

**The Effect of Informative Values on Consumer Engagement in Digital Content Marketing: A Study of Consumers on TikTok on Indonesia**

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**ABSTRACT**

*This study aims to analyze the effect of consumer engagement mediation on the causal relationship of informative value on consumer buying interest moderated by product type (search product vs experience product) on the TikTok platform. This research is a type of quantitative research using a survey method conducted by distributing questionnaires to TikTok users throughout Indonesia. The sample determination was carried out using the purposive sampling method, with 212 TikTok users divided into 104 sample search products or 108 sample experience products. The data obtained were analyzed descriptively and using the SmartPLS Structural Equation Model. The results of the research show that: (1) the informative value has a significant effect on consumer engagement, (2) the influence of informative value is higher on search products compared to experience products. In order to increase consumer engagement, sellers on TikTok can increase content that is of value to consumers as an effort to increase consumer engagement with digital content marketing, especially emphasizing the informative value of search products*

**Keywords:** *informative value, consumer engagement, product type, search product, product experience*

**INTRODUCTION**

Digital content marketing has become a new and evolving marketing concept in recent times (Jami Pour & Karimi, 2023) and has become an important part of digital marketing because now brands are adapting marketing communications by providing content that consumers are interested in (Taiminen & Ranaweera, 2019). Social media has facilitated complex and intense interactions between brands and consumers in recent decades (Li et al., 2021; Zeqiri et al., 2024) which makes social media an irreplaceable repository of information that is widely referenced by consumers (Khan, 2017a; Pang, 2020; Zollo et al., 2020).

More than 90% of brands out of 500 actively use social media platforms to interact with consumers and build ongoing relationships (Barnes, N.G.; Kane, A.; and Maloney, 2019). Therefore, brands aim to design content on social media in an engaging way by creating value for consumers, the main metric to assess the performance of a brand's social media activities is to measure its consumer engagement (Demmers et al., 2020; Peters et al., 2013) is in line with the brand's purpose of using social media, which is to engage with customers (Furyanah et al., 2021). Hollebeek & Macky (2019) conceptually describe digital marketing content as a highly effective tool for increasing consumer engagement. Consumer engagement is conceptualized as a consumer's voluntary resource on the brand (Bonsón & Ratkai, 2013; de Vries et al., 2012). Consumer engagement can be in the form of behaviors in

the form of viewing, liking, commenting, and sharing content on social media (Khan, 2017).

Developing digital marketing content that matches consumers' motives for social media engagement is a major challenge for companies (Ashley & Tuten, 2015). One of the content marketing in several studies emphasizes creating appropriate content in order to inform consumers, solve consumer problems and provide answers to consumer questions (Martínez-González & López, 2023). Informative content can increase consumer engagement on social media (Khan, 2017b; Kim & Yang, 2017; Liu-Thompkins & Rogerson, 2012) because before deciding on a purchase, consumers usually evaluate various sources to meet their information needs (Anderson, 1971). Demmers et al., (2020) stated that at the pre-consumption stage, content that provides information to consumers about products and services that are considered relevant has an impact on positive consumer engagement. However, several other studies state the opposite that informative content has no effect on consumer engagement (Dabbous & Barakat, 2020; Izogo & Mpinganjira, 2023; Souki et al., 2022). So, there is still an inconsistency of research results on the influence of informative digital marketing content on consumer engagement. Differences in research results can be caused by differences in product types, indicators, platforms and countries studied.

Inconsistencies in research results can occur due to failure to consider the motivations that encourage consumers to use social media (Gao & Feng, 2016), so this study will use the *uses and gratifications theory* (UGT) because this theory is useful for understanding the motivation of media users (Eighmey & McCord, 1998; Katz et al., 1973; Ruggiero, 2000). One of the assumptions underlying UGT is that people who receive media content are considered active participants which means that they use a variety of media sources with the aim of meeting their needs (Katz et al., 1973). Understanding consumer satisfaction can help companies to develop the right content on social media (Zollo et al., 2020).

The researcher added product type as a moderation variable in the relationship between the informative value of content and consumer engagement. Product type is one of the potentially important contextual factors that can influence social media marketing (Izogo & Mpinganjira, 2023). One of the well-known product/service categorizations is search and experience products (C. Park & Lee, 2009; Weathers et al., 2007). Search products are products that can be searched for quality through searches on social media and can be ascertained before purchase while experience products are products that can only be known after purchase (Zhang et al., 2014). With different types of products can indicate different attitudes towards marketing content (Izogo & Mpinganjira, 2022).

Based on the description above, this study aims to find out how the informative value of digital marketing content can increase consumer engagement through the value obtained by consumers (Filiari, 2013; Shao, 2009) and how search vs. experience product types can moderate the relationship of informative value in digital marketing content to consumer engagement (Izogo & Mpinganjira, 2022).

## **LITERATURE REVIEW**

### **1. Uses and Gratification Theory (UGT)**

The theoretical foundation of this study is the theory of uses and gratifications (UGT) formulated by Katz et al. (1973). Previous research has been used to explain how online experiences and social media content trigger engagement behaviors (Calder et al., 2009; Dolan et al., 2016), and what motivates consumers to interact with digital marketing content (Hollebeek & Macky, 2019). Empirical findings from previous studies that also used UGT allow the authors to examine how consumers engage with content on social media (Zeqiri et al., 2024). UGT is one of the most popular theories used to explain consumer desires and the effects of various behavioral intentions. UGT allows for an understanding of how individuals actively seek out and use specific media channels to meet their specific needs (Dolan et al., 2016). Thus, the UGT theory continues to provide critical insights into how media is consumed and why media plays an important role in individual and collective behavior across digital platforms so this theory is suitable for use in the research model in this study.

### **2. Informative Value**

Informative content is marketing content that contains information and is useful to the consumer who sees it. These brand posts highlight the functional attributes of a company's products and services (Tafesse & Wien, 2017). Another definition of informative brand posts is that content refers to product specifications and technical details that inform consumers about product attributes (de Vries et al., 2012; Tafesse, 2015). Content that has informative value consists of content that contains information, practical ways, and can be assessed as a valuable message (Xu et al., 2023). Lee & Hong (2016) stated that informative content refers to the extent to which the content offers information that is considered valuable to users.

### **3. Product Type (Search vs. Experience Product)**

From the theoretical point of view of information economics, Nelson (1970) defines three attributes that consumers detect in the consumption process: search attributes, experience and credibility. However, the polarization into search and experience products has turned into a widely recognized product/service classification framework (Jourdan, 2000). Search products have search attributes, i.e. attributes that can be easily ascertained by buyers through inspection before purchasing, while experiential products are products whose attributes can only be ascertained by buyers through purchase and use (Girard & Dion, 2010; C. Park & Lee, 2009; Weathers et al., 2007).

Product classification, search and experience resonate with the consumer engagement process. Search products are products with high engagement because they have intrinsic attributes that are objective and can be observed directly, especially if the product is utilitarian (Jourdan, 2000; Miital, 1989). In contrast, experiential products are low-engagement products that have extrinsic attributes that can only be ascertained through direct experience. Therefore, Jourdan (2000)

notes that the search attribute and the experiential attribute are strongly correlated with cognitive and hedonic evaluations respectively. Thus, the desire to access and process information related to search and experience products, and the resulting disposition of consumer engagement, arises from different motivations. Engagement results of digital marketing content in the online environment (Hollebeek & Macky, 2019; Taiminen & Ranaweera, 2019) in general, and in the context of social media in particular (Bu et al., 2020) is well established.

#### **4. Customer Engagement**

Consumer engagement with brand posts on social media has been defined as consumer responses to brand posts through participation in the form of liking, sharing, and commenting on brand-related content created by other companies or individuals (Muntinga et al., 2011; Schivinski et al., 2016). Although some scholars conceptualize engagement as a multidimensional concept consisting of thoughts, feelings, and behaviors (Brodie et al., 2011; Hollebeek et al., 2014), the current study views consumer engagement as a behavioral construct, reflecting the consumer's contribution to brand posts through click-based participation and interaction (Khan, 2017). This is due to the fact that executives do not measure the effectiveness of their brand posts in terms of consumer cognitive and affective engagement but as behavioral engagement including likes, shares, comments, etc (Ashley & Tuten, 2015).

Consumer engagement with brand posts on social media includes consumption, contribution, and creation of customer brand posts (Dolan et al., 2019; Muntinga et al., 2011). The intensity of engagement varies from passive or weak forms of engagement (e.g. reading, watching, or following brand posts) to active or strong forms of engagement that manifest customer co-creation of brand posts (e.g., user-generated content) (Schivinski et al., 2016). Between consumption and brand creation, posts lie contributions to brand posts that are quite active engagement (e.g. liking and commenting on brand posts) (Dolan et al., 2019). Drawing on existing studies such as Izogo & Mpinganjira (2020), Jeon et al. (2016) and (Swani & Milne, 2017), current research relies on the contribution to brand posts as a measure of consumer engagement on social media. This conceptualization stems from the fact that contributions to branded content in the form of shares, comments, or likes on brand posts are the primary proxy for the popularity of brand posts on social media (Swani & Milne, 2017).

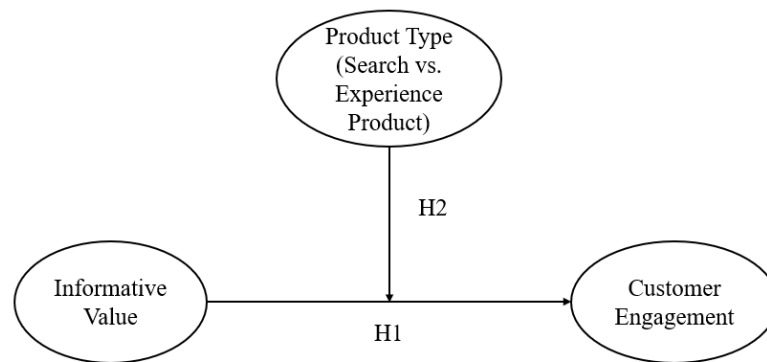


Figure 1. Conceptual Research Model

### 1. Relationship between Informative Value and Customer Engagement

Digital marketing content can be used to foster consumer engagement (Holliman & Rowley, 2014). Consumers consume content as a source of information to make informed purchasing decisions, get new ideas, or be entertained (Gummerus et al., 2012; Muntinga et al., 2011). Success Digital marketing content is easily measured by the number of views, clicks, shares, and comments, and the extent of customer engagement (Kyu Kim et al., 2021; Shen, 2021). Companies create informative content by providing useful advice, tips, and ideas, and thus increasing their consumer engagement rates (Davis Mersey et al., 2010; Khan, 2017). So the author formulates.

**H1: Digital marketing content (informative) has a significant and positive effect on consumer engagement**

### 2. The Moderating Role of Product Type

The type of product also affects how consumers process information. "Search" products have attributes that are easy to observe, such as technical specifications or raw materials (Jourdan, 2000). Consumers can easily compare these products based on the information available. Meanwhile, "experience" products have more subjective and experiential attributes, such as taste or sensation (Jourdan, 2000). Consumers need to try the product to assess its quality. In digital marketing, informative content is better suited for search products.

Based on the description above, it can be concluded that content with informative value will affect consumer engagement more on search products compared to experiential products because consumers who are looking for search product types will look for more informative content to get information about the desired product, then it can be formulated:

**H2: Digital marketing (informative) content has a higher influence on consumer engagement on search product types than experiential products**

**METHOD**

This study uses a quantitative approach, namely an approach that emphasizes the analysis of numerical data processed using SmartPLS Structural Equation Model. According to Sujarweni (2015), quantitative research is a type of research that produces discoveries that can be achieved (obtained) using statistical procedures or other methods of quantification (measurement). This research is a type of quantitative research using a survey method conducted by distributing questionnaires to TikTok users throughout Indonesia. Population in this research are people who using TikTok application the sample determination was carried out using the purposive sampling method, with 212 TikTok users divided into 104 sample search products or 108 sample experience products. Response of respondents measured by using Likert Scale and using regression analysis as data analysis method.

**RESULT AND DISCUSSION**

The respondents of the study used in this study were Indonesian people who were users of TikTok social media and had bought 108 samples of beauty products or 104 samples of food and beverage products. This overview of respondents explains the characteristics of respondents. These characteristics include gender, age, last education, occupation, and how often they play TikTok. The following is a table of general descriptions of respondents:

**Table 1. Respondent Characteristics**

<b>Respondent Characteristics</b>	<b>Category</b>	<b>Total</b>	<b>Percentage (%)</b>
Gender	Male	66	31,1%
	Female	146	68,9%
Age	17 to 22 years	50	23,6%
	23 to 35 years	127	59,9%
	36 to 55 years	35	16,5%
Highest Education Level	High School	71	33,5%
	Diploma III	34	16%
	Bachelor's Degree	93	43,9%
	Master's Degree	12	5,7%
	PhD	2	0,9%
Occupation	Student	54	25,5%
	Businessman	47	22,2%
	Employees	104	49,1%
	Others	7	3,3%
How often to play TikTok in a day	< 1 hour	13	6,1%
	1 to 2 hours	51	24,1 %
	3 to 4 hours	83	39,2%
	5 to 6 hours	44	20,8%

> 6 hours 21 9,9%

Source: Data processed (2024)

Based on the description of the general description of the respondents in the table above, it can be seen that the percentage of female respondents is greater by 146 people or 68.9 percent, 127 people or 59.9 percent are 23-35 years old, 93 people or 43.9 percent have completed S1 education, 104 people or 49.1 percent work as employees, and 83 people or 39.2 percent play TikTok a day for 3-4 hours.

From the data above, it can be seen that most TikTok users are women, although the male users are also quite large. From the age aspect, it shows that those who show the highest interest in digital marketing content at the age of 23-35 years show that at that age people tend to already have the ability to analyze products and buy them. Respondents with the last S1 education as many as 93 people showed that the average person who watches digital marketing content is classified as an educated person. The average person watches TikTok in a day for 3-4 hours as many as 83 people, indicating that currently many people spend their time playing TikTok.

1. Convergent Validity and Construct Reliability

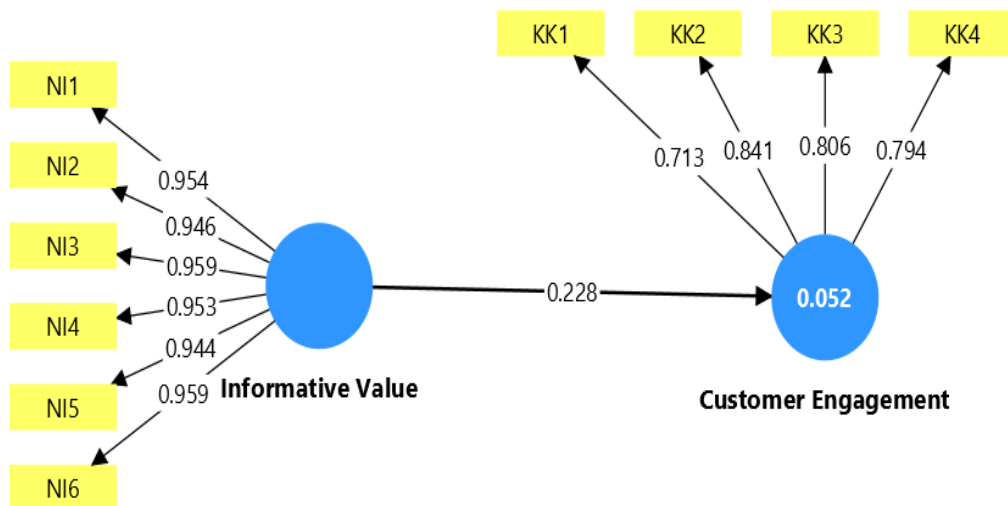


Figure 2. Research Model Results

Table 2. Outer Loading, Composite Reability, dan Average Variance Extracted

Variable	Cod e	Outer Loadin g	Crobac hs Alpha	Composite Reability	AVE
Informative Value	NI1	0.954	0,980	0,984	0,907
	NI2	0.946			
	NI3	0.959			
	NI4	0.953			
	NI5	0.944			
	NI6	0.959			

Customer Engagement	KK1	0.713			
	KK2	0.841	0,804	0,827	0,624
	KK3	0.806			
	KK4	0.794			

*Source: Data processed (2024)*

The informative value variable was measured by 6 (six) valid measurement items with an outer loading between  $0.944 - 0.959 > 0.70$  which means that the six measurements are valid reflecting the measurement of informative value on digital marketing content on TikTok. The level of acceptable variable reliability is indicated by Cronbach's alpha 0.980 and the composite reability of 0.984 above 0.70 (reliable). The level of convergent validity indicated by the AVE value of  $0.907 > 0.5$  has qualified for good convergent validity, overall, the variation of the measurement items contained by the variable reaches 90.7%.

The consumer engagement variable is measured by 4 (four) valid measurement items with an outer loading between  $0.713 - 0.841 > 0.70$  which means that the four measurements are valid reflecting the measurement of consumer engagement on digital marketing content on TikTok. The level of acceptable variable reliability is indicated by Cronbach's alpha 0.804 and the composite reability of 0.827 above 0.70 (reliable). The level of convergent validity indicated by the AVE value of  $0.624 > 0.5$  has qualified for good convergent validity, overall, the variation of measurement items contained by the variable reaches 62.4%.

## 2. Discriminant Validity

**Table 3. Fornell and Larcker Analysis**

	<b>Customer Engagement</b>	<b>Informative Value</b>
<b>Customer Engagement</b>	<b>0.790</b>	
<b>Informative Value</b>	0.228	<b>0.952</b>

*Source: Data processed (2024)*

Evaluation of discriminatory validity needs to be carried out by looking at the fornell and lacker criteria. Discriminant validity is a form of evaluation to ensure that variables are theoretically different and empirically proven/statistically tested. The fornell and lacker criteria are if the root of the variable's AVE is greater than the correlation between the variables. The consumer engagement variable had an AVE root (0.790) greater than the other correlations.

**Table 4. Heterotrait-Monotrait Ratio (HTMT)**

	<b>Customer Engagement</b>	<b>Informative Value</b>
<b>Customer Engagement Informative Value</b>	0.243	

*Source: Data processed (2024)*

Hair et al. (2019) recommend HTMT because this measure of discriminant validity is considered more sensitive or accurate in detecting discriminant validity. The recommended value is below 0.90. The test results showed that the HTMT value was below 0.90 for the variable pair, so the discriminant validity was achieved. A variable divides the variation of a measurement item against the item that measures it more strongly than dividing the variance on another variable item.

### **3. Model Fit Analysis**

#### **a. R-square**

This R-square value shows how strong the structural model is in predicting the variable. Changes in the R-square value can indicate how much of a substantive influence the endogenous latent variable has. As a guide, (Chin & Marcoulides, 1998) states that the R-square value of 0.67 indicates high model strength, 0.33 indicates moderate model strength, and 0.19 indicates low model strength.

**Table 5. R-square Value**

	<b>R-square</b>	<b>Criteria</b>
<b>Customer Engagement</b>	0.520	Moderate

*Source: Data processed (2024)*

Based on the R-square value, the model shows a moderate level of explanatory power. The square of R for Informative Value is 0.520 against Consumer Engagement, this variable is in the moderate range (0.33-0.67) according to (Chin & Marcoulides, 1998). This suggests that the model moderately explains the variance in these dependent variables, indicating an acceptable fit for the structural relationships tested in the study.

#### **b. Q-square**

Q-square describes a measure of prediction accuracy i.e. how well each change in exogenous/endogenous variables is able to predict endogenous variables. This Q-square above 0 indicates that the model has predictive relevance, but in Hair et al. (2019) the qualitative Q-square interpretation values are 0 (low influence), 0.25 (moderate influence), and 0.50 (high influence).

**Table 6. Q-square Value**

	<b>Q-square</b>	<b>Criteria</b>
<b>Customer Engagement</b>	0.400	Moderate

*Source: Data processed (2024)*

Based on the above processing results, the Q-square value of the consumer engagement variable is  $0.40 > 0.25$  (moderate prediction accuracy)

**c. SRMR**

The SRMR value is a measure of the fit of the model. In (J. Hair et al., 2021), SRMR values below 0.08 indicate a fit model.

**Table 7. SRMR Value**

	<b>SRMR</b>	<b>Criteria</b>
<b>Customer Engagement</b>	0.051	Fit

*Source: Data processed (2024)*

The result of the model estimate is  $0.051 < 0.08$  which means that the model has a fit model match.

**d. Goodness of Fit Index**

The Goodness of Fit Index (GoF Index) is an overall evaluation of the model which is an evaluation of measurement models and structural models. The GoF value criteria were 0.10 (small), 0.25 (medium), and 0.36 for (large) (Ghozali & Latan, 2014).

**Table 8. GoF Index**

	<b>GoF</b>	<b>Criteria</b>
<b>Customer Engagement</b>	0.892	High

*Source: Data processed (2024)*

The result of the calculation of the model GoF value was  $0.892 > 0,36$  including the high GoF category. Empirical data are able to explain measurement models and measurement models with high match rates.

**4. Hypothesis Testing Result**

Hypothesis testing in the structural model is conducted to evaluate whether the proposed hypotheses can be accepted or rejected. The general significance criteria in PLS-SEM are as follows: a T-statistic value  $\geq 1.96$  indicates significance at the 5% level ( $p < 0.05$ ), a T-statistic value  $\geq 2.576$  indicates significance at the 1% level ( $p < 0.01$ ), and a T-statistic value  $\geq 3.29$  indicates significance at the 0.1% level ( $p < 0.001$ ).

**Table 9. Hypothesis Testing Results (Direct Effect)**

		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
<b>Informative Value Customer Engagement</b>	->	0.228	0.244	0.036	6.298	0.000

Source: Data processed (2024)

The first hypothesis (H1) was **accepted** because there was a significant influence of informative value on consumer engagement with a p-value ( $0.000 < 0.05$ ). The path coefficient value (0.228) which means that every single change to the informative value of digital marketing content will increase consumer engagement by 0.228.

**Table 10. Hypothesis Testing Results (Search Product)**

		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
<b>Informative Value Consumer Engagement</b>	->	0.819	0.697	0.351	2.330	0.020

Source: Data processed (2024)

Informative value also has a significant influence on consumer engagement in the group of beauty product types with a p-value ( $0.020 < 0.05$ ). The path coefficient value (0.819) which means that every single change in the informative value of digital marketing content will increase consumer engagement by 0.819.

**Table 11. Hypothesis Testing Results (Moderation)**

		Difference (Search Product - Experience Product)	1-tailed (Search Product - Experience Product) p value	2-tailed (Search Product - Experience Product) p value
<b>Informative Value Consumer Engagement</b>	->	0.596	0.033	0.041

Source: Data processed (2024)

The second hypothesis (H2) **was accepted** because there was a significant influence of informative value on consumer involvement in the type of search product (beauty product) with a p-value ( $0.041 < 0.05$ ). This means that there is a difference in the influence of informative value on consumer engagement, where the influence of informative value will be higher on consumer engagement in search products than experience products.

## **5. Discussion**

Based on the test results, the first hypothesis is accepted. This shows that the informative value of digital marketing content has an effect on consumer engagement. Empirically, this research is in line with previous research by Demmers et al. (2020) which stated that product search through digital marketing content created by brands that provide information about events, products, or services tends to be considered relevant to consumers' goals to obtain information. This can elicit a positive emotional response, which ultimately encourages increased consumer engagement.

Digital marketing content that has informative value focuses on content that has the most up-to-date, accurate, useful, practical, helpful, and describes the product. Informative content attracts consumers by satisfying consumers' curiosity with valuable information through digital marketing content. The highest value of the informative value variable in this study is that digital marketing content on Tiktok is useful, which means that consumers feel that the information presented is useful for them.

The highest indicator in the consumer engagement variable is the fourth indicator, namely that many consumers like digital marketing content on TikTok. This indicates that consumers feel that they get significant benefits from these contents, especially in terms of content that provides useful information and then they like the content.

Informative value is also significant to consumer engagement on search product types. The search product in this study is a beauty product where this beauty product is a product whose information can be easily understood by consumers without having to try it first. So content with informative value is suitable for consumers who are looking for information about beauty products. These findings underscore the importance of information elements in digital marketing content creation strategies on TikTok, specifically to encourage active participation from consumers.

Based on the test results, the second hypothesis is accepted. This suggests that product types (search products vs. experience products) moderate the relationship of informative value in digital marketing content to consumer engagement. The results show that there is a difference in the influence of informative value on consumer engagement in search product consumers, where in this study are beauty products and experience products are food and beverage products. Content with informative value will affect consumer engagement more on search products compared to experiential products because consumers who are looking for search

product types will look for more informative content to get information about the desired product (Izogo & Mpinganjira, 2023).

So there is a difference where search products (beauty products) promoted through digital marketing content on TikTok have a higher influence on consumer buying interest compared to experiential products (food and beverage products) so that brands that sell beauty products should produce more content that has informative value.

## **CONCLUSION**

Informative content plays a vital role in building and increasing customer engagement. In the digital era, consumers are not only looking for products or services, but also solutions and knowledge. When a brand consistently provides valuable and informative content, they effectively capture attention, build trust, and ultimately drive deeper interactions with customers. Especially in search products where most of the audience wants to know more about the product, informative content is very valuable to them so as to encourage the audience to engage with the content.

In line with the results of the SEM-PLS analysis reveal several important findings regarding the influence of informative value on customer engagement and the moderation of product type. Informative value has a positive and significant effect on consumer engagement. This shows that the stronger the informative value of a digital marketing content, the more consumer engagement with the company will be. Product type moderates the effect of informative value on consumer engagement where the informative value on consumer engagement will be higher in the search product type than in the experience product type.

This research expands the understanding of how informative value affects consumer engagement, as well as how product type (search product vs experience product) moderates the relationship of informative value to consumer engagement. These findings support the UGC theory which states that consumer behavior is determined by what they get from content on social media. These findings also provide insights into adjusting marketing strategies, especially on TikTok's social media, based on product types and consumer preferences.

For the next researcher, it is recommended to conduct research using different variables because there are still many variables that need to be explored such as content clarity and *activation* (Demmers et al., 2020), novelty, consistency (Hamzah et al., 2021), and authenticity (Izogo & Mpinganjira, 2023). Further research is recommended to select a different type of product from this study to ensure the consistency of the research results.

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