

A STUDY ON FACTORS AFFECTING CUSTOMER ENGAGEMENT WITH COSMETIC BRANDS ON INSTAGRAM

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Abstract

As a medium for social connection, Instagram has developed to sway audience members' purchasing choices. According to a 2017 Facebook survey, 70% of US shoppers use consumer engagement on Instagram to find products and make judgements about what to buy. The beauty sector is thought to be more active than others on Instagram. On Instagram, beauty firms consider customer involvement in the form of likes, comments, and shares to be a more important indicator of consumers' intent to buy. According to studies, beauty firms have a real impact on their followers through their posts, which can be shown through consumer interaction and directly influence their desire to make a purchase. Research has been done on the reasons why consumers interact with beauty products and go on to intend to buy. Our study seeks to determine whether gender differences exist in the characteristics that influence consumer engagement and purchase intention. Content-Type, Post Vividness, and Post Timing have been identified as three independent variables. The content kinds that affect engagement are those that provide entertainment, information, and compensation (Cvijikj and Michahells 2013). Depending on the calibre of the content offered, a post's level of media richness can engage readers. The ideal time to post, which results in more engagement, has been determined by Sprout Social through their study. Research indicates social media usage has an impact on how people decide what to buy. (Hutter K, Hautz J, Dennhardt S, Fuller J, 2013). To ascertain the favourable link between the aforementioned elements, customer engagement, and buy expectation, two distinct analyses were conducted. The examination was led by a quantitative report through a survey, to assemble an outlining point of view in customer engagement on Instagram towards corrective brands. The discoveries of this examination give the feeling that general client commitment is high and all the factors affect customer engagement and purchase intention equally. This shows that the respondents do converse back and forth. The optimal time of day to upload posts on Instagram was determined by an exploratory study. The cosmetic brand names are

the most reliable sources of information while researching cosmetic products. 109 responders made up a respectable sample size.

KEYWORDS: Customer Engagement, Purchase Intention, Instagram, Content-Type, Post Vividness, Post Timing

1. Introduction

There are numerous ways to define customer engagement. Some academics have even referred to it as consumer participation in the development of organisational policies and services. The practise of incorporating customers in the development and planning of policies and services is known as “consumer engagement.” 2007 (Gregory). Consumer engagement is the process of introducing a brand idea to a prospect that is strengthened by the environment. Engagement is a measurement of how closely a website’s visitors interact with it in relation to a specific set of objectives. The word “engagement” is especially used to describe the effectiveness of a marketing campaign or piece of media when it results in a consumer spending more time interacting with the commercial or webpage.

Customers engage with brands on Instagram by being active participants rather than passive observers. In order to have a discussion with and learn more about another party, such as a fashion company, drawn-in customers invest time and effort into doing so (Bernhardt, Mays and Hall 2012). Customer involvement allows it to combine a desire to make a transaction (Sashi 2012). Customer interaction is therefore essential to succeeding with Instagram advertising. Moreover, Zhang, Guo, Hu, and Liu (2017) make it clear that successful two-way communication through online

media helps to draw in both the company and its clients.

Instagram is a photo- and video-sharing programme that only allows users to share visual content, such as photos or videos. Customers can add channels, modify the content to meet their tastes, and add engravings under the content in the same way that hashtags and notifications can (for instance marking others in their posts). Consumers can communicate with one another through comments, likes, and private messages. Since its launch in 2010, Instagram has fundamentally developed, and it now has more than 500 million users. As a result of brands utilising Instagram as a marketing tool, Instagram created express business profiles that are similar to regular client profiles. The key distinction is the knowledge that associations can access their data and the opportunity to sell their posts. The relationship is allowed by the understanding to get to know their allies better and learn from them. Companies can obtain details about their fan section, a visual representation of the most popular posts, and a schedule of the most significant posting days and hours (“Instagram for Business,” 2016). Instagram allows its users to publish their images and accounts immediately to other digital media platforms at the same time as they are posted on Instagram, which is one benefit that links other online media platforms together.

1.1 Problem statement

Instagram is active for customers to communicate and interact with the brands that they follow. This research is going to study on the attributes of the factors affecting the Customer Engagement and which factor/factors lead Customer Engagement to Purchase Intentions among the customers. As there were researches done on what motivates the customers to engage with the different brands pages on Instagram, there has been no study on which factor/factors affect the customer engagement and how it affects the purchase intentions of the customers with cosmetic brands on Instagram.

1.2 Scope of the paper

The extent of this exploration is to examine on the elements that influence customer engagement on Instagram with cosmetic brands. The examination was done on people from India and of all age groups who are active users of Instagram, through various social media platforms as Google Forms to collect necessary data and the duration of the study was of six months. This research says about the possible factors that will affect customer engagement and purchase intention of customers who follow cosmetic brands' page on Instagram.

1.3 Objectives

The objective of this research is to determine the impact of the factors that influence or affect the Customer Engagement on the purchase intentions of the customer.

1.4 Research Gap

There has been research done on the motive of the customers who tend to engage with the cosmetic brands and that leads to the

purchase intention of the customers. Our study will be to find if there is/are attribute/attributes of the factors which affect Customer Engagement and whether those attributes lead Customer Engagement to Purchase Intentions.

2. LITERATUREREVIEW

2.1 Customer engagement

Examining the difference between positive and negative valence A conceptual paradigm for customer engagement by RC Leventhal, LD Hollebeek, and T Chen (2014). The writers claim that brand and consumer involvement can lead to a variety of results. When involvement is great, it may lead to the creation of an entity like a business, brand, or product. It may even intensify both favorable and negative perceptions. Based on their findings, the authors develop a realistic model that emphasizes or devalues consumer participation in addition to key causes and effects. Further analysis that utilizes extensive quantitative research to test and support the suggested paradigm for express arrangements and brands is necessary.

Creativity of the Content and Engagement - A Instagram voice note campaign by Swiggy named "Voice of hunger", 2019 Swiggy used the newly launched voice note feature of Instagram to their campaign where the users had to generate shapes of food using their voice notes. The creative content and marketing strategy increased the engagement level that the company gained an average of 50 DMs in a minute.

- Relaxation, emotional release, enjoyment, and satisfaction with this issue or habit are all aspects of entertainment.

- Information motivation offers a wealth of knowledge related to meeting user demands.
- In numerous research on social media incentives, compensation has been found to be a motivator for participating in online groups.

2.2 PURCHASE INTENTION

In their 2016 article “(Un)willing to lock in? First peek at the engagement sorts of centuries,” Hilkka Rissanen and Vilma Luoma-Aho, - Local interest has been suggested as a strategy for attracting clients. Self-driven inspirations are necessary for the individual interest. The likelihood that the content will be attractive to the Consumer’s own goals increases the pressure on them to connect. According to the findings, there are nine unique engagers who have a bundle of expectations for online customer engagement. Two of the nine perceived engagement categories were negative, and five of them contained various forms of disengagement. On a continuum of engagement that distinguishes between three types of engagement—constructive engagement, destructive engagement, and disentanglement—the revelations are shown. An assortment of engager types by points of view are presented in the assessment model. Once developed further, the framework can be used to identify and target various types of engagers. Organizations aiming to attract millennials should be aware of different tones and approach interaction in terms of both degree and tone.

“Social media usage, electronic word of mouth and purchase-decision involvement,” Prasad, S., Gupta, I.C. (2017), and Totala, N.K. Due to easy access to item data and audits, two-way communication is influencing consumers’ purchasing

behaviour. Online trust is a critical mediating factor in this situation since social media use and EWOM have a beneficial effect on the involvement of consumers in the buying decision.

Rose J. & Cho E. & Smith K. R., (2016) The impact of brand familiarity on attitudes, purchase intentions, and perceived risk towards an intimate apparel brand. Buying behaviour is a reaction to stimuli before making a purchase. This boost is what makes a buyer feel as though they must buy a product. So, the pre-buying improvements are seen as the intention to acquire something. “A customer’s abstract judgement in the dynamic cycle after an overall assessment has identified an inclination to act towards an item or brand.” The buy goal is used as a gauge for the buy behaviour and can therefore be linked to an organization’s business strategy. The results suggested that young female customers who are familiar with a specific intimate apparel brand are likely to perceive a low level of risk, leading to a favourable and strong attitude towards the known intimate apparel brand as well as buy intentions. Findings showed that attitude and purchase intentions during the purchase of intimate clothing were much more influenced by perceived risk than by brand familiarity.

Hung, K., Huiling Chen, A., Peng, N., Hackley, C., Amy Tiwsakul, R. and Chou, C. (2011), “ Purchase intentions for premium brands’ antecedents. The idea that vanity plays a part in luxury brand purchase intention receives fresh empirical support in this study, casting doubt on both theoretical and managerial interpretations of the use of opulent brand names. Additionally, it suggests that representational value, which is highly compelling in conceptualizations of luxury brand meaning in the west, needs to be reevaluated in the context of Chinese

customers. The research confirms that social setting has an impact on consumers' inclination to buy luxury goods. The role of perception received less support. Purchase intention was strongly connected with the experiential and practical benefits of premium brand purchases, but not with symbolic value. While only achievement vanity had a moderating impact on perception, both physical and achievement vanity had a beneficial impact on purchase intention.

Reza Jalilvand, M. and Samiei, N. (2012), "The impact of electronic verbal exchange on brand picture and buy aim: An experimental examination in the vehicle business in Iran". The paper follows way to deal with advance a brand feasibly through online customer organizations, similarly as expansive tips for webpage and conversation with middle people for working with such show in a manner important to the people from their online organizations. While there is a significant investigation stream that reviews the branding of client merchandise and an expanding composing on object brands, little is concept brand picture with regards to online Communications. This paper expands existing estimation of brand picture to another setting, specifically e- WOM.

Dong, X., Chang, Y., Liang, S. and Fan, X. (2018), " A view from broadcast and interactive media on how online media synergy affects consumers' intention to buy. This study makes a contribution to the field of media synergy research, helps marketing strategists appreciate the value of online media synergy, and acts as a resource for strategists considering an integrated online marketing strategy. Future research should

further examine the moderating effects of these characteristics. In addition, the relationship between online media synergy and marketing outcomes might be tempered by consumers' goals and thought processes. According to the findings, participants who were exposed to message stimuli via online media synergy reported higher source credibility, cognitive responses (brand credibility and positive thoughts about the brand), attitude towards the brand, and purchase intention. In online multimedia repetition, source credibility influences attitude towards the brand through simple brand credibility; in online multimedia, source credibility influences attitude towards the brand through brand credibility and positive ideas about the brand.

2.3 CONTENT TYPE

Cvijikj and Michahelles (2013) with their research found the following as those sources of content type that influence engagement in social media platforms. They are Entertainment, information and Remuneration. Defined Entertainment as an element related to relaxation, emotional release, enjoyment and being pleased with this problem or routine. Information is defined as motivation that solves pain points and satisfying the user's needs. Remuneration has been determined as a driver of contributing to online communities. A further research study by Luarn, Lin and Chiu (2015) with their research confirmed that informational, entertainment and remuneration are the three content types that act as crucial elements in driving engagement through social media posts.

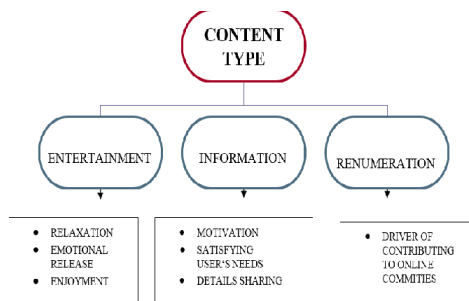


FIGURE 1: Content Type
Source: Cvijikj and Michahelles (2013)

2.4 Content Vividness

The concept of distinctiveness refers to the level of media opulence of a post and is frequently divided into tactile breadth and significance, where tactile breadth alludes to the affectation of various resources and significance alludes to the idea of content. As a result, lucidity is typically graded on a scale, taking into account the concept of the subject and the instigation of various resources. For instance, low striking quality might just effect vision (photo), while high distinctiveness might prompt both hearing and sight (video) (Steuer, 1992). According to what was previously mentioned, de Vries et al. (2012) examined Facebook brand posts from 11 brands in six unique projects. They discovered that clearly bigger amounts of preferences and much more recognisable brand presentations were related to higher customer involvement. According to the earlier citation in the text, Hellberg (2015) conducted a qualitative study on customer engagement with regard to Instagram posts. The study looked at various factors related to customer engagement on brand presentations, such as factors related to distinctiveness, and discovered that video presentations were more strongly associated with customer engagement. Based on

findings from prior studies, the developer accepts that highly eye-catching brand presentations are related to better engagement.

2.5 POST TIMING

Instagram is the second-most frequently used social media platform, and in the years to come, its user base is only expected to grow. Instagram’s emphasis on visual content has proven to be the ideal platform for exhibiting and selling goods of all kinds. Brands may employ a variety of techniques to draw attention to their products, from influencer marketing plans that give lifestyle context to in-depth IGTV films that help emphasise every feature and selling point. Retailers and consumer product brands can stand out from the competition and get engagement during the High Engagement hours listed above, or they can focus on relatively safe engagement times that take place Tuesday through Friday. The later hours of the day saw a decline in shopping activity, with Lowest Engagement occurring daily between the hours of 5 and 9 p.m. When Friday is the day with the most engagement, engagement is most consistent from Monday through Friday.

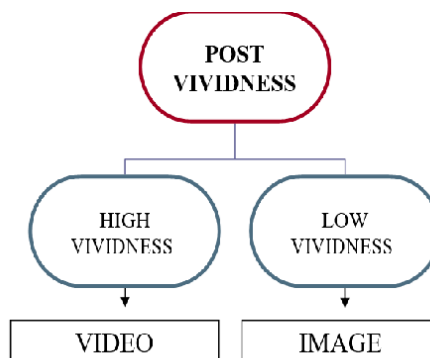


FIGURE 2: Post Vividness

Source: de Vries et al., (2012)

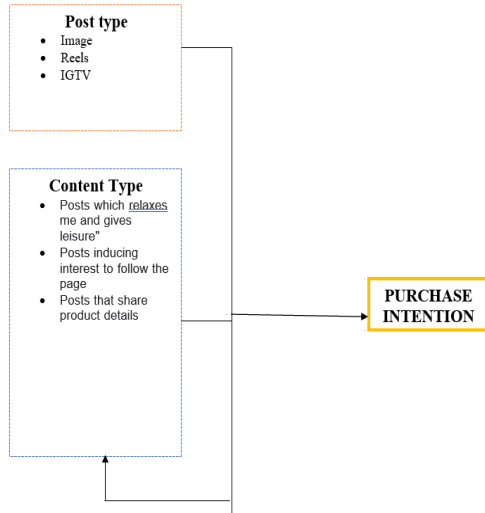


FIGURE 3: Conceptual Framework
Source: Author

3. Research methodology

Descriptive research methodology would be the most effective way to discover the answers to the research questions. The Descriptive Method of Research is a methodology bringing about quantitative, measurable information, which enables to outline the discoveries and to find the relationships between or among the variables (Bryman & Bell, 2018). The study aims to understand if the factors impact or affect the customer engagement which leads to the purchase intentions of the customers.

To ensure that the results from the research sample can be applied to the population as a whole, a sample should be representative of the population. As the entire population cannot be researched, this study will employ a “non-Probability” sampling technique. A non-probability model is one that is chosen by the population that the researcher can reach, limits the study’s underlying assumptions, and may instead

be used as a catalyst for additional research (Bryman and Bell, 2018). As the target population is widely dispersed and limitless in number, it is difficult to capture the probability in this study. Hence, non-probability sampling approaches are utilised for a population made up of an infinite number of elements (M.H. Alvi, 2016). There is a chance of choice bias because non-probability sampling was used. Choice bias is the propensity to exclude some likely responders from the sample. The propensity grows when using non-probability sampling, but it can be avoided by using a probability sampling method instead of a non-probability one Datallo (2009).

Non-Probability sampling can take many different forms, including convenience or purposeful sampling, quota sampling, snowball sampling, etc. The optimum sampling method for this study would be convenient sampling since it would allow the researcher to select the sample based on convenience. The process of gathering, analysing, interpreting, and writing study data is known as the descriptive method of research (Carrie Williams, 2007). For this project, the major method of data collecting will be questionnaires.

3.1 RESEARCH DESIGN

The investigations grew out of the concepts in the system that was suggested, which depends on the proposition’s goal. Fastened inquiries were separated by the questionnaire. A pilot research was conducted on the study to see if the questions were clear and to identify and correct any potential errors. The trial study was ordered by four individuals, viewed as a delegate choice, to react to the review to see that the investigations were defensible. These respondents didn’t take part in the honest examination.

By giving comments, the plan of the investigations got enhanced.

3.2 SAMPLING DESIGN

Owing to the survey’s widespread distribution, a select few respondents had a better likelihood of being chosen to respond than others. A non-probability test referred to as an accommodation test is used as an illustration of this evaluation. Due to the fact that the respondents who are related to the manufacturers are the ones who are most likely to be contacted, the study’s use of electronic media and the Internet falls under the category of convenience. This was chosen to increase the sample size so that there would be more respondents to choose from and give responses that could be checked again in subsequent investigations.

150 to 200 responders were chosen to make up the sample size. After the study was concluded, some of the respondents had to be excluded before the inquiry could start. This should be easily feasible thanks to the survey’s channel questions. The results must be adjusted to account for the respondents who chose “No” when asked if they followed corrective businesses on Instagram. Those respondents kept on addressing inquiries concerning what provokes them to draw in on artificial brands’ Instagram pages deprived of following any style brands, which makes it not significant to dissect what empowers them. The absolute number of respondents came to 148, and after the withdrawal, the quantity of the example added up to 96 respondents.

Because of the model of suitability, there is a prospect of choice bias. By doing an online self-satisfaction poll the looking at tendency could be people that don’t use neither computers nor Instagram, as this was the organization that is used to

be proficient respond to the study. In any case, these people are not relevant, as they probably don’t use Instagram, which was an essential to partake in the examination.

3.3 Instrument validation

Case Processing Summary

Reliability Statistics

TABLE 1: Statistical Reliability

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 96 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 96 | 100.0 |

^aThe deletion was based on all variables in the list as per procedure

Source: Primary Data

As the Cronbach’s Alpha shows a value of 0.875 which states that the data collected is 87% reliable. So we are proceeding with the questionnaire.

3.4 Data collection method

A quantitative report served as the guide for this investigation. The quantitative approach was chosen to gather data on customer engagement with online media for restorative brands. The goal of this idea was to investigate what motivated customer engagement and the accomplishment of procurement objectives. In order to create an unparalleled diagram, the quantitative strategy was therefore perfect due to the predetermined number of respondents of the subjective data combining procedures. The quantitative analysis was led by a study that was submitted using a Google Form. The questionnaire includes closed-ended questions and a 5-point Likert scale (on preference and influence).

The self-consummation questionnaire was then disseminated on the web, essential through the online media network Instagram, Whatsapp, LinkedIn and Facebook. The choice to share it on the aforementioned social media platform was made with the intention of reaching Instagram users and with the hope of contacting as many responders as possible during the course of the research. Because the survey was available online, respondents could respond to it whenever they had the chance and the time, which was helpful because the survey's requirements vary over time. The respondents had access to the poll for seven days, which was sufficient to obtain the most respondents.

3.5 Statistical tools used

The statistical tools used for the quantitative study were Chi square test.

3.6 Software used

SPSS Software was used for the Chi square test and Excel was used for the exploratory study.

4. Analysis of Data

4.1 Exploratory study on post timing

SARANAYA'S MEHNDI

Saranaya's Mehndi is a small business based on Palakkad, Kerala who provide all services related to mehndi and henna tattoos in their locality. They helped us to find the result of our exploratory study by allowing us to handle their Instagram and Facebook page for 3 weeks.

4.2 Chi square tests

Video Influence

TABLE 2: Chi square Like_Post Type (Video)

| | | Pearson Chi-Square | 8.000 ^a | 2 | .018 |
|-------------------------------|--------------------|---------------------|--------------------|---|------|
| Probably it doesn't influence | Likelihood Ratio | 8.997 | 2 | | .011 |
| | N of Valid Cases | 8 | | | |
| | | | | | |
| Probably it influence | Pearson Chi-Square | 27.625 ^b | 4 | | .000 |
| | Likelihood Ratio | 15.569 | 4 | | .004 |
| | N of Valid Cases | 26 | | | |
| Total | Pearson Chi-Square | 33.427 ^c | 6 | | .000 |
| | Likelihood Ratio | 36.099 | 6 | | .000 |
| | N of Valid Cases | 96 | | | |

| Like Influence | | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|--------------------|---------------------|----|-----------------------------------|
| Definitely it influence | Pearson Chi-Square | 9.471 ^d | 2 | .009 |
| | Likelihood Ratio | 9.952 | 2 | .007 |
| | N of Valid Cases | 34 | | |
| Might or Might not influence | Pearson Chi-Square | 19.717 ^e | 6 | .003 |
| | Likelihood Ratio | 22.690 | 6 | .001 |
| | N of Valid Cases | 28 | | |

^a.5 cells (41.7%) have expected count less than 5. The minimum expected count is .75.

^b.4 cells (66.7%) have expected count less than 5. The minimum expected count is 3.76.

^c.12 cells (100.0%) have expected count less than 5. The minimum expected count is .57.

^d.6 cells (100.0%) have expected count less than 5. The minimum expected count is .50.

^e.8 cells (88.9%) have expected count less than 5. The minimum expected count is .15.

Source: Primary Data

This result of cross tabulation helps us to conclude that people who engage with like on video are probably getting influenced or might or might not get influenced. (Chi square value reference from above table)

Comment Influence

TABLE 3: Chi Square-Comment -Post Type (Video)

| Comment Influence | | Value | Df | Asymptotic Significance (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---------------------------------|-----------------------|---------------------|----|-----------------------------------|----------------------|----------------------|
| Definitely it doesn't influence | Pearson Chi-Square | 1.500 ^a | 1 | .211 | | |
| | Continuity Correction | .094 | 1 | .759 | | |
| | Likelihood Ratio | 2.093 | 1 | .148 | | |
| | Fisher's Exact Test | | | | .461 | .400 |
| | N of Valid Cases | 6 | | | | |
| Definitely it influence | Pearson Chi-Square | 12.827 ^b | 2 | .002 | | |
| | Likelihood Ratio | 15.457 | 2 | .000 | | |
| | N of Valid Cases | 20 | | | | |
| Might or Mightnot influence | Pearson Chi-Square | 31.111 ^c | 4 | .000 | | |
| | Likelihood Ratio | 39.802 | 4 | .000 | | |
| | N of Valid Cases | 28 | | | | |
| Probably it doesn't influence | Pearson Chi-Square | 3.333 ^d | 2 | .189 | | |
| | Likelihood Ratio | 4.006 | 2 | .135 | | |
| | N of Valid Cases | 20 | | | | |
| Probably it influence | Pearson Chi-Square | 13.359 ^e | 4 | .011 | | |
| | Likelihood Ratio | 14.992 | 4 | .005 | | |
| | N of Valid Cases | 22 | | | | |
| Total | Pearson Chi-Square | 33.427 ^c | 6 | .000 | | |
| | Likelihood Ratio | 36.099 | 6 | .000 | | |
| | N of Valid Cases | 96 | | | | |

- a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .75.
- b. 4 cells (100.0%) have expected count less than 5. The minimum expected count is .67.
- c. Computed only for a 2x2 table
- d. 4 cells (66.7%) have expected count less than 5. The minimum expected count is .60.
- e. 8 cells (88.9%) have expected count less than 5. The minimum expected count is 1.29.
- f. 4 cells (66.7%) have expected count less than 5. The minimum expected count is .40.
- g. 9 cells (100.0%) have expected count less than 5. The minimum expected count is .55.

Source: Primary Data

This result of cross tabulation helps us to conclude that people who engage with comment on video are definitely getting influenced or might or might not get influenced.

(Chi square value reference from above table)

Share influence

TABLE 4: Chi Square-Share -Post Type (Video)

| Share Influence | | Value | Df | Asymptotic Significance (2-sided) |
|---------------------------------|--------------------|---------------------|----|-----------------------------------|
| Definitely it doesn't influence | Pearson Chi-Square | 4.000 ^a | 2 | .135 |
| | Likelihood Ratio | 5.545 | 2 | .063 |
| | N of Valid Cases | 8 | | |
| Definitely it influence | Pearson Chi-Square | 20.000 ^c | 4 | .000 |
| | Likelihood Ratio | 18.889 | 4 | .001 |
| | N of Valid Cases | 20 | | |
| Might or Might not influence | Pearson Chi-Square | 29.611 ^d | 4 | .000 |
| | Likelihood Ratio | 32.830 | 4 | .000 |
| | N of Valid Cases | 26 | | |
| Probably it doesn't influence | Pearson Chi-Square | .e | | |
| | N of Valid Cases | 10 | | |
| Probably it influence | Pearson Chi-Square | 19.358 ^f | 2 | .000 |
| | Likelihood Ratio | 24.791 | 2 | .000 |
| | N of Valid Cases | 32 | | |
| Total | Pearson Chi-Square | 33.427 ^g | 6 | .000 |
| | Likelihood Ratio | 36.099 | 6 | .000 |
| | N of Valid Cases | 96 | | |

- a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .75.
- b. 6 cells (100.0%) have expected count less than 5. The minimum expected count is 1.00.
- c. 8 cells (88.9%) have expected count less than 5. The minimum expected count is .40.
- d. 8 cells (88.9%) have expected count less than 5. The minimum expected count is .92.
- e. No statistics are computed because Video Preferences is a constant.
- f. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.75.

Source: Primary Data

This result of cross tabulation helps us to conclude that people who engage with share on video are definitely getting influenced or probably it influences or might or might not get influenced. (Chi square value reference from above table)

Save influence

TABLE 5: Chi Square-Save-Post Type (Video)

| Save influence | | Value | df | Asymptotic Significance (2-sided) | Exact Sig. (2-sided) |
|---------------------------------|------------------------------------|---------------------|----|-----------------------------------|----------------------|
| Definitely it doesn't influence | Pearson Chi-Square | 1.500 ^b | 1 | .221 | |
| | Continuity Correction ^c | .094 | 1 | .759 | |
| | Likelihood Ratio | 2.093 | 1 | .148 | |
| | Fisher's Exact Test | | | | .467 |
| | N of Valid Cases | 6 | | | |
| Definitely it influence | Pearson Chi-Square | 31.593 ^d | 4 | .000 | |
| | Likelihood Ratio | 28.191 | 4 | .000 | |
| | N of Valid Cases | 46 | | | |
| Might or Might not influence | Pearson Chi-Square | 19.250 ^e | 4 | .001 | |
| | Likelihood Ratio | 21.214 | 4 | .000 | |
| | N of Valid Cases | 14 | | | |
| Probably it doesn't influence | Pearson Chi-Square | .f | | | |
| | N of Valid Cases | 4 | | | |
| Probably it influence | Pearson Chi-Square | 18.958 ^g | 2 | .000 | |
| | Likelihood Ratio | 23.833 | 2 | .000 | |
| | N of Valid Cases | 26 | | | |
| Total | Pearson Chi-Square | 33.427 ^h | 6 | .000 | |
| | | | | | |
| | Likelihood Ratio | 36.099 | 6 | .000 | |
| | N of Valid Cases | 96 | | | |

- a. 4 cells (100.0%) have expected count less than 5. The minimum expected count is .67.
- b. Computed only for a 2x2 table
- c. 5 cells (55.6%) have expected count less than 5. The minimum expected count is 1.30.
- d. 9 cells (100.0%) have expected count less than 5. The minimum expected count is .57.
- e. No statistics are computed because Video Preferences and Video Influence are constants.
- f. cells (66.7%) have expected count less than 5. The minimum expected count is 1.85.

Source: Primary Data

This result of cross tabulation helps us to conclude that people who engage with save on video are definitely getting influenced or probably it influences or might or might not get influenced. (Chi square value reference from above table)

Story share influence

TABLE 6: Chi square-Story share-Post Type (Video)

| Story Share influence | | Value | df | Asymptotic Significance (2-sided) |
|---------------------------------|--------------------|---------------------|----|-----------------------------------|
| Definitely it doesn't influence | Pearson Chi-Square | 4.000 ^a | 2 | .135 |
| | Likelihood Ratio | 5.545 | 2 | .063 |
| | N of Valid Cases | 8 | | |
| Definitely it influence | Pearson Chi-Square | 7.875 ^b | 2 | .019 |
| | Likelihood Ratio | 7.013 | 2 | .030 |
| | N of Valid Cases | 18 | | |
| Might or Might not influence | Pearson Chi-Square | 18.542 ^c | 4 | .001 |
| | Likelihood Ratio | 25.213 | 4 | .000 |
| | N of Valid Cases | 30 | | |
| Probably it doesn't influence | Pearson Chi-Square | 6.751 ^d | 4 | .150 |
| | Likelihood Ratio | 7.286 | 4 | .122 |
| | N of Valid Cases | 22 | | |
| Probably it influence | Pearson Chi-Square | 10.286 ^e | 2 | .006 |
| | Likelihood Ratio | 11.431 | 2 | .003 |
| | N of Valid Cases | 18 | | |
| Total | Pearson Chi-Square | 33.427 ^f | 6 | .000 |
| | Likelihood Ratio | 36.099 | 6 | .000 |
| | N of Valid Cases | 96 | | |
| N of Valid Cases | | 96 | | |

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .75.

b. 6 cells (100.0%) have expected count less than 5. The minimum expected count is 1.00.

c. 5 cells (83.3%) have expected count less than 5. The minimum expected count is .22.

d. 7 cells (77.8%) have expected count less than 5. The minimum expected count is 1.60.

e. 8 cells (88.9%) have expected count less than 5.

f. The minimum expected count is .18. 5 cells (83.3%) have expected count less than 5. The minimum expected count is .89.

Source: Primary Data

5. Conclusion

The discoveries of this proposal give the feeling that customer engagement has a positive relationship with the variables chosen to study on Instagram. In the Exploratory study it was evident that the carousel posts were the highest with customer engagement when compared with other types of posts. Two-way-correspondences has been believed to be a normally utilized methodology on INSTAGRAM to interface customers with organizations and buyers with purchasers. The discoveries of customer

engagement demonstrate that the respondents do ordinarily remove a portion of the two-way exchange, but only for Carousel posts the two way dialog is higher.

Content type and Post Type both play vital role in the customer engagement on Instagram. The customer engagement also leads to purchase intention which was found by the quantitative study and analysis done. The objective was to find which factors affects the most and have an influence on customer engagement with cosmetic brands on Instagram, and it was clear that all the three factors, that is, Post Timing, Post Vividness and Content Type are all affecting positively on the customer engagement on Instagram which is directly proportionate to purchase intention among the customers and leading them to purchase the cosmetic products.

This study can help the managers to upload their brand's posts on Instagram and get a high customer engagement rate and interaction. This study has proved that the post type, the post timing and content type, play a vital role in the customer interaction on Instagram with cosmetic brands. So, the social media managers can upload the posts during Fridays after mid mornings, which is proven to be the highest rated customer engagement time than any other day in the week or any other time in the day. This can help you to reach out to more customers who are following the cosmetic brand's page on Instagram and customer engagement can lead to purchase intention among the customers.

Knowing the various aspects that influence and have an impact on customer interaction on Instagram is crucial for anyone working in digital marketing or managing social media accounts. Instagram is one of the most popular social media platforms. The results of this study can assist social

media managers and digital marketers in determining the factors that have the greatest and least impact on Instagram activity related to cosmetic brand products. The beauty industry can develop tactics to boost client interaction by better understanding its internet audience. Increasing customer engagement on the Instagram page of cosmetic brands would result in a huge increase in the number of customers who buy cosmetic products because this study has shown a positive relationship between customer engagement and purchase intention among online customers who follow the cosmetic brands.

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