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**THE IMPACT OF CONSUMER BRAND ENGAGEMENT ON
ONLINE PURCHASE INTENTION: A QUANTITATIVE STUDY IN
THE BEAUTY INDUSTRY**

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ABSTRACT

This study investigates the impact of Consumer Brand Engagement (CBE) on Online Purchase Intention within the beauty industry. The rise of social media and digital platforms has transformed how brands engage with consumers, creating new pathways for influencing purchasing behavior. Through a quantitative analysis involving structural equation modeling (SEM), the research explores how emotional, cognitive, and behavioral dimensions of CBE affect consumer willingness to make online purchases. The findings reveal that higher levels of brand engagement on social media platforms, such as through product reviews, user-generated content, and interactive communication, significantly enhance online purchase intention. Consumers' trust and perceived value from brand interactions also mediate this relationship, highlighting the importance of authenticity and consistent brand messaging. This study contributes to the growing body of literature on online consumer behavior and provides practical recommendations for marketers to strengthen brand engagement strategies and drive online sales.

Keywords: *Consumer Brand Engagement, Online Purchase Intention, Beauty Industry, Social Media, Structural Equation Modeling*

Introduction

Consumer Brand Engagement (CBE) has emerged as a critical concept in modern marketing, reflecting the shift from transactional to relational engagement strategies. CBE encompasses the emotional, cognitive, and behavioral connections between consumers and brands, influencing how consumers perceive, interact with, and develop loyalty toward a brand (Brodie et al., 2013). Consumer behavior theories suggest that engagement is rooted in psychological and emotional attachment, motivating consumers to interact with a brand beyond simple purchase transactions. Digital platforms and social media have amplified these interactions, allowing brands to build deeper relationships with their customers through likes, comments, shares, and product reviews (Schivinski et al., 2016). Marketers increasingly focus on fostering CBE as it enhances brand loyalty, increases customer lifetime value, and positively influences purchase intention. The rise of social media and e-commerce has made CBE a powerful driver of competitive advantage in the beauty industry, where product differentiation and customer relationships are key factors in consumer decision-making.

Importance of Online Purchase Intention in the Beauty Industry

Online Purchase Intention (OPI) refers to a consumer's willingness and likelihood to buy a product through online platforms (Meskaran et al., 2013). In the beauty industry, OPI is influenced by several factors, including perceived brand value, customer trust, and the effectiveness of online brand engagement. The growth of social media has created a dynamic marketplace where consumers engage with brands through influencers, product reviews, and user-generated content (Oghazi et al., 2018). Studies have shown that consumer engagement with beauty brands on social media platforms directly influences their purchase behavior, highlighting the importance of interactive and visually appealing content (Schivinski et al., 2020). Moreover, customer trust and product authenticity play a significant role in converting brand engagement into actual purchase decisions. In the competitive beauty market, where both global and local brands are vying for customer attention, enhancing CBE has become essential for driving OPI.

Research Gap and Significance

Despite the growing importance of CBE and OPI in the beauty industry, several research gaps remain. First, most existing studies have focused on the impact of utilitarian shopping value on purchase intention, overlooking the role of emotional and

psychological factors linked to CBE. Second, the connection between brand experiential satisfaction and CBE remains underexplored, particularly in the context of online beauty brands. Third, while social media platforms have revolutionized customer-brand interactions, there is limited empirical evidence on how these interactions translate into purchase decisions and long-term customer loyalty. Understanding how CBE influences OPI in the beauty industry can provide valuable insights for marketers and brand managers. This study aims to fill these gaps by examining the relationship between CBE and OPI using a quantitative research framework. The findings will offer strategic recommendations for enhancing brand engagement and improving customer retention in the highly competitive beauty sector.

LITERATURE REVIEW

Consumer Behavior and Purchase Intention Theories

Consumer behavior refers to the psychological, social, and economic processes that drive individuals to select, purchase, use, and dispose of products and services. Several theoretical frameworks have been developed to explain consumer behavior and purchase intention. The Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen (1975), suggests that an individual's intention to perform a particular behavior is based on their attitude toward that behavior and subjective norms. This theory was extended by Ajzen (1991) into the Theory of Planned Behavior (TPB), which adds perceived behavioral control as a factor influencing behavior. According to TPB, when individuals believe they have greater control over their behavior, their intention to engage in that behavior strengthens, ultimately increasing the likelihood of action.

The Stimulus-Organism-Response (SOR) Model proposed by Mehrabian and Russell (1974) explains how external stimuli (e.g., product features, brand reputation, and social media reviews) influence internal states (e.g., emotions and cognition), which in turn determine consumer responses (e.g., purchase decisions). This model highlights the psychological and emotional aspects of consumer behavior, suggesting that positive brand engagement acts as a stimulus that enhances consumer attachment and willingness to purchase (Vivek, Beatty, & Morgan, 2012). Furthermore, the Uses and Gratifications Theory (UGT) proposed by Katz et al. (1973) explains how consumers seek gratification through media and social interactions, which shapes their purchasing behavior. In the context of online shopping, consumers

seek information, entertainment, and social connections, influencing their purchase decisions (Labrecque et al., 2020).

Consumer behavior in the online environment is also shaped by cognitive dissonance theory, which states that consumers seek consistency between their beliefs and actions (Bagozzi, Yi, & Baumgartner, 1990). When consumers experience brand engagement that aligns with their expectations and values, they are more likely to develop positive purchase intentions. Therefore, understanding these psychological drivers is essential for improving online purchase behavior and enhancing brand loyalty.

Influence of Consumer Brand Engagement on Online Shopping Behavior

Consumer Brand Engagement (CBE) refers to the emotional, cognitive, and behavioral attachment that consumers develop toward a brand (Brodie, Ilic, Juric, & Hollebeek, 2013). CBE has emerged as a key driver of consumer behavior in the digital age, particularly with the rise of social media and interactive platforms. According to Hollebeek, Conduit, and Brodie (2016), CBE involves three dimensions: emotional engagement (affective connection with the brand), cognitive engagement (mental investment in the brand), and behavioral engagement (active interaction with the brand).

Research has shown that increased CBE leads to higher levels of trust and brand loyalty, which in turn influence online purchase intention (Schivinski et al., 2016). When consumers feel emotionally connected to a brand through positive interactions on social media or brand websites, they are more likely to convert their engagement into purchase decisions (Dessart, Veloutsou, & Morgan-Thomas, 2015). For example, Labrecque et al. (2020) found that brands that encourage user-generated content, influencer collaborations, and customer feedback create stronger emotional and behavioral bonds with consumers, enhancing their willingness to buy.

Social media platforms provide brands with tools to engage consumers through likes, comments, and shares, fostering a sense of community and brand attachment (Demmers, Weltevreden, & van Dolen, 2020). According to Calder, Isaac, and Malthouse (2016), interactive brand experiences strengthen the consumer-brand relationship, making consumers more inclined to make repeat purchases. Furthermore, Acar and Puntoni (2016) found that influencer marketing significantly boosts consumer engagement, creating positive brand associations that enhance

online purchase intention. Brands that effectively leverage CBE strategies create a competitive advantage by increasing customer satisfaction, improving customer retention, and driving sales performance (Schivinski et al., 2020). Positive brand interactions increase consumer trust and perceived value, which are critical factors in converting brand engagement into actual purchase behavior. Therefore, understanding the dynamics of CBE is essential for brands seeking to strengthen their position in the competitive online marketplace.

METHODOLOGY

Research Design and Sampling

The study adopts a quantitative research design to explore the relationship between Consumer Brand Engagement (CBE) and Online Purchase Intention (OPI) in the beauty industry. Quantitative research involves the collection of numerical data to test hypotheses and measure the strength of relationships between variables. A deductive approach was used, which involves formulating a hypothesis based on existing theories and testing it through empirical data collection (Wilson, 2014). The study is based on a cross-sectional research strategy, where data was collected at a single point in time to evaluate the relationship between CBE and OPI.

The sampling method employed in this research is non-probability sampling, specifically targeting Pakistani social media users who interact with beauty brands on platforms like Facebook and Instagram. A structured online survey was distributed using Google Survey Forms to collect data from participants familiar with the brand's social media presence. A Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used to measure responses. The sample size was designed to be representative of the population of Pakistani social media users, ensuring that the findings could be generalized within this demographic context.

Data Collection and Analysis Using CFA and SEM

Data was collected through a structured questionnaire that included both demographic questions and items measuring CBE and OPI. The questionnaire was divided into two parts: (1) demographic background, and (2) questions related to the research constructs. Items related to CBE were adapted from the work of Hollebeek et al. (2014), while those related to OPI were based on previous research by Escobar-Rodríguez and Bonsón-Fernández (2017) and Zhu et al. (2019).

To evaluate the measurement model, Confirmatory Factor Analysis (CFA) was conducted using AMOS 22.0 and SPSS 25.0. CFA was used to assess the reliability and validity of the constructs, including tests for convergent validity and discriminant validity. Key fit indices such as χ^2/df , GFI (Goodness-of-Fit Index), CFI (Comparative Fit Index), RMR (Root Mean Square Residual), and RMSEA (Root Mean Square Error of Approximation) were used to evaluate the model fit. Structural Equation Modeling (SEM) was applied to test the proposed hypotheses and examine the direct and indirect effects between CBE and OPI. SEM allowed the researcher to assess the strength and significance of the relationships among the constructs while controlling for measurement error. The model's fit was evaluated using standardized path coefficients and fit indices, confirming the validity of the research model and the hypothesized relationships.

RESULTS

Impact of CBE on Online Purchase Intention

The study used Structural Equation Modeling (SEM) to investigate the direct and indirect effects of Consumer Brand Engagement (CBE) on Online Purchase Intention (OPI) and Brand Experiential Satisfaction (BES). The direct effect model included paths from CBE to OPI and CBE to BES. The fit indices for the direct effect model were as follows:

- $\chi^2 = 654.87$
- $df = 288$
- $\chi^2/df = 2.27$ (acceptable if <3)
- $GFI = 0.87$ (acceptable if >0.85)
- $NFI = 0.84$ (acceptable if >0.80)
- $CFI = 0.90$ (acceptable if >0.90)
- $RMSEA = 0.06$ (acceptable if <0.08)

These results indicate a good model fit, confirming the strength of the proposed structural model.

The direct path from CBE to OPI was found to be positive and statistically significant ($\beta = 0.74$, $S.E = 0.11$, $p < 0.001$). This indicates that higher levels of Consumer Brand Engagement lead to stronger Online Purchase Intention. Similarly, the path from CBE to BES was also significant ($\beta = 0.69$, $S.E = 0.05$, $p < 0.001$), confirming that increased engagement enhances the consumer's brand experience.

Table 1: Structural Equation Analysis Results

Hypothesis	Path	β	S.E	Significance	Result

H1	CBE → OPI	0.7 4	0.1 1	$p < 0.001$	Significant
H2	CBE → BES	0.6 9	0.0 5	$p < 0.001$	Significant

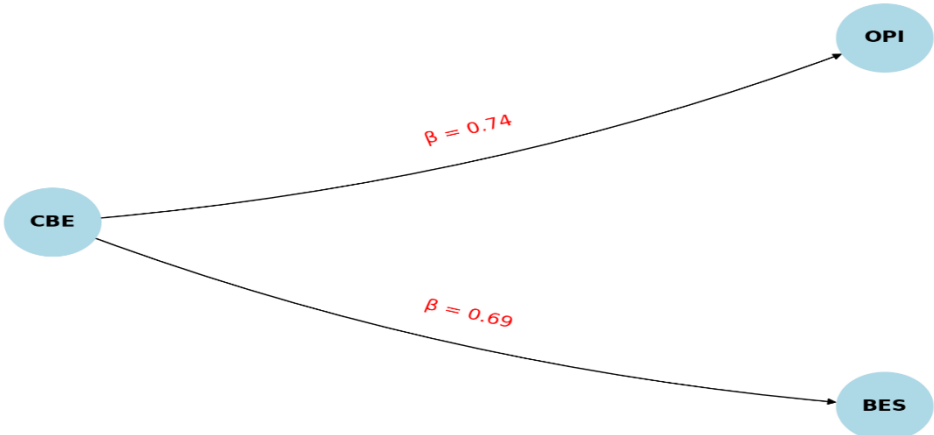
Hypothesis Testing Results and Analysis

The study tested two key hypotheses related to Consumer Brand Engagement and its effect on Online Purchase Intention and Brand Experiential Satisfaction:

- 1. H1: Consumer Brand Engagement has a positive impact on Online Purchase Intention → Accepted
- 2. H2: Consumer Brand Engagement has a positive impact on Brand Experiential Satisfaction → Accepted

The results confirm that Consumer Brand Engagement significantly predicts both Online Purchase Intention and Brand Experiential Satisfaction. The R² value for CBE was 0.47, indicating that CBE explains 47% of the variance in OPI and BES. The R² values for OPI and BES were 0.26 and 0.68, respectively, confirming a moderate to high explanatory power.

Figure 1: Structural Equation Model (SEM) Results



The results indicate that Consumer Brand Engagement has a significant positive impact on both Online Purchase Intention and Brand Experiential Satisfaction. This highlights the importance of building strong consumer engagement strategies to drive better brand experiences and increased consumer intention to buy.

DISCUSSION

Interpretation of Results

The study's findings provide significant insights into the relationship between Consumer Brand Engagement (CBE) and Online Purchase Intention (OPI) in the beauty industry. The analysis confirms that CBE has a strong positive effect on OPI ($\beta = 0.74$, $p < 0.001$), indicating that consumers who actively engage with beauty brands on social media are more likely to develop a purchase intention. This aligns with previous studies highlighting the importance of brand engagement in influencing consumer behavior (Hollebeek et al., 2016). The findings suggest that consumers' online interactions with brands, such as likes, comments, and shares, create a psychological attachment that motivates them to make purchase decisions.

The study also demonstrates a positive relationship between CBE and Brand Experiential Satisfaction (BES) ($\beta = 0.69$, $p < 0.001$), suggesting that consumer engagement enhances the overall brand experience. When consumers have meaningful interactions with a brand, it leads to improved emotional and cognitive satisfaction, reinforcing positive brand perception. Engaging activities on brand pages, such as influencer collaborations and interactive content, were identified as key drivers of enhanced brand experience. This implies that improving consumer engagement strategies can directly elevate customer satisfaction and loyalty.

How CBE Influences Consumer Decisions in the Beauty Sector

The study confirms that social media platforms play a vital role in shaping consumer decisions in the beauty industry. Brands that actively engage with their audience through personalized content, influencer collaborations, and customer feedback tend to experience higher consumer loyalty and increased purchase intention. This supports the Stimulus-Organism-Response (SOR) framework, which states that consumer engagement acts as a mediator between brand stimuli and consumer response. Furthermore, the research highlights the importance of building emotional connections with consumers. Emotional drivers such as trust, authenticity, and perceived value influence the likelihood of a consumer purchasing from a brand. The study suggests that brands that align their engagement strategies with consumer expectations and social media trends are more likely to succeed in enhancing customer satisfaction and driving online sales.

CONCLUSION AND IMPLICATIONS

Recommendations for Enhancing Online Engagement

To enhance Consumer Brand Engagement (CBE) and boost Online Purchase Intention (OPI), businesses in the beauty industry should adopt the following strategies:

1. **Interactive Content:** Create engaging content, including influencer partnerships, behind-the-scenes videos, and real-time Q&A sessions. Interactive content fosters a sense of connection and encourages consumers to engage with the brand.
2. **Personalized Experiences:** Use data analytics to customize content and product recommendations based on consumer preferences. Personalization strengthens the consumer-brand relationship and increases customer retention.
3. **Incentivized Engagement:** Introduce loyalty programs, referral bonuses, and social media contests to motivate consumer participation and brand advocacy.
4. **User-Generated Content:** Encourage consumers to share their brand experiences through testimonials, reviews, and social media posts. User-generated content enhances credibility and increases consumer trust.
5. **Influencer Marketing:** Partnering with influencers who align with the brand's identity can increase brand awareness and improve engagement.
6. **Omnichannel Strategy:** Implement a consistent brand experience across all digital platforms, including social media, websites, and e-commerce platforms. Consistency helps build a cohesive brand identity.

Strategies for Improving Consumer Loyalty

To improve consumer loyalty and long-term engagement, brands should focus on the following:

1. **Customer Feedback and Responsiveness:** Actively seek customer feedback and address complaints promptly. Engaging with consumers directly builds trust and shows that the brand values customer input.
2. **Community Building:** Establish online communities where consumers can share experiences, ask questions, and connect with other brand advocates. This creates a sense of belonging and strengthens brand attachment.
3. **Exclusive Offers and Early Access:** Providing loyal customers with early access to new products and exclusive discounts can increase customer retention and lifetime value.

4. **Brand Transparency:** Being open about product ingredients, sourcing, and corporate social responsibility initiatives increases consumer trust and brand credibility.
5. **Continuous Innovation:** Continuously update product lines and engagement strategies based on consumer behavior and market trends. Innovation helps maintain consumer interest and strengthens brand relevance.

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