



## Consumer Brand Engagement on USIM Student's Organizations Instagram

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### ABSTRACT

Instagram has become one of the social media platforms that individuals and also organizations widely use. After several years of operation, Instagram has some features that can benefit organizations, whether for a For-Profit Organization (FPO) such as a business company or Nonprofit organizations (NPO) such as volunteering organizations and student organizations. This study aims to determine the factors influencing students to follow the USIM student organization's Instagram account. It is also to determine Consumer Brand Engagement (CBE) impacts on the USIM student organization's Instagram account and which CBE factor has the most influence on the USIM student organization's Instagram account. This research is done in a quantitative method, and the data has been collected from 113 USIM students. The analysis of the data is done in SPSS software. The research findings highlighted that the CBE affects the USIM student's organization engagement on Instagram. This research also shows the relationship between why they followed an Instagram account with the number of USIM student's organization Instagram followers. This research will help students understand more about CBE theory and thus allow them to effectively manage the engagement on Instagram.

**Keywords:** *Consumer Brand Engagement, Instagram, student.*

### INTRODUCTION

Student organizations are clubs or associations that the students themselves conducted. In Universiti Sains Islam Malaysia (USIM), 57 organizations were legally

registered under the Student Welfare and Alumni department (USIM, 2020). These student organizations are mostly the same as Nonprofit Organizations (NPO), which unpaid volunteers conduct them both, and they have mixed level of staff. Among USIM students which are mainly teenagers, one of the famous media platforms to convey their message and information is Instagram. The online community on Instagram is what makes the students and students organization connected.

Past research only focused on online advertising on products or a profit purpose, where only several researched on the role of online advertising on NPO. The emergence of the Internet and advertising has created a new opportunity for nonprofit organisations to use the Internet as a medium to create any nonprofit activities, such as fundraising or awareness campaigns. While business firms are at the forefront of Internet adaptation, NPO has fall behind on taking part in this new technology and are supposed to be up to five years lagging behind the for-profit sector (Durlarcher Research, 2000). But as recommended by some authors, the diverse and intangible character of the services provided by NPO, for example, the information, attitudes and awareness, make the Internet more appealing to this kind of organizations than to FPO (Saxton and Game, 2001).

The problems of online advertising that can be seen arises within the NPO can also be seen in the student's organization. How does the student's organization benefit from online advertising, and how efficient is online advertising to these student organizations? For these reasons, this research has chosen to focus on how the student organizations in USIM engage internet advertising as their primary medium of publicity and gain their resources.

## **LITERATURE REVIEW**

Instagram, a mobile photo-sharing application, is one of many social media used by 1.16 billion users in the third quarter of 2020 (Kemp, 2020). This application aimed at popularizing image-intensive social software and has 500 million daily active users. Created by Kevin Systrom and Mike Krieger in October 2010, it garnered over one million users within two months after its launch. Instagram has successfully penetrated the market in Malaysia by having 34.4% of the population in Malaysia using Instagram (Napoleoncat, 2020). Most of the users are women, and people aged 25 to 34 years old were the largest user group in Malaysia.

Instagram has different features, and users experience compared with other social media platforms. Distinct features such as hashtags, '@mentions', geotagging, biography space, follower/following button and photo editing functions were designed to facilitate this ability. In 2013, the photo-focused application added video sharing, which allows users to upload video. In 2016, it added Instagram Stories, a feature to upload a short series of photos that will be deleted in 24 hours. In 2020, due to the COVID-19 pandemic, Instagram announced a new feature called the Instagram Shops.

It will help users have an online shopping experience and enable business users to build their brand and drive product discovery through Instagram (Instagram, 2020).

Instagram was sold to Facebook in 2012 for 1 billion dollars, and it has become one of the world's most powerful and most influential social media platforms. It has played its role in the 21st-century popular culture and helps popular users to become influencers (Iqbal, 2021). Instagram has become the leading marketing platform for business owners as users can customise and market their brand by creating a business account. It led to the usage of Instagram for organizational needs, and it helps organisations, whether for-profit organizations or nonprofit organizations, use Instagram as their marketing platform. They may use techniques to build their brand. The most common methods are paid display advertising, creating a brand persona, developing customers participation through brand engagement, publishing branded content, and using spokesperson or celebrity (Tuten & Solomon, 2013).

### **Social Media for Non-Profit Organization (NPO)**

Hansmann (1980) described the Nonprofit sector as an industry with a non-distribution constraint. It is different from the For-Profit Sector, which distributes its profits among shareholders; nonprofit Organization (NPO) might not make distributions to anyone within the organization (Courtney, 2002). According to Hall (1987), NPO could be known as the body of individuals who connect for one of the three reasons 1) perform public tasks delegated to them by the state; 2) to perform public tasks for which there is a demand that neither the state nor for-profit organizations are willing to meet or 3) to influence the policy direction in the state, the FPO and other NPO.

The NPO has been adapting with them and uses it to their benefit as to how FPO did. Product and service promotion, new sales channels, direct savings, time to market, customer service, brand image, technological and organizational learning, customer relations and new business models are the benefits that are stated in FPO literature (Walczuch et al. 2000; Abell and Lim 1996; Poom and Strom, 1997). Although there has been some internet adaptation in the Nonprofit sector, some NPO did not use the internet platform because of the lack of financial resources, lack of skilled human resources, and non-existence of computers and information technology (Pinho & Macedo, 2006). Cravens (2000) stated that the NPO should not take FPO, for example, in internet usage as the NPO are experts in community outreach, making things happen using limited resources and using tools to the most total capacity. Eventually, the emergence of social media changed the game for the Nonprofit sector.

Kaplan and Haenlein (2010) define social media as an internet-based application that builds on the Web 2.0 idea and technological foundations that allows the construction and exchange of user-generated content. There are benefits that the NPO can get in the usage of social media, and it can be categorized into nonfinancial and financial benefits (Appleby, 2016). Some of the nonfinancial benefits are access to a global

audience, increasing the productivity of professionals and managers, increasing web presence, and providing continuous feedback channels. Financial benefits of social media usage by the NPO are utilization costs, time savings, fundraising opportunities, and visibility of support. Therefore, the use of social media is undeniably beneficial to all NPO in the nonprofit sector.

### Students Organization in USIM

Students usually join any student's organization to develop presentation and interviewing skills, locate an internship, network with professionals, and gain entrepreneurial experience (Peltier, Scovotti & Pointer, 2008). The experience they gain provides the skills that employers expect from the students when they graduate. They hope the students have applied knowledge of strategic and tactical activities and venture experience (Scott, 2013). Students' organization can be counted as an NPO as it has the same characteristics as an NPO, which is unpaid volunteers conduct them both and have a mixed level of staff. In Universiti Sains Islam Malaysia, there are 57 students' organizations, and from observation, only 25 of the student's organization has an official Instagram account. The most followed student's organization Instagram account are Majlis Perwakilan Pelajar USIM (mppusim) with 7918 followers, Sekretariat Pendakwah Muda Malaysia (spmm\_official) with 6021 followers and Sekretariat Fakulti Ekonomi dan Muamalat USIM (sekrefem) with 2141 followers. The lists of the top ten most followed USIM student's organization in Instagram are as follows:

**Table 1: 10 Most Followed USIM Student's Organization Instagram Account**

Instagram account	Number of followers
mppusim	7918
spmm_official	6021
sekrefem	2141
pmfpqs	1970
pmfkp.usim	1919
nadithaqafah	1859
kkncofficial	1706
kk1official	1693
persatuanmahasiswa_fsu	1686
spiusim	1684

### Consumer Brand Engagement Theory

The power of the nonprofit organization is based on their advertising strategy because they are not a money-based company that operates for money. Students are also in the same situation, and they depend on their advertisements to create a Consumer Brand Engagement (CBE) with the students. Hollebeek (2011) defines the CBE as a consumer's positively valence cognitive, emotional, and behavioral brand-related activity during, or related to, specific consumer-brand interactions. The authors

measured CBE as a multidimensional construct involving cognitive processing, affection, and activation. Cognitive processing is defined as a consumer's level of thought processing on the brand and elaboration in a particular consumer-brand interaction. As consumer's cognitive processing increases, the engagement also increases. Affection is the consumer's degree of positive effect on the brand in a particular consumer-brand interaction. Finally, activation is defined as a consumer's level of energy, effort and time spent on a brand in a specific consumer-brand exchange (Hollebeek et al., 2014). From the three factors, Affection is the most influential factor, followed by activation and cognitive processing (Algharabata et al., 2018). These three components are the first layer of the element that builds up the CBE.

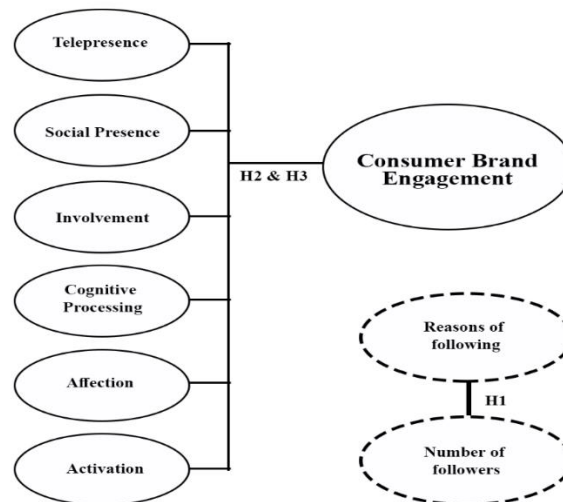
The second layer factor of CBE was introduced by Algharabata et al. (2018), which stated that telepresence, social presence, and involvement positively impact the CBE. Telepresence is defined as users' ability to be psychologically transported into another area. It is the perception by the consumer that they have been, psychologically, transported in the world created by the brand. Thus, telepresence depends on the medium's ability to simulate users' direct experience of interacting with the products offline. Social presence is conceptualized as the ability of a medium to let consumers engage with others in terms of being psychologically present. Involvement is defined as an internal state of arousal, used to reflect an ongoing concern by the customer toward a product based on the perceived importance or general interest in the purchase process. From the second layer of the CBE factor, involvement is the most influential factor, followed by social presence and telepresence. From these two layers of the element, this research will determine which factors support the CBE of the student's organization Instagram account.

## Hypothesis

**H1:** There is a relationship between the reason why USIM student follow USIM student's organization account and the effect on the number of students pursuing the Instagram account.

**H2:** There is a statistically significant difference on the CBE effects positively on USIM student's organization engagement with the students.

**H3:** There is a relationship between Affection and Involvement which are the most influential factor on USIM student's organization Instagram account.



**Figure 1: Research Framework Consumer Brand Engagement on USIM student's organization in Instagram**

## RESEARCH METHODOLOGY

A quantitative research method was applied, and survey questionnaires were used to collect data. Due to the pandemic, the researcher used Google Form to collect data. The survey questionnaires included three sections: demographics, options categories, and Likert scale. The questionnaire was distributed using a link and then spread using the WhatsApp platform to the target group. Using random sampling, the participants were among USIM's undergraduate students from nine faculties, and a total of 113 participated in the research.

## FINDINGS AND DISCUSSION

A total of 113 participants were involved in this research. Table 2 shows the gender of participants, where 75.2% were female, and 24.8% were male. For age range, both 19-20 and 21-22 years old, have 31 participants, 23-24 years old were 50 participants, and 25-26 contribute only one participant. As for faculties, 55 participants or 48.7% were from the Faculty of Leadership and Management, Faculty of Major Language Studies with 16 participants or 14.2%, Faculty of Science and Technology with 9 participants or 8.0%, Faculty of Syariah and Law with 7 participants of 6.2 %, Faculty of Economics and Muamalat with 4 participants or 3.5%, Faculty Engineering and Built Environment with 2 participants or 1.8% and Faculty of Quranic and Sunnah Studies with 20 participants or 17.7%. The Faculty of Medicine and Health and Dentistry are not represented as they are based in Pandan Indah, Kuala Lumpur.

**Table 2: Participants Demographic**

Demographic Characteristics		Frequency	Percentage (%)
Gender	Male	28	24.8
	Female	85	75.2
Age	19-20	31	27.4
	21-22	31	27.4
	23-24	50	44.2
	25-26	1	0.9
Faculty	Faculty of Leadership and Management	55	48.7
	Faculty of Syariah and Law	7	6.2
	Faculty of Economics and Muamalat	4	3.5
	Faculty of Science and Technology	9	8.0
	Faculty of Medicine and Health	0	0
	Faculty of Dentistry	0	0
	Faculty of Major Language Studies	16	14.2
	Faculty Engineering and Built Environment	2	1.8
	Fakulti Pengajian Quran dan Sunnah	20	17.7

#### a. Average time spent on Instagram

One response question was used to look at data from the perspective of Instagram average time usage. Thirty participants used Instagram between one to two hours per day (26.5%), followed by 28 participants between 30 minutes to an hour a day (24.8%), 25 participants used it less than 30 minutes a day (22.1%), and 17 participants used it between two to three hours per day (15%). Thirteen participants used Instagram more than three hours per day (11.5%). As a result, most USIM students only use Instagram for less than two hours per day.

#### b. The purpose of using Instagram

About 84 participants, or 74.3%, agreed that they use it to find inspiration and motivations. Followed by gaining new knowledge of 71 participants (62.8%), 69 participants or 61.1% for staying up to date on current events, 60 participants following celebrities' lives (53.1%), 35 participants were just window shopping (31.0%), and 34 participants only want to search for online friends (30.1%). Only 25 participants, or 22.1%, said they use Instagram to sell products, which is a small percentage of the total. This demonstrates that most participants use Instagram for inspiration and motivation, with only a small percentage using it for business purposes.

#### c. Instagram features that are frequently used.

Ninety-Three participants used Stories of Instagram (82.3%), followed by Like (74 participants, 65.5%), Search (67 participants, 59.3%), Posts (62 participants, 54.9%), Share (35 participants, 31%), IGTV (26 participants, 23%), Shop (24 participants, 21.2%), Comments (23 participants, 20.4%), and Live (18 participants, 15.9%). (11 participants, 9.7%). The majority of participants use the Instagram Stories feature, while a minority



use the Instagram Insights features. The researcher noticed how the count values per case analysis represent any features that the participants use in the Instagram analysis. According to the data, the majority of participants (30 participants, 26.5%) only use four features, followed by three features (23 participants, 20.4%) and five features (16 participants, 14.2%). Only a small percentage of participants use all eight features (one participant, 0.9%). These results demonstrate that the majority of participants use only 3 to 5 Instagram features regularly.

d. Purpose of following the USIM student's organization.

About 104 participants said they followed the USIM student organisation account to get updates and the latest information (92%). Fifty-two participants mentioned it is because of its benefit (46%). Thirty-one participants said because it is a part of the organisation (27.4%). Twenty-nine participants said they followed their friends (25.7%), and 29 participants said they were pleased to follow it (25.7%). These results demonstrate that most participants follow the USIM student organisation Instagram account to receive updates and the most recent information. In contrast, a minority of participants follow the USIM student organisation Instagram account simply because they are happy and proud to do so.

Table 3 shows that a mean value is 3.51 and a standard deviation of 0.94 with 32% on the Agree answer. This result means that the participants agree their mind focus on the USIM student's organization post. The lowest value for the mean on the telepresence, where a mean value is 3.19, and the standard deviation is at 1.06. The answer is Neutral, with a percentage of 37.2%.

**Table 3: Telepresence**

<b>Description</b>	<b>Mean</b>	<b>Std Deviation</b>
While I was browsing the Instagram account of [USIM student's organization], I felt like their post are so relatable, like I was in the world created by the [USIM student's organization]	3.67	0.95
While I was browsing Instagram account of [USIM student's organization], my mind was in the world created by [USIM student's organization]	3.51	0.94
When I left the Instagram account of [USIM student's organization], I felt like I came back to the "real world" after a journey in the [USIM student's organization] world	3.19	1.06

## Social Presence



Table 4 shows the highest overall mean for social presence, which is 3.76, and the standard deviation is 0.80. The highest percentage point is at Agree option, with a percentage of 45.1%. These results show that the participants agree that there is a sense of sociability within USIM student's organization on Instagram. The lowest mean value of 3.49 with a standard deviation of 0.94. Most of the participants answered agree with a percentage of 42.5%. These results show that they agree that the USIM student's organization makes them comfortable like a friend.

**Table 4: Social Presence**

<b>Description</b>	<b>Mean</b>	<b>Std Deviation</b>
[USIM student's organization] makes me feel comfortable, as if I am with a friend	3.49	0.94
There is a sense of human contact on [USIM student's organization]; I feel included	3.51	0.85
There is a sense of sociability on [USIM student's organization]	3.76	0.80

#### Involvement

From Table 5, a mean value of 3.50 and a standard deviation of 0.94. Most participants (42.5%) answered that they agree with the statement. Based on these results, it could be concluded that the participants agree that the USIM student's organization's Instagram account is essential to them. The lowest mean of 3.30 and a standard deviation of 1.05. Most of the participants answered that they are neutral with the statement, which is 37.2%. These results show that they are neutral because USIM students' organization is more critical than other brands.

**Table 5 Involvement**

<b>Description</b>	<b>Mean</b>	<b>Std Deviation</b>
I felt like I am left behind if I don't follow [USIM student's organization]	3.49	1.13
Because of my personal attitudes, I feel that [USIM student's organization] is the brand that ought to be important to me	3.50	0.94
[USIM student's organization] is very important to me personally	3.48	1.04
Compared with other brands, [USIM student's organization] is important to me	3.30	1.05

#### Cognitive Processing

Table 6 shows the highest mean for cognitive processing with a mean of 3.57 and a standard deviation of 0.99. The highest percentage of the answer is at agreeing with 43.4%. These results means that the participants agree that they are thinking of the

USIM student's organization which they followed. The lowest mean with a mean of 2.88 and a standard deviation of 1.13. Most of the participants answered that they are neutral with the statement with 33.6%. These results show that they are neutral towards the statement that they think a lot about USIM students' organization when using Instagram.

**Table 6: Cognitive Processing**

<b>Description</b>	<b>Mean</b>	<b>Std Deviation</b>
Following this account gets me to think about [USIM student's organization]	3.57	0.99
I think about [USIM student's organization] a lot when I'm using Instagram	2.88	1.13
Following this account stimulates my interest in learning more about [USIM student's organization]	3.50	0.98

### Affection

The table shows a mean value of 3.73 and a standard deviation of 0.87. Most of the participants responded that they agree with the statement with a 40.7%. These results show that they agreed that they feel positive when they follow USIM student's organization. The lowest mean of 3.29 and a standard deviation of 1.04. Many of the participants stated that they are neutral with the statement with 47.8%. These results show that they are neutral towards the statement that they like USIM students' organization the most.

**Table 7: Affection**

<b>Description</b>	<b>Mean</b>	<b>Std Deviation</b>
I feel very positive when I follow [USIM student's organization]	3.73	0.87
Liking posts on [USIM student's organization] makes me happy	3.38	0.99
I'm proud to follow [USIM student's organization]	3.70	0.88
I like [USIM student's organization] the most	3.29	1.04

### Activation

The table shows a mean value of 3.20 with a standard deviation of 1.08. Most of the participants answered that they are neutral with the statement with 32.7%. These results shows that they are neutral that they shared a post from the USIM student's organization's Instagram account. The lowest mean is 2.77 with a standard deviation of 1.21. Most of the participants stated that they are neutral with the statement with

29.2%. These results means that they are neutral with the statement that they had replied or reacted to any USIM student's organization Instagram's stories.

**Table 8: Activation**

<b>Description</b>	<b>Mean</b>	<b>Std Deviation</b>
I shared posts from [USIM student's organization]	3.20	1.08
I had joined live session by [USIM student's organization]	3.18	1.13
I joined activities such as competition and programs that was promoted by [USIM student's organization]	3.15	1.12
I had replied or reacted to any [USIM student's organization] Instagram's stories	2.77	1.21
I spend a lot of time viewing [USIM student's organization] compared to other students' organization	2.87	1.14
Whenever I'm using my Instagram, I usually view [USIM student's organization]	2.89	1.13

### Analysis of Variance (ANOVA)

Based on the overall evaluation from the above responses, the factor can be seen as a positive impact on the CBE of USIM student's organization five of the factors showed higher level of agreement: Telepresence (Mean=3.67), Social Presence (Mean=3.76), Involvement (Mean=3.50), Cognitive Processing (Mean=3.57) and Affection (Mean=3.73). Only one factor has the average score at Normal level, which is the Activation (Mean=3.20). This shows that the factor of CBE is acceptable and have a relationship with the CBE of USIM student's organization. One way ANOVA test is done to determine whether there is any relationship between the factors and the scale of engagement on the USIM student's organization.

**Table 9: ANOVA**

<b>Description</b>	<b>Sum of square</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>p value</b>
Between Groups	23.587	5	4.717	5.288	0.00
Within Groups	599.434	672	0.892		
Total	623.021	677			

The ANOVA test between the six items with the highest mean from the six factors resulted in a significance value of less than 0.05. This means that there is a difference between the six factors, and it can be concluded that there is a relationship between the factors and the scale of engagement of the USIM student's organization Instagram. The second hypothesis, which is that the factors of CBE positively impact the student

engagement on USIM student organization Instagram is proven as true. For the third hypothesis, which is to conclude which of the six factors affect the most for the CBE, we can compare the mean of each factor. The highest affecting factor is from Social Presence (mean=3.76), and it is followed by Affection (mean=3.73), Telepresence (mean=3.67), Cognitive Processing (mean=3.57), Involvement (mean=3.50) and Activation (mean=3.20). This shows that the sequence of the most affecting factor, from the highest, is Social Presence, Affection, Telepresence, Cognitive Processing, Involvement and Activation. This proves that there is a difference from Algharabat (2018), which conclude that Affection and Involvement have the strongest influence on the factor of CBE. The hypothesis is rejected as the highest influencing factor of CBE are Social Presence.

### **Correlation Analysis**

The analysis is done to study the relationship between two items, and it will help to determine whether the first hypothesis is accepted or rejected. Based on the results, 104 participants or 92% responded that they followed the USIM student's organization Instagram account, because of they want to get an update and latest information. A correlation analysis is performed between the reasons and the most followed USIM students Instagram account "mppusim". To verify the reasons students followed the USIM student organisation's Instagram have a positive impact on the number of followers on Instagram (91 participants, 80.5%). The correlation between the reasons students followed USIM student's organization and the number of followers of USIM student's organization ( $r=0.186$ ,  $p<0.05$ ). Although the two factors are related, there is only a slight relationship between the two factors as the correlation coefficient,  $r=0.186$ . This concludes that the reasons USIM students followed the USIM student's organization on Instagram have a positive impact on the number of USIM student's organization followers, which answers the first hypothesis.

As a result, the USIM students followed the USIM student's organization on Instagram impacts the number of followers. Thus, the first hypothesis is accepted. There is also a relationship between the factor of CBE and the engagement of students on USIM student's organization Instagram. The second hypothesis is accepted. The third hypothesis is proven to be inaccurate as the most influential factor of CBE is only social presence, not affection nor involvement.

### **Discussion**

There is a relationship between why they followed the USIM students Instagram account and the number of followers on the USIM student's organization Instagram account. The analysis had been conducted, and it is proven that the mppusim Instagram account has the most significant number of followers. Most of the participants also followed the Instagram account. The reason connected to this large

number of followers is that the participants are 'to get an update and the latest information. There is a relationship between the six factors of CBE as Telepresence, Social Presence, Involvement, Cognitive Processing, Affection and Activation. The results show a positive relationship with the CBE of USIM students' organization on Instagram. The most influencing factors of CBE on USIM student's organization are social presence, which is followed by, Affection, Telepresence, Cognitive Processing, Involvement and Activation. These results show that the CBE on Instagram of USIM student organisations needs the Social Presence factor for the engagement to be more effective.

## **CONCLUSION AND IMPLICATIONS**

In conclusion, the analysis and data collected successfully supported the research on Consumer Brand Engagement theory on USIM student organization in Instagram. This study employs a quantitative approach to demonstrating the relationship between CBE factors and the engagement of the USIM student organization's Instagram account. The CBE should be thoroughly understood so that the student organization can adapt and maximize its use of Instagram to the greatest extent possible. This research will increase the efficiency of Instagram usage among USIM student organizations and allow students to receive more information from Instagram.

The implication of this study can be concluded as the importance of knowing the factors that affect the engagement on Instagram account:

1. Social media usage is essential in engaging with the audience, especially when it is an organisational-based account. For the student's organization, engagement is vital to the students as the students are in need to know any update and information regarding the student's organization.
2. Students' organization should maximize their efficiency in managing their Instagram account as it will affect their number of followers thus will affect the information they create. It is essential to understand the principles behind the CBE to fully maximize the potential of the student's organization Instagram account.
3. Students' organization should give more update and information in their Instagram account to fulfil the students need. Another thing to note is enhancing the social presence in their Instagram account to feel engaged with the student's organization.

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