way companies know more carefully and reach consumers (Dabbous & Barakat, 2020). Instagram is widely used by business companies to get to know and meet consumers. Based on data from Instagram (2017), there are 25 million business accounts on Instagram, which are mostly small businesses. According to IPSOS Indonesia (2018), Instagram offers features that have been designed to make the interaction between business and consumers so that it's easy, attractive, and comfortable to make relationships better. Instagram plays an essential role in every step of the consumer buying process. According to Facebook IQ (2019), based on the results of an earlier survey that Instagram users took action after seeing information on a product on Instagram, where 79% of respondents sought more information, 65% of respondents visited a website or application, 31% of respondents followed the brand on Instagram, 29% of respondents discussed the product with others, 37% visited retail stores, and 46% made purchases online and offline. Meanwhile, according to IPSOS Indonesia (2018), from 3,000 Instagram users in Indonesia, 78% of respondents had bought a product from a business account after finding the account, and 66% of respondents considered purchasing a product after seeing the product on Instagram. So from the survey results, it can be concluded that Instagram, as a business medium, allows users to search for information on a product online and then consider making a purchase both online and offline.

According to Hootsuite (2020), 20% of users who find products on social media will buy products offline. So offline sales still need attention. According to Colourfast (2018), offline purchases can be increased through social media as a medium between online to offline if used effectively. This is the concern of researchers to find out more about the ability to apply the omnichannel strategy on social media to increase offline purchases. In finding products on social media, consumers will be faced with so many variations of products in the market, especially Instagram, which has 25 million business accounts in it (Instagram, 2017). Because of the many choices available, product involvement is essential as the personal relevance of consumers to a product based on their needs, values, and interests (Zaichkowsky 1985; 1986). Studies conducted in this case have shown that the type of involvement can have a significant influence on the decision making process for a product, the time when consumers seek information, consumer preferences and attitudes about the product, consumer perceptions about alternatives in the same product and brand loyalty (Harari & Hornic, 2010).

Traylor defines the higher the level of consumer consideration of the product is called high involvement, and the lower the low involvement (Lin & Chen, 2006). In general,

products with high prices and high levels of risk involve high involvement (Krugman, 1965). In contrast, low involvement products are considered as products with little interest, risk, efforts to find information in purchasing decisions.

Using the S-O-R model that has been further processed by Dabbous & Barakat (2020), this study aims to explain the effect of a brand's official account on Instagram toward offline purchase intention. Where high-quality content from a brand on social networks, coupled with a high level of brand interactivity between brands and users of social networks, leads to an increase in hedonic and utilitarian motives by users of social networks, which ultimately results in higher levels of consumer engagement. Hedonic and utilitarian motives play an essential role in encouraging users to be more engaged in social networking and indirectly contribute to increasing their offline purchase intentions towards brands they see on social networks.

The content quality from a brand on social networks, as well as the high level of interaction between brands and users of social networks, also have a positive impact on consumer awareness of the brand. This increase in brand awareness is generated through contact with a brand's content online and interactions between brands and consumers, which have a positive impact on offline purchase intention. Online brand awareness shows positive effects on offline purchase intentions, and brand awareness also acts as a mediator in the relationship between content quality offered by a brand and brand interactivity towards actual offline purchase intention.

This research contributes theoretically by adding new ideas about the comparison of two groups, namely high involvement and low involvement products, adding new ideas in multigroup research methods (high & low involvement product) using IBM AMOS software, and can be a reference for future researchers so can provide benefits and significant contributions to the world of marketing management. Practically, this research is expected to be one of the recommendations for company management in making integrated marketing strategy adjustments to the use of social media following the categories of products they sell (high or low involvement products) and so that the company can make the best strategy to maintain the company's business sustainability.

1.1 Social media characteristics as stimuli (S)

Previous research by Carlson et al. (2018) identified four main design service characteristics related to social media that play an essential role in shaping consumer perceptions about the social media environment. The four characteristics are: content quality, brand interactivity, brand page sociability and customer contact quality. Then, this study was followed up by Dabbous & Barakat (2020) who only focused on the characteristics considered most important in understanding the company's relationship with consumers.

Content quality is defined as the perception of consumers about the accuracy, completeness, relevance and timeliness of brand-related information on the social media brand page (Carlson et al., 2018). Berger & Milkman (2012) show that innovative and exciting content enhances consumer engagement and helps to attract attention to brands. Previous research has considered that the quality of content serves as an essential environmental cue to determine customer online behaviour (O'Cass & Carlson, 2012; Nambisan & Baron, 2009). In a brand page environment, high content quality can make consumers feel that their interactions are beneficial because they collect useful information (Gummerus et al., 2012) Social media allows brands to facilitate more significant communal interaction by initiating brand content to be consumed so that brand followers can produce their content and interact with brands, as well as with other consumers (Jahn & Kunz, 2012).

Carlson et al. (2018) define brand interactivity as consumer perception that the brand page environment can facilitate interactions between them, brands, and other consumers of the brand community. Considering that the brand page environment represents a virtual brand community, consumers can gain individual experience with hedonic values and benefit from social interactions where they can interact, meet and communicate with people

who are similar to themselves (Jahn & Kunz, 2012). Virtual communities on the web site have reported that interactivity with other members is crucial in enhancing consumer learning, ownership, mutual assistance, and emotional attachment (Mathwick et al., 2008); Nambisan & Baron, 2009).

1.2 Hedonic motivation, utilitarian motivation, consumer engagement as organisms (O)

The S-O-R model shows that the effects of environmental stimuli on consumer behavior are mediated through the state of organisms such as cognitive and emotional aspects in consumption experiences including feelings and thoughts. Cognitive and emotional aspects are considered as hedonic motive, utilitarian motive, and consumer engagement (Dabbous & Barakat, 2020). Hedonic motivation refers to the entertainment factors associated with specific activities, in this case, it is the result of fun and games that arise from the use of social media (Agichtein et al., 2008). From a hedonist point of view, social media users are considered as pleasure-seekers who are entertained, while experiencing pleasure. For consumers who are motivated by hedonic values, the experience itself is essential (Babin et al., 1994). Studies in social media have reported evidence that when consumers experience pleasure, entertainment, and enjoyment from brand pages, they are more willing to participate in behaviors that benefit brands including eWoM, continue to use brand intentions and loyalty (Jahn & Kunz, 2012; de Vries & Carlson, 2014); Shi et al., 2016).

Utilitarian Motive is defined as something rational and goal-oriented concerning effectiveness and instrumental value (Voss et al., 2003). Utilitarian values (Babin et al., 1994) derived from products that are efficient, rational, and task-oriented relating to product purchases. When accessing social media, consumers can judge results based on utilitarian value, just as they value shopping or service meetings. Thus, utilitarian consumers who are motivated to use social media sites of certain brands pay close attention by finding useful content and following their goals (Poyry et al., 2013).

Consumer engagement represents the interaction and participation of individuals in the social media environment. This includes reacting to content such as liking, commenting, and sharing (Barger et al., 2016). According to Chaffey 2007, the higher the online engagement of consumers, the more time or attention given by individuals or potential customers to brands on the web or in various channels. Besides, this engagement creates a deep relationship with consumers that drives purchasing decisions, interactions, and participation over time (Sashi, 2012). Verleye et al. (2014) showed that higher levels of consumers affect the company (ie, positive feelings towards the company), increasing the likelihood of consumers to show consumer engagement behavior that benefits the company. This includes feedback and helping other consumers.

1.3 Brand awareness and purchase intention as response (R)

Following the S - O - R model, environmental stimuli mediated by the state of the organism cause certain behaviors from consumers. This reaction is considered as brand awareness and purchase intention (Dabbous & Barakat, 2020). Brand awareness demonstrates the ability of consumers to recognize and remember a brand in different situations (Aaker, 1996). Brand awareness consists of brand recall and brand recognition, the latter of which is the willingness of customers to remember brand names. At the same time, the last thing is the willingness of customers to recognise products in the presence of brand cues. Brand awareness is a fundamental and most important limitation in searches related to any brand and directly affects consumer purchasing decisions (Kafferer, 2008). Brand awareness is an attribute that results in the recognition of certain brands by consumers (Keller, 1993). If consumers know a particular brand, whether this knowledge is actively or passively acquired, their understanding of the brand can be said to be "higher" (Buijzen, & Valkenburg, 2005).

Purchase intention refers to a combination of consumer interest in a brand or product and the possibility of purchasing such goods. This is closely related to attitudes and

preferences with respect to certain brands or products (Lloyd & Luk, 2010). Consumer purchase intention is part of consumer cognitive behavior that indicates how consumers are expected to purchase a particular brand (Huang & Sarigöllü, 2012). Therefore, it is considered a standard step that reveals the actual purchase behavior. In a study of social media communication and its impact on purchase intentions, Wang et al. (2012) found that social media consumption-related disclosure was positively linked to their attitude to products. Besides, this communication informs consumers of decisions regarding purchases and increased involvement with the product.

1.4 Hypotheses development and model

Barreda et al. (2015), who studied the travel industry and found that the quality of content shared by companies on social media affects the level of individual brand awareness over time and allows these individuals to recognize and recall the brand recall. Moreover, high quality content of a brand on social media combined with a high level of brand interactivity between brands and users of social media leads to an increase in hedonic motives (Carlson et al., 2018) and utilitarian motives (Dabbous & Barakat, 2020) by social media users.

H1a. Content quality has a positive influence on brand awareness.
H1b. Content quality has a positive influence on hedonic motive.
H1c. Content quality has a positive influence on utilitarian motive.

Shin (2010) stated that brand interactivity has a significant effect on brand awareness. Furthermore, higher consumer perceptions about interactivity on brand pages lead to higher levels of hedonic motives (Carlson et al., 2018) and utilitarian motives (Dabbous & Barakat., 2020). So the hypothesis used in this study are

H2a. Brand interactivity has a positive influence on brand awareness.
H2b. Brand interactivity has a positive influence on hedonic motive.
H2c. Brand interactivity has a positive influence on utilitarian motive.

The positive influence of consumers in the form of favorable perceptions of the hedonic value of the brand page will lead to a higher intention to provide feedback to the brand and collaborate with others in the brand page community (Carlson et al., 2018). Dabbous & Barakat (2020) also found that hedonic motives mediate the relationship between content quality and brand interacitvity on consumer engagement.

H3a. Hedonic motive has a positive influence on consumer engagement.
H3b. Hedonic motive mediates the relationship between content quality and consumer engagement.
H3c. Hedonic motive mediates the relationship between brand interactivity and consumer engagement.

Żyminkowska (2018) revealed that utilitarian value is an essential driver in consumer engagement. Some brands on social media also play a utilitarian role in the lives of their consumers by providing useful suggestions, tips, and ideas, and thus increasing the level of engagement of their consumers (Mersey et al., 2010). The following hypotheses can thus be postulated,

H4a. Utilitarian motive has a positive influence on consumer engagement.
H4b. Utilitarian motive mediates the relationship between content quality and consumer engagement.
H4c. Utilitarian motive mediates the relationship between brand interactivity and consumer engagement.

The high level of engagement ultimately increases the intention of consumers to purchase brands, confirming that the online engagement of consumers leads to purchase intentions and decisions (Barger et al., 2016). In their study, Anderson et al. (2014) revealed that engaging customers in social media marketing requires an understanding of the people's motives who are connected to the Retailer Facebook Page (RFP). There are two dimensions of spending motivation, utilitarian and hedonic. Moreover, consumer engagement also contributes to greater brand awareness in the social media context (Bond, 2010). So the hypothesis used in this study are

H5a. Consumer engagement has a positive influence on offline purchase intention.
H5b. Consumer engagement mediates the relationship between hedonic motive and offline purchase intention.
H5c. Consumer engagement mediates the relationship between utilitarian motive and offline purchase intention.
H5d. Consumer engagement has a positive influence on brand awareness.

Huang & Su Sarigöllü (2012) determined that the more well-known the brand and the stronger brand awareness, the more likely the individual to buy the product or service. Increased brand awareness is generated through contact with a brand's content online and interactions between brands and consumers produce a positive impact on offline purchase intention (Dabbous & Barakat, 2020).

H6a. Brand awareness has a positive influence on offline purchase intention.
H6b. Brand awareness mediates the relationship between content quality and offline purchase intention.
H6c. Brand awareness mediates the relationship between brand interactivity and offline purchase intention.

In evaluating a product, consumers usually care about product quality when they think the product is relevant or exciting to them. This situation encourages them to be more involved in evaluating outcomes. In particular, high involvement products can be considered as products that have a higher price, have social value, support ego, and require more attention when processing. Conversely, a low involvement product is a product in which the consumer considers not a crucial purchasing decision so that the search for information about the product is minimal (Bell & Marshall, 2003). Thus, high involvement product consumers have a greater interest in product information, compare product attributes, have better beliefs about product features and show higher purchase intention (Zaichkowsky, 1985). Similarly, high involvement products are used by consumers to invest time and effort to make purchasing decisions (Bell & Marshall, 2003). On this basis, researchers assume there will be differences in consumer behavior in high and low involvement products. So the hypothesis used in this study is;

H7. There are different models in the high involvement product and low involvement product.

Based on the hypotheses given above, the following model is adapted from Dabbous & Barakat (2020) can be seen in Figure 1.
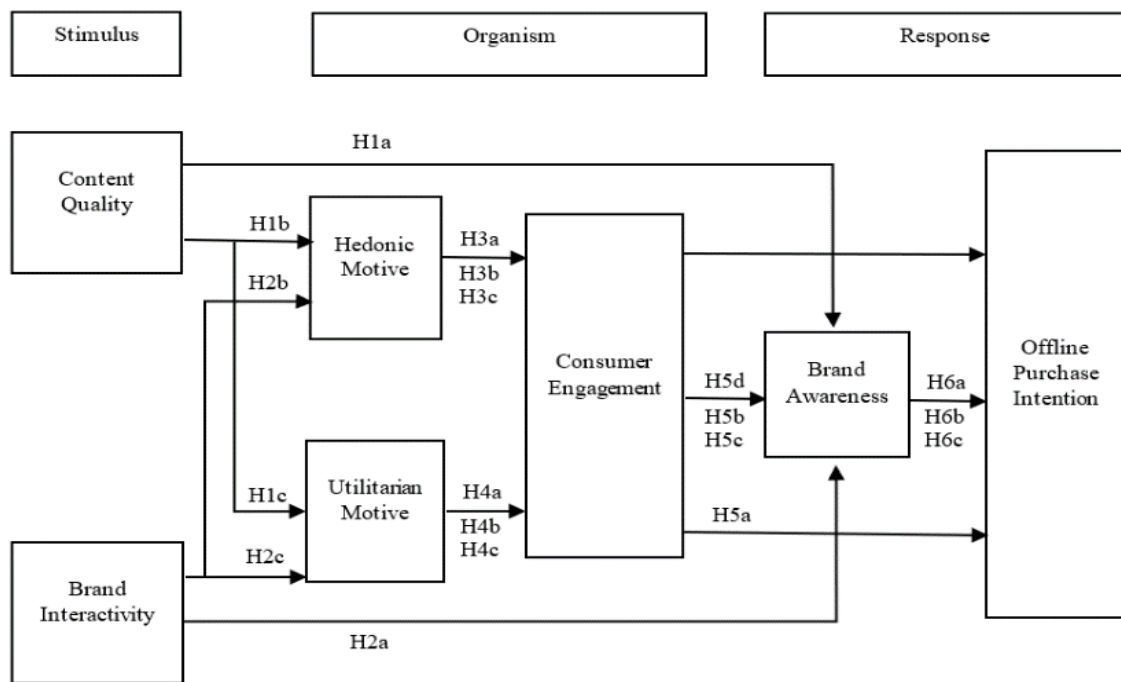
Fig. 1. Adaptation model
(Dabbous & Barakat, 2020)

2. Methods

A survey questionnaire consisting of 33 items was developed to validate the theoretical model. Measures were adapted from previous research to suit the social media context. All items were measured using a five-point Likert scale varying from (1) "strongly disagree" to (5) "strongly agree", except for the online consumer engagement construct where a five-point scale was used to indicate frequency. Before conducting the main test, pilot test 1 was held on 70 respondents to determine the research product categories by asking the most followed product categories by respondents on Instagram based on product categories for high and low involvement. The results of the product categories for high involvement product is smartphones and low involvement product is food & beverages. Furthermore, pilot test 2 was conducted on 48 respondents to determine the brand of the product categories produced in the pilot test 1. The brand results for smartphone is Samsung and food & beverage is McDonald's. Then, the researchers conducted a pre-test of 60 respondents by distributing two sets of questionnaires for Samsung and McDonald's. After all items and variables in this study are valid and reliable, the data is ready to proceed to the main test conducted on 832 respondents. The survey was placed online, and the link were shared via social media to respondents.

To qualify to participate, respondents answered screening questions with the following criteria: Indonesian citizens both women and men aged 18–34 years (born in 1986–2002) who have Instagram account and follow official Samsung and McDonald's Instagram accounts and interact with the content of those official accounts for the past three months. The results showed that 797 of the 832 respondents met the criteria. This study uses a nonprobability sampling method, where every element in the population does not have the same opportunity to be sampled (Malhotra, 2007). The nonprobability sampling technique used is purposive sampling. This technique is used to ensure that all respondents are selected according to specific parameters set by the researcher (Blumberg et al., 2008).

2.1 Data analysis

This study adopted structural equation modeling (SEM) a technique for testing hypothetical models. Structural Equation Modeling (SEM) is a family of statistical models

that try to explain the relationship between several variables. Thus, SEM examines the structure of reciprocal links expressed in a series of equations, similar to a set of multiple regression equations (Hair et al., 2019). This study used IBM SPSS 23 to calculate the validity and reliability of items and variables in the pre-test and IBM Amos 26 to carry out a confirmatory factor analysis and validate the hypothesis model on the main test.

Because the model in this study contains several mediators, this study simultaneously examines the mediating effects of hedonic and utilitarian motivations, consumer engagement, and brand awareness on the relationship between content quality and brand interactivity and consumer purchase intentions. This simultaneous testing technique makes it possible to know whether mediation is independent of the effects of other mediators (Kenny et al., 1998). Besides, a bootstrap technique with 5000 iterations and 95% confidence intervals was used to test several mediating effects and quantitatively assess the indirect effects in the proposed model (Preacher & Hayes, 2008). Bootstrapping is a non-parametric approach that is considered very powerful when testing indirect effects, mainly because it does not make assumptions about the form of distribution (MacKinnon et al., 2004).

This study also examined the differences in the model between high and low involvement product, and then carried out a multigroup analysis. Multigroup SEM is a powerful tool for assessing similarities and differences between different populations (Deng & Yuan, 2015). The general purpose of the multigroup analysis is to examine the potential differences between each group model. Multigroup analysis is used to compare the measurement model and then the structural model between groups (Hair et al., 2019).

3. Result and Discussion

3.1 Measurement reliability and validity

The confirmatory factor analysis (CFA) using all the constructs in the SEM is conducted to test for the convergent validity of the adaptation model. In this study, there were still GOFI measures did not meet the cutoff criteria: relative/normed chi-square (3.598), GFI (0.889), and AGFI (0.867). Then, researchers conducted modification indices. Modification Indices provide several recommendations in the form of adding covariance between errors that can reduce the value of chi-square to make the model more fit (Arbuckle, 2014). Finally, the model resulted in an excellent fit to the data: $\frac{x^2}{df}$=2.683, GFI=0.918, AGFI=0.900, SRMR=0.041, RMR=0.029, RMSEA=0.046, TLI=0.950, NFI=0.932, RFI=0.922, IFI=0.956, CFI=0.956 (Xiong et al. 2015; Hu & Bentler, 1995; Schumacker & Lomax, 2016; Hair et al., 2019).

Convergent validity is assessed using three criteria: Construct Reliability (CR) of all dimensions must be greater than 0.7 (Hair et al., 2019). Average Variance Extracted (AVE) value must be higher than 0.5 (Hair et al., 2019). The factor loadings of all items must be higher than 0.7 (Fornell & Larcker, 1981). However, according to Hair et al. (2019), Standard Loading Factors (SLF) ≥ 0.50 is considered significant. So in this study, we obtained convergent validity values in the following Table 1.

Table 1. Reliability and convergent validity

Manifest variabels and individual items	Std. Loading	CR	AVE
Content Quality		0.868	0.623
CQ1: Content shown on the brand's official Instagram account that I follow is accurate	0.296		
CQ2: Content shown on the brand's official Instagram account that I follow is interesting	0.748		
CQ3: Content shown on the brand's official Instagram account that I follow is valuable	0.875		
CQ4: Content shown on the brand's official Instagram account that I follow has benefits	0.770		

CQ5: Content shown on the brand's official Instagram account that I follow contains useful information	0.758	
Brand Interactivity		0.917	0.650
BI1: The brand's official Instagram account that I follow allows me to communicate easily with the company.	0.864	
BI2: The brand's official Instagram account that I follow allows me to deliver my opinion easily to the company	0.771	
BI3: I can interact easily with brands through Instagram	0.790	
BI4: I can share information with others through the brand's official account on Instagram	0.807	
BI5: I can exchange opinions with others through the brand's official account on Instagram	0.820	
BI6: I am a participating follower of the brand's official account on Instagram	0.781	
Hedonic Motive		0.930	0.769
HM1: Using the brand's official Instagram account that I follow is fun	0.904	
HM2: Using the brand's official Instagram account that I follow is exciting	0.928	
HM3: Using the brand's official Instagram account that I follow is entertaining	0.838	
HM4: Using the brand's official Instagram account that I follow is more fun than using other channels (visiting stores and advertising …)	0.833	
Utilitarian Motive		0.804	0.512
UM1: The brand's official Instagram account that I follow allows me to stay informed about brands' activities (events, promotions, new products …)	0.744	
UM2: The brand's official Instagram account that I follow allows me to search for brand information conveniently	0.768	
UM3: The brand's official Instagram account that I follow provides me clear and understandable information	0.803	
UM4: Searching brand-related information on the brand's official Instagram account that I follow is less time consuming than using other online media (company website, shopping website …)	0.511	
Brand Awareness		0.848	0.583
BA1: I can quickly recognize brands among other competing brands on Instagram	0.771	
BA2: I am more familiar with brands on Instagram than brands I have seen in other contexts (stores, advertisements, …)	0.730	
BA3: Characteristics of brands I have seen on Instagram come to my mind quickly	0.823	
BA4: It is easy to remember the logo of brands I have seen on Instagram	0.726	
Consumer Engagement		0.855	0.597
CE1: I visit the brand official account that I follow on Instagram	0.791	
CE2: I read posts of the brand official account that I follow on Instagram	0.801	
CE3: I use the "Heart (Like)" button on posts of the brand official account that I follow on Instagram	0.716	
CE4: I write comments on posts of the brand official account that I follow on Instagram	0.779	
Purchase Intention		0.834	0.504
PI1: The brand's official Instagram account helps me make better decisions before buying a brand product	0.617	
PI2: Seeing products on it's brand's official Instagram account increases my interest in buying them	0.427	
PI3: I intend to buy products I have seen on it's brand's official Instagram account	0.764	

PI4: I prefer to buy products I see on it's brand's official Instagram account rather than those I see on other channels (visiting stores, advertisements..)	0.791
PI5: I am very likely to buy products I have seen on it's brand's official Instagram account	0.728
PI6: I am very likely to buy products that was recommended by my friend on Instagram	0.637

This table reports the results for Factor loadings, Composite Reliability (CR) and Average Extracted Variance (AVE).

There were two invalid items in this study: CQ1 with SLF (0.296≤0.50) and PI2 SLF (0.427≤0.50). So these two items cannot be included in further testing. A summary of the measurement test results shown in Table 1 concluded the seven variables had met the criteria of reliability and convergent validity. The next step is the discriminant validity that is verified if the square root of AVE for the construct is higher than the correlation with all other latent variables (Fornell & Larcker, 1981). Table 2 showing the square root of AVE was extracted for each latent variable. All of which are above the values for the correlation between constructs. This ensures the measurement model has discriminant validity amd can be seen in Table 2.

Table 2. Discriminant validity

	CE	CQ	BI	HM	UM	BA	PI
CE	0.772						
CQ	0.593	0.789					
BI	0.639	0.719	0.806				
HM	0.707	0.689	0.660	0.877			
UM	0.362	0.440	0.357	0.398	0.716		
BA	0.601	0.670	0.643	0.635	0.389	0.764	
PI	0.577	0.421	0.379	0.405	0.226	0.499	0.710

This table reports the discriminant validity results. The square root of the AVE extracted for each latent variable are presented on the diagonal. All off diagonal values represent the correlations between the constructs of the model.

3.2 Respondent profile

In this study, the majority of respondents, both high and low involvement products were women (57.34%), aged 18-24 years (79.67%), the last education level in high school (62.36%), working as students (53.45%). The majority of respondents in this study came from West Java (32.12%), Jakarta (24.59%), Central Java (15.06%) and Yogyakarta (7.15%). Furthermore, the details of respondent profile is explained in the following Table 3.

Table 3. Respondent profile

		High Involvement Product Respondents		Low Involvement Product Respondents		Total	
		n	%	n	%	N	%
Gender	Male	192	48.85%	148	36.63%	340	42.66%
	Female	201	51.15%	256	63.37%	457	57.34%
Age	18 – 24 years old	271	68.96%	364	90.10%	635	79.67%
	25 – 34 years old	121	30.79%	40	9.90%	162	20.33%
Occupation	Student	191	48.60%	235	58.17%	426	53.45%
	Employee	49	12.47%	77	19.06%	126	15.81%
	Civil servant	73	18.58%	47	11.63%	120	15.06%
	Others	80	20.36%	45	11.15%	125	15.68%
Education	Secondary School	20	5.09%	13	3.22%	33	4.14%
	High School	265	67.43%	232	57.43%	497	62.36%

	Diploma and Undergraduate	96	24.43%	155	38.36%	251	31.49%
	Master and PhD	12	3.05%	4	0.99%	16	2.01%
Domicile	West Java	140	35.62%	116	28.71%	256	32.12%
	Jakarta	101	25.70%	95	23.51%	196	24.59%
	Central Java	45	11.45%	75	18.56%	120	15.06%
	Yogyakarta	14	3.56%	43	10.64%	57	7.15%
	Others	93	23.65%	75	18.58%	168	21.10%

3.3 Structural model hypothesis verification results

After testing the measurement model, then proceed with the analysis of the hypotheses formed based on the theoretical model used. Overall the model presented a good model fit : $\frac{X^2}{df}$=2.817, GFI=0.913, AGFI=0.896, SRMR=0.048, RMR=0.037, RMSEA=0.048, TLI=0.946, NFI=0.927, RFI=0.918, IFI=0.952, CFI=0.951 (Xiong et al., 2015; Hu & Bentler, 1995; Schumacker & Lomax, 2016; Hair et al., 2019). Since the overall fit of the model was approved, hypotheses were tested using structural equation modeling. The estimation results presented in Table 4 showed that all the paths were significant except the path from brand interactivity to utilitarian motive (H2c). Therefore, hypotheses H4c, stating that utilitarian motive mediates the relations between brand interactivity and consumer engagement is also not supported. Maximum likelihood estimates can be seen in Table 4.

Table 4. Maximum likelihood estimates: regression weights

Hypothesis	Relationships	β	T value	P value	Hypothesis Verification
I1a	Content Quality (CQ) → Brand Awareness (BA)	0.40	6.893	0.000	Supported
I1b	Content Quality (CQ) → Hedonic Motive (HM)	0.47	9.145	0.000	Supported
I1c	Content Quality (CQ) → Utilitarian Motive (UM)	0.42	5.967	0.000	Supported
I2a	Brand Interactivity (BI) → Brand Awareness (BA)	0.20	3.851	0.000	Supported
I2b	Brand Interactivity (BI) → Hedonic Motive (HM)	0.32	6.699	0.000	Supported
I2c	Brand Interactivity (BI) → Utilitarian Motive (UM)	0.06	0.951	0.342	Not Supported
I3a	Hedonic Motive (HM) → Consumer Engagement (CE)	0.67	15.586	0.000	Supported
I4a	Utilitarian Motive (UM) → Consumer Engagement (CE)	0.13	3.743	0.001	Supported
I5a	Consumer Engagement (CE) → Offline Purchase Intention (PI)	0.49	9.198	0.000	Supported
I5d	Consumer Engagement (CE) → Brand Awareness (BA)	0.26	6.315	0.000	Supported
I6a	Brand Awareness (BA) → Offine Purchase Intention (PI)	0.26	5.306	0.000	Supported

The results show that content quality and brand interactivity both have a positive and significant impact on brand awareness, however the effect of content quality is stronger (β =0.40, p<0.001 versus β=0.20, p<0.001). Content quality has a positive significant impact on hedonic motive (β=0.47, p<0.001) and utilitarian motive (β=0.42, p<0.001). Also, brand interactivity has a positive significant impact on hedonic motive (β=0.32, p<0.001) but there is no positive significant impact on utilitarian motive (β=0.06, p>0.05). Hence, H1a, H1b, H1c, H2a, H2c are supported.

Besides, hedonic and utilitarian motive play a significant positive role in increasing consumer engagement in social media. However, the effect of hedonic motive is stronger

(β=0.67, p<0.001 versus β=0.13, p<0.05). Hence H3a and H4a are supported and show that the stronger the level of satisfaction and pleasure derived from social media the higher the consumer engagement. Moreover, consumer engagement has a positive significant impact on brand awareness (β=0.26, p<0.001), supporting H5d. Finally, both brand awareness and consumer engagement in social media have a positive significant impact on the offline purchase intention with a stronger effect for consumer engagement (β=0.49, p<0.001 versus β=0.26, p<0.001), supporting H5a and H6a. H5a and H6a are supported and indicate that the offline purchase intention for brands on social media is likely to improve as a result of stronger brand awareness and increased consumer engagement.

3.4 Mediation analysis results

Based on the results obtained in the previous section, mediation analysis will be performed on seven paths (H3b, H3c, H4b, H5b, H5c, H6b, and H6c). The bootstrap results for this specific indirect effect are summarized in Table 5. The indirect effect is considered significant if the value of 0 is not included in the bias corrected confidence interval or if the p-value is lower than 0.05. The null hypothesis states that the effect is not 0 is immediately rejected at the 95% confidence level.

Table 5. Bootstrap analysis results for mediation

Path	Hypothesis	Estimate	Lower Bounce	Upper Bounce	P value
CQ → HM → CE	H3b	0.499	0.351	0.677	0.000***
BI → HM → CE	H3c	0.241	0.141	0.356	0.000***
CQ → UM → CE	H4b	0.087	0.039	0.156	0.001***
HM → CE → PI	H5b	0.262	0.199	0.331	0.000***
UM → CE → PI	H5c	0.098	0.038	0.173	0.001***
CQ → BA → PI	H6b	0.116	0.044	0.206	0.000***
BI → BA → PI	H6c	0.041	0.010	0.083	0.013**

Notes: *** (p<0.001), **(p<0.05).

As illustrated in Table 5, the impact of content quality and brand interactivity on consumer engagement is mediated by hedonic motive, supporting H3b and H3c. Also, utilitarian motive mediates the relationship between content quality and consumer engagement, H4b is supported. Furthermore, the mediating role of consumer engagement is confirmed in the relations between hedonic motive, utilitarian motive, and offline purchase intention, H5b and H5c are supported. Finally, brand awareness mediates the relation between content quality, brand interactivity, and offline purchase intention, supporting H6b and H6c.

3.4 Multigroup analysis results

A multigroup analysis is performed to examine parameter estimate differences between the high and low involvement product groups. Therefore, we will carry out two steps of measurement invariance: configural and metric invarince. Furthermore, we will also conduct a review to test hypothesis for the two research groups, namely high and low involvement product. We tested configural and metric invariance as part of measurement invariance. Measurement invariance is a statistical property of an instrument (for example, a test or questionnaire) which shows that the measurement measures the same construct in the same way across all subgroups of respondents. In order to evaluate the configural (i.e. factor structure) invariance, an unconstrained multigroup measurement model is used which allows factor loadings to vary across the high and low involvement product groups. Fit is satisfactory ($\frac{X^2}{df}$=2.141, CFI=0.940, RMSEA=0.038, TLI=0.932, SRMR=0.043) indicating that the model fits both groups well and that the configural invariance is met (Hartmann et al., 2017). The next step is to test the metric invariant. To assess metric invariants, a measurement model that limits the measurement weights (eg, factor loading) for each

variable measured to be the same for the estimated group (constrained). The results compared changes in ΔAFIs such as ΔCFI, ΔRMSEA, and ΔTLI with results from an unconstrained multigroup measurement model. The threshold for changes in each of the ΔAFIs is ≤ 0.01). In this study, the changes from unconstrained to constrained model: ΔCFI=0.006≤0.01, ΔTLI=0.005≤0.01, and ΔRMSEA=0,001 ≤ 0.01. Therefore, the result supported metric invariance. As the results of measurement invariance, it can be concluded that this multigroup research model met the invariance requirements and stated that the relationship between manifest indicator variables (scale items, subscales, etc.) and the underlying constructs were the same between high and low involvement product groups. Thus, this research model can be applied across groups.

Multigroup structural model analysis results was conducted to analyze the differences in model between the high and low involvement product groups. At this stage, we begin a test that allows parameters to be estimated freely for each group estimated (unconstrained). To further explore the differences in parameter estimates between groups, the fit for structural models with each path originating from this research model is limited to be constrained. Then we examined the difference test of χ2 (Putnick & Bornstein, 2016). The results showed that there were differences in chi-square and p-value ($\Delta\chi2=158.773$; $p<0.001$), which provided evidence there were significant model differences between high and low involvement product groups. To identify paths varying across the two groups, a series of structural models with one path constrained to be equal across groups are estimated. The fit for each of these structural models is compared to the structural model that enabled the parameters to be estimated freely. Results of the chi-squared difference t est indicated that there were two significantly different paths between groups. The paths were brand interactivity → hedonic motive ($\Delta\chi2=7.194$; $p<0.05$) and brand interactivity → utilitarian motive ($\Delta\chi2=15.894$; $p<0.001$). The parameter estimated for the path brand interactivity → hedonic motive was greater on high involvement products ($\beta=0.48$; $p<0.001$) than low involvement products ($\beta=0.22$; $p<0.001$). This value indicates that every 1 unit increase in the brand interactivity will increase the hedonic motive by 0.48 for high involvement products, assuming the other variables are constant. Furthermore, the influence of brand interactivity on utilitarian motive only occured in high involvement products ($\beta=0.40$; $p<0.001$). However, because the p-value of the low involvement product is not significant, there was no influence of brand interactivity on utilitarian motive of the low involvement product ($\beta=-0.12$; $p>0.05$).
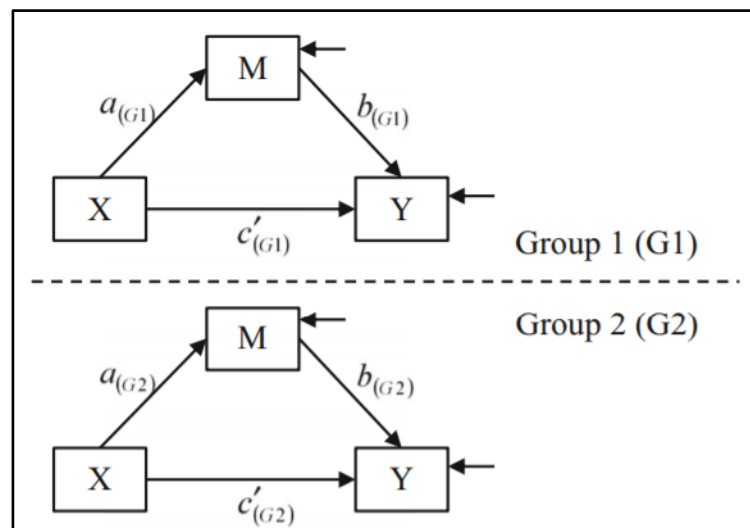

Fig. 2. Multigroup analysis to test differences in indirect effects between groups.

A special case of indirect effects being moderated when the moderator is a categorical variable (e.g., gender, ethnic group, age group). In this case, comparing indirect effects between groups. For special cases of categorical moderators, a multigroup analysis approach can be adopted to compare indirect effects between different groups. In a

multigroup analysis approach, moderators no longer appear as variables in the model. Instead, various levels of moderator determine group membership. Multiple methods can be used to test group differences in indirect effects under the multigroup analysis approach. In this case, what must be considered to compare indirect effects is the ab value in the single mediator model between the two groups (each represented by G1 and G2) which can be seen in Figure 2 above (Ryu, 2015).

One method for testing the indirect effect on multigroup is bootstrapping. The bootstrap method can be used to compare indirect effects between groups. A large number (e.g., 1,000) of bootstrap samples are taken from the original sample with replacement (Ryu, 2015). The results showed that the indirect effect of multigroup on path brand interactivity $\rightarrow$ utilitarian motive $\rightarrow$ consumer engagement differ significantly between groups. This difference occured because the impact of brand interactivity on utilitarian motive was not significant in the context of low involvement products. So, the utilitarian motive automatically did not mediate the effect of brand interactivity on consumer engagement. The results found that utilitarian motives mediate the impact of brand interactivity on consumer engagement ($\beta=0.40$; $p<0.05$) only on high involvement products.

3.6 Discussion

Content quality has a positive influence on brand awareness. The result is in line with previous research by Dabbous & Barakat (2020) that the content quality of a brand on social media has a positive impact on consumer brand awareness. Besides, Muntinga et al. (2011) assume that social media platforms are central to sharing information about a brand and product to consumers and creating brand awareness. Content quality has a positive influence on hedonic motives to be more involved in social media. The result of this study is in line with research by Carlson et al. (2018) revealed that perceived quality of content quality on brand pages could improve and lead to higher levels of brand learning benefits as seen by consumers such as ownership of the brand page community, enjoyment or pleasure. Content quality has a positive influence on utilitarian motive to be more involved in social media. Based on research from Mersey et al. (2010) provided an example of a utilitarian experience in the travel section at www.nytimes.com that some articles can engage readers by creating utilitarian experiences, where readers believe the article offers useful advice about what to do and where to live in a particular destination.

Brand interactivity has a positive influence on brand awareness. Shin (2012) revealed that brand awareness refers to whether consumers can recall or recognize a brand or whether they only know about the brand. The more actively a company uses and manages social media, the higher brand awareness occurs. Shin (2012) also states that interactivity has a significant effect on brand recall. So the research by Shin (2012) concluded that brand interactivity has a significant effect on brand awareness. Brand interactivity has a positive influence on hedonic motives to be more involved in social media. This is in line with research from Carlson et al. (2018) argued that higher consumer perceptions about interactivity on brand pages lead to higher levels of brand learning value, entitlement value, and hedonic value.

The hedonic motive has a positive influence on consumer engagement. The result of this study is in line with previous research by Dabbous and Barakat (2020), which revealed that an increase in hedonic motive by social media users resulted in a higher level of consumer engagement. Carlson et al. (2018) argued that the positive influence of consumers in the form of favorable perceptions of the hedonic value of brand pages will lead to a higher intention to provide feedback to the brand and collaborate with others in the brand page community. Utilitarian motives have a positive influence on consumer engagement. This research is in line with study conducted by Żyminkowska (2018) revealed that hedonic and utilitarian values are essential drivers in consumer engagement. The critical impact of utilitarian values on consumer engagement is manifested in three forms, such as customer communication, customer complaints, and customer collaboration.

Consumer engagement has a positive influence on offline purchase intention. The result of this study is in line with previous studies by Dabbous and Barakat (2020). Consumer engagement has been popularized in the literature over the past decade as an essential means of attracting customer purchases and brand loyalty (Prentice et al., 2019). Likewise, Sashi (2012) argued that engagement can encourage purchase intentions over time. Chen (2017) revealed that consumer engagement on social media serves as an essential factor in generating purchase intentions among consumers. Consumer engagement has a positive influence on brand awareness. Shojaee and Azman (2013) also said that one of the factors that can influence brand awareness is customer engagement. Kotler & Keller's research (2009) showed that consumer engagement increases brand awareness during the information gathering process. In the Bond model, the use of the Use-and-Gratification Theory indicated brand awareness was one of the results of consumer engagement in the context of social media.

Brand awareness has a positive effect on offline purchase intention. Evans (2008) also considered that brands use social media can promote their brands, increasing brand awareness that leads to actual purchase intention. Keller (2003) considered brand awareness to be an essential factor that determines brand purchase intentions. Brands with high awareness and a good image can trigger brand awareness, increase brand trust, and increase consumer purchase intentions.

Hedonic motive mediates the relationship between content quality and consumer involvement. Muntinga et al. (2011) considered pleasure as one of the main factors that increase the consumption of social media users towards brand-related content that is in line with promoting hedonic motives as a driver of higher levels of consumer involvement. Jahn & Kunz (2012) also investigated the importance of sharing information about brand fan page involvement, which shows that hedonic value-oriented content positively influences the intensity of brand page usage. The hedonic motive mediates the relationship between brand interactivity and consumer engagement. Interactivity significantly enhances the core concept of active users. Therefore, when satisfied and enjoy the content presented on social media, consumers are more likely to engage and take an active role in social media, including commenting, liking, and sharing brand-related content.

Utilitarian motives mediate the relationship between content quality and consumer engagement. Research by Mersey et al. (2010) provides an example in the travel section at www.nytimes.com. Some articles in it can engage the reader by creating a utilitarian experience, where the reader believes the article provides useful advice about what to do and where to stay in a particular destination.

Consumer engagement mediates the relationship between hedonic motive and offline purchase intention. The importance of hedonic motivation as the main driver that encourages users to be more involved in social media and indirectly contributes to increasing offline purchase intentions seen on social media channels (Dabbous & Barakat, 2020). Consumer engagement mediates the relationship between utilitarian motives and offline purchase intentions. Anderson et al. (2014), in their research, revealed that engaging consumers in social media marketing requires an understanding of the motivations of people connected to the Facebook Page Retailer (RFP). There are two dimensions of motivation in spending, namely, utilitarian and hedonic. Consumers who are motivated by online utilitarian values can find convenience to save time or ease of accessing information. Utilitarian values motivate purchases in traditional formats (Babin et al., 1994).

Brand awareness mediates the relationship between content quality and offline purchase intention. The results of this study are in line with previous research by Dabbous & Barakat (2020), which revealed that brand awareness acts as a mediator in the relationship between content quality and offline purchase intention. They revealed that increased brand awareness was generated through contact with a brand's content online with consumers and indirectly resulted in a positive impact on offline purchase intention. Brand awareness mediates the relationship between brand interactivity and offline purchase intention. The results of this study are in line with previous research by Dabbous & Barakat (2020), which revealed that brand awareness acts as a mediator in the

relationship between brand interactivity and offline purchase intention. They explained that increased brand awareness was generated through contact interactions between brands and consumers and indirectly resulted in a positive impact on offline purchase intention.

There are significant model differences between high involvement products (Samsung) and low involvement products (McDonald's), especially in the relationship between brand interactivity and utilitarian motives, which are influenced more by high involvement products. Furthermore, this difference lies in the utilitarian motive that mediates the relationship between brand interactivity and consumer engagement occurring only in high involvement products. This research contributes to managerial aspects so that it can be used as a reference for new companies that will or have applied the concept of omnichannel. The managerial perspective in this research can determine the strategic steps of a brand in optimizing the use of social media to reach consumers online, which leads to an increase in the consumer's intention to buy products of a brand offline.This research reveals that it is essential for companies to adjust their content and interactivity with communication strategies on social media because it can produce hedonic and utilitarian motives as well as consumer awareness of a brand that leads to consumer engagement and ultimately raises the intention of consumers purchasing offline.

Our first implication suggests that a brand needs to know who their target customers are, what motivates these consumers, and what they like. After knowing this, a brand can create quality content following what is wanted by the target. For example, in the context of this study, Samsung consumers care about lifestyle. As for McDonald's consumers, they care about delicious western food and snacks. Both Samsung and McDonald's Instagram followers like to see content around these themes. Second, users of the visual social media platform expect high-quality images from online brands, and they hope these images are attractive. Companies can create graphic design content that has a mix of colors, fonts, and content that is easy to read. Third, everyone likes the "how-to" video tutorial. This is a great way to attract the attention of consumers, share content about products that lead to hedonic motives (seeing videos is fun) and utilitarian (getting information about products, tips, and tricks) and building consumer engagement. Posting this tutorial is one way that can enhance the consumer experience when using a product. This can be a useful answer when a brand starts to wonder about what should be posted on social media. Furthermore, collaboration and tagging are other appropriate ways to engage consumers. This collaboration can be in the form of a brand ambassador. This is a great way to take advantage of the visibility of established profiles, but make sure to collaborate with relevant brand ambassadors. Fourth, balancing promotional and inspirational content can increase hedonic motives and consumer engagement in a brand's account on social media. A brand needs to find a healthy balance between promotional content and exciting and inspiring content. There is a strategy for a brand with low involvement products, especially for food & beverages. A brand can make coupons or vouchers that can be accessed through their official accounts on social media, and to use these coupons, consumers are given the option to make purchases in physical stores (dine-in and takeaway). So this will undoubtedly cause the desire of consumers to make purchases offline by visiting the nearest restaurant. Surely consumers will expect more about their shopping experience at a physical store. Consumers will tend to judge whether the food and drinks served are still fresh, according to the picture, and the ambiance of a clean and comfortable restaurant. This must be considered for a company to make consumers want to return to a physical store.

Moreover, apply the concept of Call to Action (CTA) on social media. Just like other types of content marketing, it is a good idea to include a call to action in most content on a brand's social media. CTA can help encourage consumer engagement and interaction with brands. This implementation can be done by tagging someone, asking questions, and asking users to tell something specific. A brand can also encourage followers to create user-generated content (UGC). Another implication is to use the popular hashtag. The hashtag is still one of the most popular forms of tagging used in content on social media for both individuals and businesses. The power of this hashtag in a post is precious and will help

make posting a brand more visible in a trend circle. Furthermore, companies can occasionally create competition programs and giveaways with attractive prizes. This will undoubtedly increase consumer participation in a brand account on social media. The more often this program is implemented, the more consumers actively participate and lead to high-level engagement in a brand's account on social media. Finally, high involvement brand product consumers who have the intention to purchase products offline want to feel the direct experience of the product because the product is considered very risky, and they want to make a direct comparison of what is said on social media with reality. These consumers tend not to want to be disappointed over the effort in finding information, consideration, and risks. Companies can create accurate content so that when consumers come to a physical store directly, all the aim that has been collected is not in vain. Here the company can provide a consumer shopping experience that cannot be felt online such as, friendly and interactive salesperson to consumers to explain in more detail about the product, the warranty process, and store ambiance that is professional, comfortable, and makes consumers feel at home, as well as special promotional purchases in a physical store like a product bonus.

4. Conclusions

The results of this study are in line with the application of Stimulus - Organism - Response (S-O-R) theory in which social media environments such as content quality and brand interactivity are stimuli (S) that can produce emotional or cognitive reactions, namely hedonic motivation and consumer engagement (O), so that in the end, encourages behavioral responses in the form of increased brand awareness and offline purchase intention (R). Therefore, based on the results of this study it was found that the use of a brand's official account on social media such as Instagram is beneficial as a medium business to bridge the online-offline gap in retail businesses where it allows consumers on social media to fulfill their utilitarian and hedonic goals for an online product. Then, leads to increased consumer engagement in the brand so that in the end, it encourages behavioral responses in the form of raising brand awareness and considering making offline purchases.

This research still has several research limitations. First, the majority of respondents in this study were students. So there may be differences in research results if the majority of respondents are not students. Second, this research is only limited to social media Instagram. In contrast, many other social media are developing and are also used by Indonesians. So there may be differences in research results if examined from various types of social media available. Third, the social media environment in this research model uses only two variables. At the same time, there are many other variables in the social media environment. So by using different variables, this research might represent the social media environment itself.

Based on the results and limitations in this study, the researchers provide suggestions for further research. First, further research is expected to be spread across all demographic layers and not only the majority of students so that research results can be more generalized in all circles. Second, further research is expected to be able to compare other social media platforms to see the level of effectiveness and efficiency of marketing strategies that are right on which social media platforms. Third, further research can add other variables to the characteristics of the social media environment as a stimulus to better represent the social media environment itself. As in research conducted by Islam & Rahman (2017), future studies can add rewards and system quality variables. Besides, as research by Carlson et al. (2018), further research can add brand-page sociability and customer contact quality variables.

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