

The influence of social media marketing on purchase intention with customer engagement as mediator

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ABSTRACT

In the modern era, digital technology simplifies life, particularly through gadgets and social media. Social media enables users to watch videos, promote products, and create content, benefiting individuals and brands alike. This analysis purpose to identify the influence of surveillance, sharing of information, social interaction, attraction on social media, and consumer engagement as mediating variables on purchase intention for the @makeoverid account on Instagram. The study applies quantitative methods and collects primary data that meet specific criteria. Data collection techniques by utilizing questionnaires online via Google Form and utilizing scale of Likert (1-5). Structural Equation Modeling (SEM) is utilized as a data measurement technique using SMARTPLS 4.0 statistical application helping. The population of this study includes Instagram users, both male and female, over 17 years old, who are familiar with Make Over products through the @makeoverid account. A sample of 200 respondents was required to meet SEM analysis requirements. The research additionally intends to examine the causal links between variables, offering a comprehensive perspective on the factors that influence consumer behavior within a social media marketing context. The research results show that not all tested factors significantly impact consumer engagement. Surveillance does not affect customer engagement, while information sharing, social interaction, and attraction do. Additionally, customer engagement significantly influences purchase intention. Indirectly, information sharing, social interaction, and attraction positively impact purchase intention through consumer engagement, while surveillance does not.

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1. Introduction

In the era of modernization, digital technology simplifies life, especially through gadgets and social media. Social media allows users to watch videos, promote products, and create content, benefiting both individuals and brands. Companies can market products through attractive videos, thereby increasing consumer interest (Faddilla et al., 2024). Internet as well as social media have changed customer attitudes as well as business practices, offering chances like lower prices, enhanced brand consciousness, as well as marketing growth. (Dwivedi et al., 2021). These platforms facilitate the sharing of experiences, reviews, and advice while fostering relationships (Alika et al., 2024). Social media marketing effectively reaches a wider audience compared to traditional media (Prasath & Yoganathen, 2024). Social media marketing leverages targeted advertising on social platforms to broaden market reach for online businesses (Lim & Rasul, 2022). Social media provides marketers with an alternative method to monitor consumer attention, aiding in the enhancement of brand awareness and engagement. Additionally, many companies utilize social media platform to gather opinions, critiques, or feedback from their customers (Bororing & Dwianto, 2023). Social

media holds a significant place in people's lives, offering businesses numerous opportunities to connect with their target audience (Madiha Raees et al., 2023). Marketing trends have undergone a significant shift, with social media becoming a new channel for businesses to engage with customers (Hasan et al., 2023). Marketing on social media is expanding quickly in the skincare and fashion industries, with e-commerce platforms making products more accessible (Levina et al., 2023). Marketers must grasp users' motivations to tailor content effectively, leading to increased customer engagement (Vanessa et al., 2023). A marketing strategy on social media includes creating and sharing text, image, and video content to boost user engagement and sharing across various social platforms. (Herman & Athar, 2018).

Instagram is currently the leading platform for sharing photos and videos. We Are Social's January 2024 report highlights Instagram's popularity, attributing it to growth in the social, business, and marketing sectors. Features such as photo and video uploads, Stories, Direct Messages, IGTV, and Shopping support its rapid growth (Irwanda et al., 2024). The ongoing war in Gaza is currently widely discussed on Instagram, drawing sympathy and condemnation for Israel's actions against Palestinians, resulting in boycotts, including the boycott of product brands affiliated with Israel. A boycott is a form of protest carried out collectively by the public to oppose certain actions, products, or policies deemed harmful (Afifah et al., 2024). The increasing tension between Palestine and Israel has sparked various reactions from the public, one of which is a boycott of products or companies that support Israel, carried out by pro-Palestinian supporters (Aprilia Rahmasari & Fauzatul Laily Nisa, 2024). PT Paragon Innovation and Technology has shown significant support for Palestine by donating IDR 1 billion and essential supplies, positioning its products as alternatives to the boycotted brands (Alifah et al., 2024). PT Paragon Technology and Innovation, a major player in Indonesia's FMCG cosmetics sector, leads the market with brands such as Wardah, Make Over, Emina, and Kahf (Fahrezi & Djuwita, 2023). Utilizing digital technology for marketing is essential due to the variety of products offered and the necessity of understanding the characteristics of the target market (Sri Nugroho et al., 2024).

Surveillance in social media pertains to the monitoring practices carried out by individuals, companies, and governments over social media users (Fuchs, 2015). Social media platforms also conduct constant surveillance of user behaviour and preferences, collecting data that is then used by for a variety of purposes, including marketing and service improvement (Southerton & Taylor, 2020). Sharing of Information provides a space for exchanging information among customers, between customers and businesses, and with other parties. Through social media, customers can both access and disseminate knowledge (Nov et al., 2013). Social interaction refers to the motives that drive us to interact with others (Whiting & Williams, 2013). The interaction that exists in marketing communication through social media will allow companies to show the desired sales message as well as instil a good impression on consumers about their brand (Ebrahim, 2020). With social media, institution seek to communicate with their customers or consumers as well as strengthen the expected relationships that lead to profitable transactions (Hanaysha, 2022). Attraction on social media pages pertains to the depth and appeal of the features in a brand's posts. Each social media platform has its own unique way of capturing customer attention. For example, companies often use visually appealing images to advertise on Instagram (De Vries et al., 2012). Many types of content are disseminated on Instagram, including photography that can be used to document and promote various products from businesses that focus on different industries. By sharing them on Instagram, they can increase the number of users and attract more users (Aina, 2022).

Companies can inform potential customers about their products by posting content on Instagram, attracting those interested in learning more. Surveillance activities can deepen consumers' understanding of the product and foster engagement between the company and potential customers (Susiyanto et al., 2023). Sharing information on social media influences interactions, enabling users to seek information and social support while enhancing customer engagement with brands. This process can also improve relationships between users and positively impact customer engagement on the selected platform (Carolin et al., 2020). Social interactions has a crucial function in influencing consumer engagement levels on platforms of social media. This interaction encourages individuals to communicate and interact with others, allowing them to share opinions, experiences, and views related to a specific product or brand (Lian & Yoong, 2018). Positive attitudes towards brands are often reinforced by content that is rich in visual features. Media that engages multiple senses greatly influences consumer behavior on social media. Overall, attraction boosts brand visibility while fostering strong emotional connections and enhancing customer engagement (Meranga, 2022).

Customer engagement on social media involves actively participating in company and product activities, reflected in actions like viewing pages, clicking, and interacting through likes, shares, and comments. This high level of engagement positively influences consumer purchase intention. Active interactions, intensive communication, and regular information exchange enhance customer engagement, encouraging deeper consideration of products and increasing purchase likelihood. Key dimensions of social media marketing include trend surveillance, sharing of information, social interaction, and attraction (Yoong & Lian, 2019). Make Over offers high-quality cosmetics at affordable prices and is one of the companies leveraging digital technology for marketing. Despite its offerings, Google Trends indicates lower interest in Make Over compared to Wardah, Emina, and Kahf, even though Make Over is an alternative to the boycotted products. Make Over Indonesia (@makeoverid) actively utilizes Instagram to share product information, interact with followers, and create engaging content, aiming to boost purchase intentions. This study explores surveillance, sharing of information, social interaction, as well as attraction as drives of consumer engagement on social media, straightly influencing buying intention for Make Over products on Instagram. Previous studies have shown that social media sales fosters consumer engagement and intention of purchase (Susiyanto et al., 2023) (Meranga, 2022) (Carolyn et al., 2020) (Yoong & Lian, 2019). This research contributes to understanding customer engagement dynamics in Indonesia's cosmetics market, examining how these factors influence purchase intentions.

2. Research Method

This study is classified as causal research with a quantitative approach to examine relationships between variables using numerical data. The variables studied include the effects of surveillance (X1), information sharing (X2), social interaction (X3), attraction (X4), and customer engagement (Z) as a mediating variable affecting purchase intention (Y). The survey was carried out using questionnaires with a Likert scale (1–5), which were distributed through social media. The study sample comprised 200 respondents using non-probability purposive sampling, based on the following criteria: 1) At least 17 years old and residing in Indonesia; 2) Familiar with Make Over products through the @makeoverid social media account; 3) Following the @makeoverid Instagram account; and 4) Having interacted with the @makeoverid account by liking, commenting, or rating within the past year. According to problem formulation as well as framework of conceptual, the study hypothesis aimed by writer is as follows:

H1: Surveillance has a significant influence on Customer Engagement

H2: Sharing of Information has a significant influence on Customer Engagement

H3: Social Interaction has a significant influence on Customer Engagement

H4: Attraction has a significant effect on Customer Engagement

H5: Customer Engagement has a significant effect on Purchase Intention

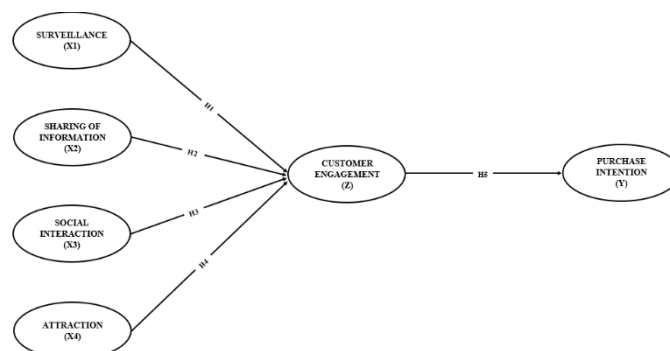


Figure 1. Research framework

The research employs Structural Equation Modeling using the software Smart PLS version 4.0 for data analysis. The technique of Partial Least Squares (PLS) is used to validate theories and examine the relationships between latent variables based on their indicators. The process analysis involves Partial Least Squares Structural Equation Modeling (PLS-SEM), starting with the outer model analysis to evaluate convergent validity, discriminant validity, and average variance extracted (AVE). This analysis primarily confirms the validity and reliability of the measurement indicators. In addition, reliability tests such as

composite reliability and Cronbach's alpha are conducted. Following this, the inner model analysis is conducted, covering R-square testing, hypothesis testing, and mediation testing (Hair et al., 2021).

3. Result and Discussion

Result

Respondent Characteristics

Table 1 below presents various statistics and detailed percentages of respondents based on the criteria established for this study. The data reveals that women constitute the majority of respondents, making up 93.5% of the total. The age group of 21-30 years is the most prevalent, representing 64.3% of the respondents. The largest proportion of respondents resides in Jabodetabek, accounting for 24%, followed by those from Kalimantan at 19.5%. In terms of educational background, most respondents are high school/equivalent or university graduates. Students represent the majority of respondents' occupations, and the average allowance indicates that they fall within the middle-class category.

Table 1. Respondents profile

Characteristics	Item	Respondent	Percentage
Gender	Male	13	6,5%
	Female	187	93,5%
Age	< 21 years	25	12,5
	21 to 30 years old	96	48%
	31 to 40 years old	68	34%
	41 to 50 years old	8	4%
	Over 50 years old	3	1,5%
Domicile	Sumatra	17	8,5%
	Jabodetabek	48	24%
	Jawa	35	17,5%
	Kalimantan	39	19,5%
	Sulawesi	15	7,5%
	Maluku	17	8,5%
	Irian Jaya	7	3,5%
	Bali	13	6,5%
	Nusa Tenggara	9	4,5%
Last Education	Junior High School	5	2,5%
	Senior High School	71	35,5%
	Diploma	45	22,5%
	Bachelor (S1)	70	35% %
	Magister (S2/S3)	9	4,5%
Jobs	Student	8	4%
	College Student	49	24,5%
	Civil Servant	19	9,5%
	Police/Military	5	2,5%
	Businessman	37	18,5%
	BUMN	19	9,5%
	Private Sector Employee	50	25%
	Others	13	6,5%
	The income per month (for those who are already working)	Less than IDR 3 million	7
IDR 3 million - IDR 5 million		43	21,5%
> IDR 5 million - IDR 8 million		50	25%
> IDR 8 million - IDR 10 million		36	18%
> IDR 10 Million		10	5%
Not working yet		54	27%
Money per month (for those who have not worked)	Less than IDR 1 million	23	11,5%
	IDR 1 million to IDR 1,5 million	23	11,5%
	> IDR 1,5 million to IDR 2 million	19	9,5%
	More than IDR 2 million to IDR 2,5 million	5	2,5%
	> IDR 2,5 Million	5	2,5%
	Already working	125	62,5%

Source: questionnaires that the author has processed

Measurement Model (Outer Model)

After analyzing the respondents' profiles, the data was further processed to identify The correlations among the factors in this investigation. Before proceeding to the exploration stage of these relationships, the data had to meet the predetermined criteria through validity and reliability tests. Once these criteria were met, the measurement of the relationships between variables could be conducted more in-depth. In order to verify

the accuracy of the data, the loading factor values of the questionnaire items could be examined to measure the accuracy of the data or the validity of the statements provided. As illustrated in Table 2, the loading factor values of all questionnaire items for the sharing of information, social interaction, attraction, customer engagement, and purchase intention are ≥ 0.7 , while some loading factor values for the questionnaire items of the variables surveillance are in the range of ≥ 0.6 to ≤ 0.7 , which are still acceptable (Hair, et al., 2021). In this study, all indicators met the predetermined loading factor criteria, meaning that the 26 research statement items distributed through the online questionnaire are accurate and reliable.

Table 2. Validity and reliability test result

Variables	IC	Items	Validity Test	Reability Test			
			LF	CA	CR	AVE	Decision
Surveillance	SU1	Posts on the Instagram account @makeoverid always provide complete information about Make Over products.	0,928				
	SU2	Posts on the Instagram account @makeoverid always provide the latest information on beauty products or the latest makeup trends.	0,719				
	SU3	Posts on the Instagram account @makeoverid offer content or information that aligns with my personal beauty needs (such as products based on skin type, skin color, or make-up style).	0,725	0,87 0	0,87 8	0,59 6	Reliable
	SU4	Posts on the Instagram account @makeoverid are always active in sharing information about the latest promotions for Make Over products through features like IG Stories.	0,611				
	SU5	Posts on the Instagram account @makeoverid make it easy for me to find complete information about Make Over products.	0,838				
Sharing of Information	SOI1	The Instagram account @makeoverid regularly updates information about their products.	0,707				
	SOI2	I had no trouble finding and using the content sharing feature from @makeoverid to share with friends or on other social media.	0,833				
	SOI3	I often receive information about promotions shared by @makeoverid on Instagram.	0,841	0,79 1	0,86 3	0,61 3	Reliable
	SOI4	I can easily access information about Make Over products through the @makeoverid account on Instagram.	0,743				
Social Interaction	SIN1	I have the opportunity to get to know other customers through the @makeoverid account on Instagram.	0,914				
	SIN2	I can easily get feedback responses from the @makeoverid account on Instagram through the comment or direct message features.	0,888				
	SIN3	I can easily interact with the @makeoverid account through comments, direct messages, or other Instagram features.	0,902	0,93 0	0,94 7	0,78 2	Reliable
	SIN4	I can easily find or connect with other followers on the @makeoverid account on Instagram.	0,859				
	SIN5	I can easily exchange opinions about Make Over products through the @makeoverid account on Instagram.	0,856				
Attraction	AT1	Posts from the @makeoverid account on Instagram are very helpful and relevant to my needs.	0,918				
	AT2	A post from the @makeoverid account on Instagram caught my attention.	0,829	0,81 9	0,89 0	0,73 0	Reliable
	AT3	The post from the @makeoverid account on Instagram, in my opinion, already has visual appeal.	0,812				
Customer Engagement	CE1	I often browse Instagram.	0,708				
	CE2	I often follow posts about Make Over products on the Instagram account @makeoverid.	0,766				
	CE3	I like @makeoverid's post on Instagram.	0,806	0,84 7	0,88 8	0,61 4	Reliable
	CE4	I often comment on @makeoverid's posts on Instagram.	0,805				

Variables	IC	Items	Validity Test		Reliability Test		
			LF	CA	CR	AVE	Decision
	CE5	I often share @makeoverid posts on Instagram.	0,829				
Purchase Intention	PI1	I am eager to continue seeking more information about that products.	0,836				
	PI2	I am seriously considering buying the makeover products.	0,906	0,895	0,927	0,760	Reliable
	PI3	I am interested in trying the makeover products.	0,876				
	PI4	I would like to have a makeover products.	0,868				

Note: LF $\geq 0,60$; AVE $\geq 0,50$; IC (Item Code); LF (Loading Factor); CA (Cronbach' alpha); CR (Composite reliability AVE (Average Variance Extracted)

In addition to testing validity, reliability testing is also a mandatory process. This reliability test is used to measure the consistency or dependability of an instrument. Reliability testing can be conducted by measuring the Cronbach's alpha and Average Variance Extracted (AVE) values for each variable in the study. In this reliability measurement, it could be observed that the Cronbach's Alpha (CA) each variable's values in this study surpass 0.8, exceeding the threshold of 0.6, which indicates a high level of reliability (Hair et al., 2021). This suggests that the items in this research questionnaire are consistent in measuring the same variable, resulting in stable and trustworthy data. Furthermore, all Average Variance Extracted (AVE) each variable's values are also above 0.5, the minimum benchmark for determining whether the AVE values are acceptable (Hair et al., 2021). This means that in this study, the indicators are capable of explaining more than half of the variance of the constructs being measured. Based on these criteria, both the reliability and validity of the research instruments have been met.

Table 4. Discriminant validity – HTMT criterion

	Attraction	Customer Engagement	Purchase Intention	Social Interaction	Sharing of Information	Surveillance
Attraction						
Customer Engagement	0,275					
Purchase Intention	0,084	0,473				
Social Interaction	0,051	0,559	0,445			
Sharing of Information	0,112	0,728	0,831	0,652		
Surveillance	0,229	0,129	0,143	0,161	0,113	

Source: Processed with SEM PLS 4.0

Considering of the discriminant validity analysis result measured through Heterotrait-Monotrait Ratio, it can be observed that the HTMT values between variables in this study are lower than the recommended threshold of 0.90. This indicates that each variable in this study has good discriminant validity, where the variables can be distinguished from one another. Consequently, there are no significant collinearity or overlap issues between one variable and another, making the results statistically valid and reliable for further analysis (Hair et al., 2021).

Structural Model (Inner Model)

After measuring the outer loading values and ensuring that all data meet the predetermine criteria, the next step is to conduct a structural test to determine the correlation among these factors. In the structural model, the relationships between variables are examined by analyzing the path coefficient values for each variable through R2 Square tests and hypothesis testing. In Table 5, two R-Square values were also analyzed: the value for the Customer Engagement (CE) variable is 0.505. This value clarifies that the variables SU, SOI, SIN, and AT in the model can account for about 50.5% of the variation in the dependent variable, while 49.5% of the variation comes from other variables not studied in this research. On the other hand, the Purchase Intention (PI) variable has an R2 value of 0.201, it shows that a large percentage of PI can be represented by CE at 20.1% and the remaining 79,9% by other variables not tested in this research.

Table 5. R-square (R²)

Variables	R-Square	R-Square Adjusted
Customer engagement (CE)	0,515	0,505
Purchase Intention (PI)	0,205	0,201

Source: Processed with SEM PLS 4.0

The evaluation of proposed hypotheses within the SEM-PLS framework was conducted through bootstrapping procedures, generating the structural model illustration presented below.

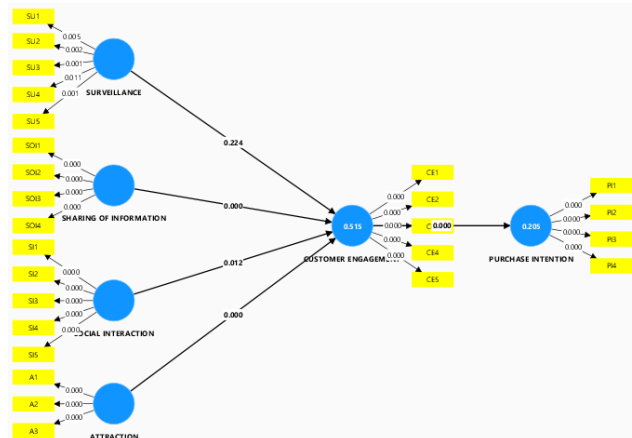


Figure 2. Bootstrapping model results

This study employs hypothesis testing to examine the validity of the proposed ideas. In the hypothesis testing process, there are two important aspects to consider: first, the comparison between the t-value and the t-table; second, the p-value, and that must be less than 0.05. Table 5 presents the sample mean, t-value, p-value, and results for each hypothesis tested. To determine whether a hypothesis is accepted or rejected, if the t-value is lower than 1.96 (two-tailed), the idea is rejected or deemed insignificant. Conversely, if the t-value is higher than 1.96, or in other terms, demonstrates a significance level of 5%, the hypothesis is accepted and regarded as significant (Hair et al., 2022). The table below summarises the outputs of the hypothesis test.

Table 6. Hypotesis testing results

Hypthotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result
H1: SU --> CE	0,143	0,127	0,118	1,215	0,224	Rejected
H2: SOI --> CE	0,529	0,520	0,077	6,851	0,000	Accepted
H3: SIN --> CE	0,185	0,189	0,074	2,505	0,012	Accepted
H4: AT --> CE	0,245	0,250	0,044	5,571	0,000	Accepted
H5: CE --> PI	0,453	0,460	0,053	8,486	0,000	Accepted

Table 7. Indirect effect result

Hypthotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Value	Result
SU --> CE --> PI	0,065	0,059	0,053	1,212	0,226	Not Mediated
SOI --> CE --> PI	0,239	0,242	0,054	4,402	0,000	Mediated
SIN --> CE --> PI	0,084	0,087	0,035	2,400	0,016	Mediated
AT --> CE --> PI	0,111	0,114	0,021	5,297	0,000	Mediated

Discussion

The first hypothesis tests the influence of surveillance on consumer engagement. According to study results, with a sample mean of 0.105, the obtained significance value is $0.293 > 0.05$ and the t value is $1.052 < 1.96$. Therefore, the first hypothesis is rejected. These outcomes display that surveillance owns a good but insignificant impact on consumer engagement. The average response score for the surveillance variable was relatively high at 4.5. However, this is not enough to drive customer engagement on the Instagram account @makeoverid, as respondents also view similar content on other accounts. According to the results of the indirect effect test, this study indicates customer engagement does not mediate the relationship between surveillance and purchase intention. The first hypothesis aligns with the findings of (Carolin et al., 2020) which identified a significant negative impact of surveillance on purchase intention.

Second hypothesis tests the impact of sharing information on consumer engagement. According to analysis outcomes, with a sample mean of 0.409, a significance score of 0.000 less than 0.05, as well as a t-score of $5.449 > 1.96$. Therefore, the second hypothesis accepted. This outcome displays that the sharing of information owns a positive as well as huge impact on customer engagement. The average response score for the *sharing of information* variable was quite good at 4,6, indicating that information sharing effectively fosters customer engagement. Through the @makeoverid Instagram account, respondents can easily access comprehensive and clear information about Make Over products. The study demonstrates that customer engagement can mediate the effect of sharing information on purchase intention. The second hypothesis aligns with the research (Lian & Yoong, 2018) which tested that sharing of information significantly affects customer engagement.

Third hypothesis examines the effect of social interaction on customer engagement. According to analysis results, with a sample mean of 0.312, a significance score of 0.000 less than 0.05, as well as a t-score of $4.698 > 1.96$. Therefore, the third hypothesis accepted. The average response score for the *social interaction* variable was very high, around 4,6, indicating that social interaction activities on the @makeoverid Instagram account can foster customer engagement among followers. This result shows that social interaction owns a positive as well as significant impact on customer engagement. This means that social interaction will motivate the users of Instagram, especially followers of @makeoverid account, to communicate with @makeoverid account. The communications that develop will develop believe trust in products offered by @makeoverid account, thereby triggering the purchase intention of the account's followers towards Make Over products. This study suggests that customer engagement can mediate the effect of social interaction on purchase intention. The third hypothesis is supported with (Meranga, 2022) which tested that social interaction owns a huge influence on consumer engagement.

Fourth hypothesis tests the influence of attraction on consumer engagement. According to analysis outcomes, with a sample mean of 0.257, a significance score of 0.000 less than 0.05, as well as a t-score of $5.843 > 1.96$. Therefore, the fourth hypothesis accepted. The average response score for the attraction variable was 4,3, suggesting that the appeal of posts on the Make Over Instagram account can help drive customer engagement. This means that giving interaction feedback to the Instagram followers in social media account @makeoverid as well creates a good experience as well as triggers the intention to by the products of Make Over. The attraction includes giving a review of the product benefits, making visually appealing product displays, as well as posting engaging video content which captures the attention of @makeoverid followers. The research indicates that customer engagement can mediate the effect of attraction on purchase intention. The fourth hypothesis on the same perspective of the research of (Yoong & Lian, 2019) which tested that attraction owns a significant influence on customer engagement.

The fifth hypothesis tests the impact of consumer engagement on purchase intention. According to analysis outcomes, with a sample mean of 0.624, a significance score of $0.002 < 0.05$, as well as a t-score of $10.531 > 1.96$. Therefore, the fifth hypothesis is accepted. The average response score for the customer engagement variable related to purchase intention was quite high at 4,7. This suggests that the more consumers engage with a brand or product, the greater their potential to make a purchase. This is also supported by factors that create customer engagement such as sharing of information, social interaction, and attraction. The fifth hypothesis has the same opinion with the research (Susiyanto et al., 2023) which examines that customer engagement significantly affects purchase intention.

4. Conclusion

Research indicates that not all the factors tested has a significant impact on customer engagement. First hypothesis which states that surveillance affects customer engagement, was rejected because its impact was not significant. However, the sharing of information in the second hypothesis has been proven to significantly affect customer engagement. Additionally, social interaction and attraction have significant effects on customer engagement, as demonstrated in the third and fourth hypotheses. Finally, in the fifth hypothesis, customer engagement significantly affects purchase intention. This research also shows that not all indirect influence test results significantly affect buying intention mediated by consumer engagement. Customer engagement mediates the relationship between sharing of information, social interaction, and attraction with purchase intention because these factors directly enhance consumer involvement by creating interactive, informative, and visually appealing experiences. When consumers are engaged, they tend to develop trust, establish emotional connections, and gain a better understanding of the product's benefits,

ultimately driving their purchase intention. In contrast, surveillance does not sufficiently mediate this relationship because, although it provides relevant and detailed information, it remains a passive practice that does not actively foster emotional or participatory consumer engagement, limiting its impact on purchase intention. This study emphasizes the effective social media marketing activities importance in creating consumer engagement, which in turn generates the potential for purchase intention. This research only examines the influence of several factors on consumer engagement on social media, which then drives purchase intention, and focuses on one product category (cosmetics), limiting the applicability of these findings to other product categories. For upcoming studies, it is suggested to broaden the scope by exploring industries beyond cosmetics. Additionally, further investigation into innovative marketing strategies on social media could offer valuable insights into how brands can effectively boost consumer engagement and purchase intention.

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