

MULTI-VARIANCE ANALYSIS OF CONTENT MARKETING EFFECTS ON CUSTOMER ENGAGEMENT FROM PT WOW INSTAGRAM HALAL COSMETICS

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ABSTRACT

The growth of the global cosmetic industry, including in Indonesia, is supported by technology and internet development, with Instagram content marketing playing a key role in shaping positive brand meaning through customer engagement. This study aims to analyse the role of content marketing aspects on customer engagement. This research used a quantitative approach based on data collected through PT WOW's Instagram posts. MANOVA is used to analyse the influence of several independent variables (content marketing aspects) on more than one dependent variable (number of likes and comments) simultaneously. A total of 1,119 posts were collected over the last 20 months, recorded based on the number of likes, comments, and content. The results of this study state that uploads containing the call to win, the call to act, and the pure question will generate higher customer engagement. Uploads containing benefit-centric content can also create higher customer engagement. Companies can use the managerial implications of this research to select content to be uploaded and aim to attract consumers and increase consumer engagement.

JEL: M20, M31.

Keywords: *cosmetic industry, halal cosmetic, content marketing, customer engagement, MANOVA.*

1. INTRODUCTION

The global cosmetics market was valued at USD 378.18 billion in 2023 and is expected to reach USD 758.05 billion by 2032 (Insights, 2024). Indonesia ranks among the highest in cosmetics expenditure (Cochrane, 2020). The beauty and personal care market revenue in Indonesia has been steadily increasing. In 2020, this market generated \$6,954 billion, with cosmetics contributing \$1,583.2 billion. Projections indicate a continued growth, with expected revenues of \$9,579 billion by 2025, and cosmetics accounting for \$2,267.4 billion (Statista, 2020).

Indonesia has the largest Muslim population in the world, with 87% of the total population being Muslim (Kusnandar, 2019). Halal certification is implemented in Indonesia to ensure product safety and alleviate consumer concerns (Lotus, 2017). The Halal Product Guarantee Law No. 13 of 2014, mandates halal certification for all halal products, positioning Indonesia as a key driver in the growth of halal cosmetics. Currently, approximately 80% of the cosmetics market share in Indonesia is halal-certified (Cochrane, 2020).

PT WOW is the pseudonym for a halal cosmetic company in Indonesia. The actual name is withheld because the observed data comes from the company's Instagram posts, accessible to anyone following the company's Instagram account. This article aims to analyse how content marketing through Instagram impacts customer engagement. The research focuses on aspects of

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content marketing such as clarity, interactivity, content type, and message type. Data was collected by analysing the content uploaded to PT WOW's Instagram and processing it using MANOVA.

Although the halal cosmetics market in Indonesia is growing rapidly, there is a lack of studies specifically examining how content marketing strategies on social media, such as Instagram, influence customer engagement in the context of halal cosmetics. Previous studies have primarily focused on consumer perceptions of halal cosmetics or the impact of halal certification on purchasing decisions. However, few studies have investigated how specific elements of content marketing such as vividness, interactivity, content type, and message type can significantly enhance customer engagement. Additionally, existing research often overlooks the strategic role of social media platforms in boosting consumer engagement in the halal cosmetics industry, which has distinct characteristics and challenges compared to other sectors.

This research aims to contribute theoretically by enhancing the understanding of how social media content marketing influences customer engagement, specifically in the context of halal cosmetic products. It addresses a gap in the literature by exploring the relationship between various aspects of content marketing, such as vividness, interactivity, content type, and message type, consumer engagement levels. The findings of this study are expected to provide new insights into customer engagement and digital marketing theories, especially within highly regulated industries such as halal cosmetics, where religious factors and consumer trust play crucial roles in marketing. Additionally, this research will provide practical recommendations for halal cosmetics companies in Indonesia on creating effective content marketing strategies to boost customer engagement. These recommendations will help inform managerial decisions on selecting content that attracts customers through Instagram, focusing on vividness, interactivity, content type, and message type.

2. THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

Halal industry, particularly in the food and beverage sector, presents significant opportunities to support Indonesia's economic growth. With the world's largest Muslim population, Indonesia has a substantial advantage in the halal business (Fathoni & Syahputri, 2020). Research publications on halal cosmetics increasingly capture the interest of marketing experts and professionals from other fields. Endah (2014) examines the purchasing behaviour of halal-labelled cosmetics, focusing on attitudes, subjective norms, and perceived behavioural control. Adiba & Wulandari (2018) explore halal cosmetics from the perspectives of knowledge, religious enthusiasm, and attitudes toward the purchasing behaviour of Generation Y consumers in Surabaya. Some studies did not explicitly mention the specific cosmetic brands being analysed, while others do.

Previous research has found that there is an influence of halal attributes on consumer purchasing decisions (Maria & Pandoyo, 2020). Hidayati & Yuliandani (2020) concluded that beauty vloggers and brand image affect purchase intention. Izzati (2019) identified that there is an effect of perceived quality and brand image on brand trust. A finding is also supported by Lesmana & Ayu (2019). Indika & Lainufar (2016) highlighted the cognitive dimension as a key factor shaping consumer attitudes when selecting products. Septiani & Indraswari (2019) found that psychological factors play a role in cosmetic product purchases, especially for working women aiming to maintain their appearance. Aeni & Lestari (2021) concluded that halal labelling, brand

image, and price affect product purchases. Azizuddin, Maksum, & Fikriah (2020) identified that the marketing mix from an Islamic perspective influences the purchase of halal cosmetic products. Juliaristanti, Ramdan, & Jhoansyah (2020) found that follower characteristics and content variables impact advertisement effectiveness. These studies explicitly mention the WOW brand as the subject of their research.

Content marketing, also known as 'digital content marketing' or 'content engineering' has been defined in various ways by experts, but all definitions emphasise three key points: the primary goal of content marketing is to engage customers online, it involves creating and distributing information, and the content must be relevant and valuable to customers (Wang & McCarthy, 2020). Content marketing presents a valuable opportunity for brands to deliver added value while reducing marketing cost (Arora, Singh, Bhatt, & Sharma, 2021). It is considered one of the most effective strategies for driving online engagement (Binh Nguyen, Pham, & To Truong, 2023).

Creating engaging content can strengthen the relationship between brands and customers. Content marketing has the ability to boost awareness and foster engagement, offering an alternative to traditional strategies. Nowadays, marketers prioritise content creation over advertising, as content marketing is an effective way to help the audience become familiar with, trust, and connect with a brand. Content Marketing encompasses several elements, including vividness, interactivity, content type, and message type.

Engagement is referred to by various terms, including brand post popularity (Sabate, Berbegal-Mirabent, Cañabate, & Lebherz, 2014), online engagement (Cvijikj & Florian, 2013), and brand engagement (Poddar & Agarwal, 2019). Customer engagement has multiple definitions, according to different experts. It can be defined as a manifestation of customer behaviour towards a brand or company beyond purchasing activities, motivated by factors such as word of mouth, recommendations, interactions between customers, blogging, reviews and similar activities. Additionally, customer engagement is defined as a marketing activity focused on customer behaviour and psychology (Li, Teng, & Chen, 2020). This can be observed through customer interactions with other customers or companies in forums about a product or anticipating acceptable risks associated with its consumption (Kaur, Deshwal, & Dangi, 2023).

Engaging customers on social networks is crucial for disseminating electronic word-of-mouth (e-WOM) and increased brand exposure, potentially leading to higher revenues and profits (Rietveld, van Dolen, Mazloom, & Worrying, 2020). Experts note that online content marketing emphasises online customer engagement (Lei, Pratt, & Wang, 2016). Therefore, through content marketing, marketing activities on platforms like Instagram aim to enhance customer engagement. Content marketing encompasses various elements, such as vividness, interactivity, content type, and message type. Businesses can distribute content via photos or videos. These types of media exhibit different levels of media richness, often referred to as the vividness of online content (Vazquez, 2020).

Vividness refers to the richness of the sensory features in a brand's posts. It has two dimensions: breadth and depth of content (Yousaf, Amin, Jaziri, & Mishra, 2021). Breadth pertains to the variety of senses involved in the content, such as colours and graphics, while depth refers to the quality of how the content is presented (Steuer, 1992). The vividness of content can vary depending on how it engages different senses. For instance, videos are more vivid than images because they engage both sight and sound.

Experts have studied the connection between vividness and customer engagement (Cvijikj & Florian, 2013; Lei *et al.*, 2016; Sabate *et al.*, 2014), finding a positive influence between vividness and customer engagement. Uploaded content often incorporates interactivity, which refers to how two or more parties in communication can influence each other, both on communication media and messages, as well as the degree to which these interactions can be synchronised (Alalwan, 2018). Several researchers have also examined the relationship between interactivity and customer engagement (De Vries, Gensler, & Leeftang, 2012; Fortin & Dholakia, 2005; Leung, Schuckert, & Yeung, 2013), concluding that there is a positive relationship between interactivity and customer engagement.

Interactivity refers to the degree to which two or more parties involved in communication can influence each other, both on the communication medium and the message, as well as how this influence can be synchronised (Alalwan, 2018). It can be classified into two-way communication between the company and the customer and between customers. Interactivity involves communication between multiple parties (Goldfarb & Tucker, 2015). There are four types of interactivity: a call to win, a call to act, a pure question, and a link.

Furthermore, content can be categorised into persuasive and informational types. Previous studies have shown a positive relationship between content type and customer engagement, such as research conducted by Lee, Hosanagar, & Nair (2018), Rietveld *et al.* (2020), and Wang & McCarthy (2020). Persuasive content aims to influence beliefs, values, and attitudes without directly providing information about a company's products and services, instead focusing on fostering liking, trust, and relationship with the brand (Wang & McCarthy, 2020). This type of content includes corporate social responsibility (CSR) campaigns, general facts, and entertainment or seasonal greetings. In contrast, informational content directly details the company's products or services, helping consumers understand offerings and make informed decisions. Informative content typically includes details on products, promotions, availability, prices, and other relevant aspects that can guide purchasing decisions (Wang & McCarthy, 2020).

The final aspect is the type of message included in the content. Message type refers to the information or messages conveyed in the content, which is categorised into two types of message characteristics: attribute-centric and benefit-centric (Wang, Cunningham, & Eastin, 2015). Attribute-centric messages focus on explaining a product's features, physical form, details, and quantitative characteristics (Hernandez, Wright, & Rodrigues, 2014). In contrast, benefit-centric messages highlight the subjective advantages, disadvantages, and benefits of a product or service (Wang *et al.*, 2015).

Previous research on content marketing and marketing innovation strategies has indicated that message types, content formats, and content sources can influence customer engagement (Rietveld *et al.*, 2020). However, this research has mostly focused on the utilitarian sector and has not fully explored aspects of interactivity and message types in more specific contexts such as halal cosmetics in Indonesia. Although the previous study analysed interactivity and the factors that drive customer engagement, it did not provide a detailed investigation into "message type", particularly in the context of Instagram as a social media platform (Ashley & Tuten, 2015; De Vries *et al.*, 2023). In addition, prior research on message attributes and benefits did not focus on the halal cosmetics industry (Choi, Seo, Wagner, & Yoon, 2020).

Despite the growing interest in content marketing, more research is still needed, specifically focused on the halal cosmetics industry in Indonesia, with most studies using data from Facebook rather than Instagram. This study aims to fill this gap by investigating how various aspects of content marketing influence customer engagement with the halal cosmetics sector on Instagram. Considering the platform's evolving algorithmic, where content visibility depends on likes, comments, and shares rather than just upload timing, it is important to understand the optimal content strategy. Through the use of Multivariate Analysis of Variance (MANOVA), this research seeks to provide valuable on how to enhance content for greater customer engagement, offering practical recommendations for businesses in the halal cosmetics industry.

Vividness and Customer Engagement

The vividness of content varies in its ability to stimulate different senses (Vazquez, 2020). Video, which stimulates vision and hearing, is more vivid. A video is a visual media product featuring moving images, with or without audio, stored digitally or on videotape. Research by Lei *et al.* (2016) indicates that video uploads can increase the number of likes, and research conducted by Wang & McCarthy (2020) found that videos can increase customer engagement. Conversely, an image is a likeness or physical representation of a person, animal, or object captured through photography, painting, sculpting, or other means also has a notable impact. Lei *et al.* (2016) stated that image posts can increase the number of likes. In addition, research conducted by Wang & McCarthy (2020) reported that photos can increase customer engagement. Based on these insights and previous research, the authors hypothesize the following:

H1: Video uploads will lead to greater customer engagement compared to image uploads.

Interactivity and Customer Engagement

The vividness content varies in how it stimulates the various senses (Leung *et al.*, 2013). Research conducted by Lei *et al.* (2016) states that a call to win affects the number of likes and comments. In contrast, "Call to act" brand posts typically include prompts, such as "join now" or "order now," without offering incentives (Minazzi & Lagrosen, 2013). According to research conducted by Kang, Lu, Guo, & Li (2021) states that call-to-act posts have mid-level interactivity and positively influence the number of likes but do not affect the number of comments.

Unlike a call to win or call to act, Pure Questions simply pose questions to the audience without prompting any specific action (Kang *et al.*, 2021). According to a study by Kang *et al.*, (2021), questions are categorised as high-level interactivity characteristics. While they do not impact the number of likes, the study found that questions can influence the number of comments.

Link represents the relationship between two entities or situations, particularly when they influence each other. According to research conducted by Moran, Muzellec, & Johnson (2019), brand posts presented in multimedia format (videos, photos, and links) can generate more Likes and Comments than text-only posts. However, other studies suggest that links do not significantly affect the number of likes and comments. Based on this explanation and supporting previous research, the authors make the following hypothesis:

H2: Posts containing "call to win", "call to act", and "Pure question" will generate higher customer engagement than posts containing links.

Type of Content and Customer Engagement

Persuasive content does not directly promote the company or its offerings but seeks to create positive feelings and a closer relationship with customers, influencing their decision-making indirectly. This type of content can include humour, emotional appeals, or casual jokes (Wang & McCarthy, 2020). Research by Lee *et al.* (2018) states that persuasive content is the key to effective engagement. In addition, research by Luarn, Lin, & Chiu (2015) found that entertainment posts significantly affect the number of comments and shares.

Informative content includes details about products, promotions, availability, prices, and other product-related aspects that can help optimise purchasing decisions (Wang & McCarthy, 2020). Dolan, Conduit, Frethey-Bentham, Fahy, & Goodman (2019) researched on informative content and Dolan *et al.* (2019) found that rational appeals in Facebook posts can motivate consumers to like and share content. Conversely, research conducted by Rietveld *et al.* (2020) suggests that informative appeal plays a less important role and tends to dampen customer engagement. However, exceptions include brand appeal such as visual brand centrality and textual brand mentions, which positively affect comments and likes. Based on the analysis of informative and persuasive content and supporting research, the following hypothesis is proposed:

H3: Posts with Persuasive content will generate higher customer engagement than posts with informative content.

Message Type and Customer Engagement

Message delivery using the attribute type typically focuses on explaining a product's features, physical form, details, and quantitative characteristics (Hernandez *et al.*, 2014). Meanwhile, the benefit type conveys a more subjective message that highlights a product or service's advantages, disadvantages, and benefits (Wang *et al.*, 2015). Research conducted by Choi, Seo, & Yoon (2017) states the importance of these types in social media advertising, where consumers are more likely to engage with posts and pay closer attention to certain message features. Based on the explanation of Benefit-centric and Attribute-centric messaging, and supporting studies, the following hypothesis is proposed:

H4: Benefit-centric posts may generate higher customer engagement than attribute-centric posts.

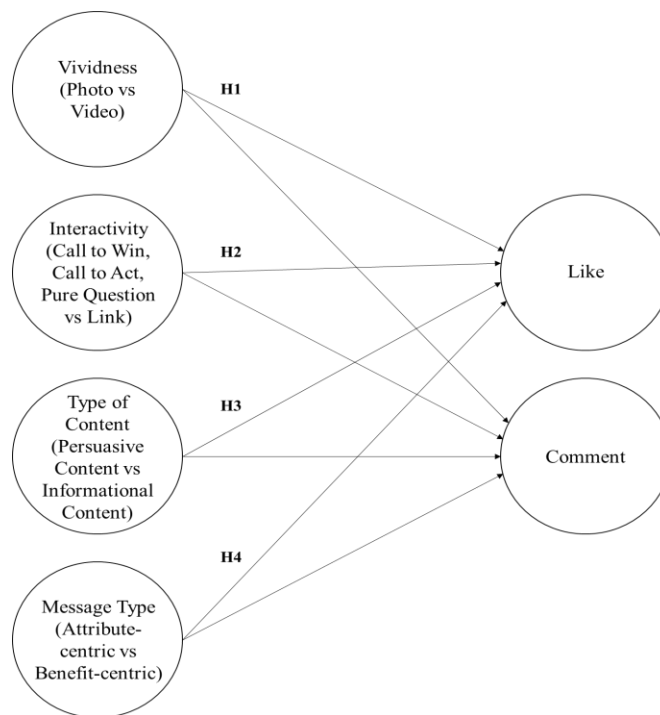


Figure 1. Proposed Research Model

3. RESEARCH METHODS

The research model used in this study was adapted from a combination of previous research conducted by (De Vries *et al.*, 2012; Lei *et al.*, 2016; Wang & McCarthy, 2020). Figure 1 illustrates the research model used to examine the impact of content marketing on customer engagement, focusing on a case study of PT WOW's Instagram posts. The model includes four independent variables (vividness, interactivity, type of content, and message type) and one dependent variable, customer engagement.

The research design employed in this study is conclusive and descriptive with a multiple cross-sectional approach. This study uses a conclusive research design to determine, evaluate, and choose the appropriate actions for a given situation through hypothesis and influence testing. It is descriptive as it seeks to explain or describe characteristics without concluding, specifically, the characteristics examined are Customer engagement and its antecedents on Wardah's Instagram account. Data collection in this study utilises a multiple cross-sectional design, meaning that the information obtained from more than one sample respondent, and data from each sample is collected only once.

The data used in this study is historical data collected from all posts made by PT. WOW on Instagram within 23 months. During data collection, the researcher observed each post uploaded by Wardah on its Instagram account, recording the number of Likes, Comments and various aspects of content marketing. These aspects include Vividness (Images and Videos), Interactivity (Call to win, Call to act, Pure question, and Link), Type of content (Persuasive content and Informational content), and Message type (Attribute-centric and Benefit-centric). The data was recorded using Microsoft Excel and processed using the Statistical Package for Social Science (SPSS) software.

The hypothesis testing method employed in this study is Multivariate Analysis of Variance (MANOVA). MANOVA enables simultaneous analysis of multiple dependent variables to ascertain whether aspects of marketing content, such as message type, interactivity, and media richness significantly influence different dimensions of customer engagement, including the number of likes, comments, and shares. By analysing dependent variables concurrently, MANOVA reduces the risk of type I errors and can detect interactions between independent variables that impact overall customer engagement. This makes MANOVA particularly well-suited for capturing the complex relationships examined in this study.

4. DATA ANALYSIS AND DISCUSSIONS

Two assumptions must be tested when conducting MANOVA: variance homogeneity and variance-covariance matrix equality. In MANOVA analysis, it is assumed that the research variables have equal variance, which can be assessed using the Levene test. If the Levene test yields a significance value greater than 0.01 (Hu, Hepburn, Li, Chen, Radloff, & Daya, 2005), the dependent variable data is considered to have homogeneous variance. Table 1 presents the results of this test, showing that all variables have a significance value greater than 0.01, indicating that the assumption of homogeneity of variance in MANOVA analysis is satisfied.

This assumption can be tested using Box's M test. If the significant value and Box's M test have an Alpha value greater than 0.01 ($\alpha = 1\%$), then the variance-covariance matrix of all variables can be considered homogenous. The results of this test are shown in Table 4.7, where the Box's M value for all variables is 104.243, with a significant value of 0.093. Therefore, it can be concluded that the assumption of the variance-covariance matrix is satisfied, allowing for the use of MANOVA analysis.

Table 1. MANOVA Assumption Test Results

Data Variety Homogeneity Assumption				
	F	df1	df2	Sig.
Like	1,526	28	817	0,041
Comment	1,373	28	817	0,095
Assumption of Equality of Variance-Covariance Matrices				
Box's M				Sig.
104,243				0,093

The multivariate test is used to determine whether there are differences between the dependent variable and the group of independent variables simultaneously. If the multivariate test results show a significance value of $F < 0.05$ ($\alpha = 5\%$), it indicates that there is a difference between the dependent variable and the group of independent variables simultaneously. The multivariate test results for the interaction effect between vividness, interactivity, type of content, and message type can be seen in Appendix 5. The results of Pillai's Trace test, Wilks' Lambda test, Hotelling's Trace test, and Roy's Largest Root test all have significant values < 0.05 . This suggests significant differences in Likes and Comments based on the interaction among Vividness, Interactivity, Type of content, and Message type.

The main effect test was conducted using multivariate analysis of variance (MANOVA). The summary of these results is presented in Table 2. The findings from the main effect test indicate varying levels of significance and mean values across different variables. Therefore, the conclusions from the hypothesis testing in this study are as follows:

Table 2. Main Effect Test Results

Research Variables	Like			Comment		
	Mean	F	Sig.	Mean	F	Sig.
		Vividness				
Picture	8.88	159.889	0.000	4.55	17.351	0.000
Video	8.04			4.05		
		Interactivity				
Call to win	8.27	9.061	0.000	4.13	10.684	0.000
Call to act	8.62			4.35		
Pure question	8.71			4.64		
Link	8.15			3.73		
		Type of content				
Persuasive content	8.42	7.513	0.006	3.99	37.679	0.000
Informational content	8.73			4.78		
		Message type				
Attribute-centric	8.5	4.561	0.033	4.12	7894	0.005
Benefit-centric	8.65			4.53		

Based on the MANOVA results from the main effect test for Likes with the vividness factor, the calculated F value is 159.889 with a significance value of 0.000 (sig = 0.000). The mean value for image uploads is 8.88, while for video uploads, it is 8.04. For comments with the Vividness factor, the calculated F value is 17.351 with a significance value of 0.000 (sig = 0.000), with mean values of 4.55 for image uploads and 4.05 for video uploads. This indicates that uploads with lower vividness (images) result in higher customer engagement than those with higher vividness (videos). Therefore, the first hypothesis (H1) is rejected.

Based on the MANOVA main effect test results for likes with interactivity factors, the calculated F value is 9.061 with a significance value of 0.000 (sig = 0.000). The mean value is 8.27 for posts containing a call to win, 8.62 for posts with a call to act, 8.71 for posts with pure questions, and 8.15 for posts with links. For comments on interactivity factors, the calculated F value is 10.684 with a significant value of 0.000 (sig = 0.000). The mean value of 4.13 for posts with a call to win, 4.35 for posts with a call to act, 4.64 for posts pure questions, and 3.73 for posts with links. This indicates that posts with calls to win calls to act, and pure questions generate higher customer engagement than posts with links. Therefore, hypothesis 2 (H2) is accepted.

According to the MANOVA results of the main effect test for likes based on the type of content, the calculated F value is 7.513, with a significance value of 0.006 (sig = 0.006). The mean value is 8.42 for posts with persuasive content and 8.73 for posts with informational content. For comments, the main effect test yielded a calculated F value of 37.679, a significance value of 0.000 (sig = 0.000), with mean values of 3.99 for persuasive content posts and 4.78 for informational content posts. This indicates that informational content posts generate higher customer engagement than persuasive content posts. Therefore, hypothesis 3 (H3) is rejected.

According to the MANOVA results of the main effect test for likes with the message type factor, the calculated F value is 4.561, with a significance value of 0.033 (sig = 0.033). The mean value is 8.5 for posts with attribute-centric content and 8.65 for posts with benefit-centric content. For comments, the main effect test yielded a calculated F value of 7.894, and a significance value of 0.005 (sig = 0.005), with a mean value of 4.12 for attribute-centric posts and 4.53 for benefit-centric posts. This indicates that benefit-centric posts generate higher customer engagement than

attribute-centric posts. Therefore, hypothesis 4 (H4) is accepted. A summary of the results of the hypothesis is provided in Table 3.

Table 3. Summary of Research Hypothesis Results

Research Variables	Like Mean	Sig.	Comment Mean	Sig.	Hypothesis
Vividness					
Picture	8,88	0,000	4,55	0,000	Rejected
Video	8,04		4,05		
Interactivity					
Call to win	8,27	0,000	4,13	0,000	Supported
Call to act	8,62		4,35		
Pure question	8,71		4,64		
Link	8,15		3,73		
Type of content					
Persuasive content	8,42	0,006	3,99	0,000	Rejected
Informational content	8,73		4,78		
Message type					
Attribute-centric	8,5	0,033	4,12	0,005	Supported
Benefit-centric	8,65		4,53		

After conducting hypothesis and post hoc testing, it is evident that content marketing significantly influences customer engagement, as measured by the number of likes and comments. The following discussion highlights which aspects of content marketing are most effective in generating higher customer engagement for PT WOW’s Instagram posts based on the results of previous data analysis.

Based on the study's findings, varying levels of vividness influence customer engagement with halal cosmetic products differently. This is contrary to the previous research, which suggested that a higher level of vividness (Videos) leads to more Likes, this study found otherwise. Additionally, the study indicated that vividness did not significantly influence the number of Comments, aligning with results from De Vries *et al.* (2012). The rejection of the first hypothesis in this study may be due to the time required for audiences to get complete information. Audiences find it easier to get information through image-based uploads. Whereas, video uploads require viewers to watch for at least 15 seconds or more to grasp the full content. As a result, audiences prefer image uploads, as they quickly understand the conveyed information, making it easier for them to decide whether to like the post and write comments or suggestions. This is supported by research by Moran *et al.* (2019), which also demands more time, effort, and cost compared to photo-based content.

Based on the study's results, different types of interactivity in the content uploaded by halal cosmetic products influence customer engagement differently. The results of this study are in accordance with the results of the research (Lei *et al.*, 2016). which states that interactivity elements in the form of a call to win and a call to act can produce higher customer engagement. In addition, research conducted by De Vries *et al.* (2012) states that a high level of interactivity (question) is positively and significantly related to the number of Comments. The results of the hypothesis 2 test confirmed its acceptance. Brands can directly encourage and motivate audiences to take action through posts with a call to act. Call-to-win posts attract audiences by offering easy-to-win, attractive, and diverse prizes, as supported by Lei *et al.* (2016). In addition, pure questions allow audiences to respond directly to questions posed by halal cosmetic products in the comment

section. In contrast, when audiences click on links within a post, they are redirected to another page, resulting in fewer comments or likes on the original post, as noted by De Vries *et al.* (2012).

Based on the study's results, different types of content influence customer engagement in halal cosmetic products. However, the results of this study differ from the results of the research Wang & McCarthy (2020) which states that Persuasive content is more influential in increasing the number of likes and shares. Meanwhile, Informational content is more influential in increasing the number of Comments. In addition, this is also different from the results of research conducted (Lee *et al.*, 2018), which states that Persuasive content is the key to getting effective engagement.

The variation in research findings regarding content type may be due to the use of different social media in the study. The appropriate type of content can be adapted to the specific social media being used. According to Coelho, Oliveira, & Almeida (2016), differences in research results related to content types may occur because empirical research focuses on Facebook and categorises posts in various forms without accounting for potential differences across other social media. This discrepancy might also arise due to the differing needs of audiences for halal cosmetic products, which vary based on the audience's conditions and the different ingredients and uses of the products. Consequently, audiences are more likely to engage with posts that provide factual or directly relevant information about the product (informational content) rather than entertaining or indirectly related messages (persuasive content). This aligns with Cvijikj & Florian (2013), who found that content containing information related to products or brands is more attractive to the relevant community or interested parties, such as those following halal cosmetic Instagram accounts.

Based on the study's results, the different message types displayed in the content uploaded through the Instagram account of halal cosmetic products have a different influence on customer engagement. The results of this study are in accordance with research conducted by Choi *et al.* (2017), which states that the type of benefit is critical in the context of advertising on social media. In addition, research conducted by Choi *et al.* (2020) also states that benefit-based is a more effective strategy on social media, especially for luxury goods.

The acceptance of hypothesis 4 suggests that benefit-centric content in halal cosmetic product posts presents a subjective message that directly shows the advantages, disadvantages and benefits of a product or service. Such posts tend to focus on reviews and results from personal experiences expressed in terms of happiness, beauty, comfort, value, and the like (Hernandez *et al.*, 2014). This allows the audience to easily access information about the product benefits and engage in discussions in the Comments section. In addition, benefit-centric posts are crafted to be more engaging and address the specific information needs of the audience, aligning with Choi *et al.* (2017), who notes that consumers are more engaged with social media posts that emphasise such message features. Ashley & Tuten (2015) also pointed out this benefit-centric messages are more effective when focused on the hedonic value of a product. On WOW's Instagram accounts, many Benefit-centric messages emphasise the advantages halal cosmetics offer, which is consistent with previous research findings.

5. CONCLUSIONS, RECOMMENDATIONS, AND LIMITATIONS

The descriptive analysis results reveal the types of uploads PT WOW frequently posts on its Instagram accounts for each variable. The most common format for the Vividness variable is

images, while the Interactivity variable is dominated by posts containing a call to action. In addition, the content type variable shows that Persuasive content is the most frequently posted. Lastly, the Message type variable with the highest frequency is Benefit-centric uploads.

This study found that the Vividness variable significantly influences customer engagement with image uploads generating higher engagement than video uploads. The Interactivity variable also has a significant impact, with posts containing a call to act, a call to win, and a Pure question generating higher Customer engagement than those with Links. Specifically, posts with a call to act and Pure questions receive a higher average number of Likes, while Pure questions lead to a higher average Comments. Additionally, the content type variable significantly affects Customer engagement with Informational content. Finally, the message Type variable shows that Benefit-centric posts result in higher Customer engagement than Attribute-centric posts.

In terms of research contribution, this study expands the application of customer engagement theory and content marketing within the halal cosmetics industry, which is rarely explored, especially in Indonesia. Practically, this study offers valuable insights for halal cosmetics companies, especially PT WOW, on how to optimize their content marketing strategies on Instagram to increase customer engagement. The use of MANOVA in this study provides a comprehensive analytical approach to simultaneously evaluate the impact of various marketing content aspects on customer engagement.

Based on the findings of this study, it is recommended that PT WOW and other halal cosmetics companies utilise more images in their Instagram posts and increase content featuring calls to action such as "call to act" and "pure question". Prioritizing informative content and messages that focus on product benefits is crucial, as these types have proven to be more effective in increasing customer engagement. Additionally, companies should consider using visually rich content and facilitating direct interaction with customers to increase engagement on social media.

This research has several limitations. Firstly, the data collection was done manually without specialized software, resulting in a lengthy process. Second, due to the manual classification of data based on each variable, errors may have occurred during the data collection. Third, some posts lacked certain variables, potentially affecting the study's results. Fourth, the Instagram algorithm may have influenced the research variables. Finally, the company did not validate the managerial implications proposed by the researcher, as they were based solely on the researcher's assessment. For future research, it is suggested that different industries, such as fashion and food and beverages be studied. Additionally, researchers could analyze multiple companies within the same industry to explore customer engagement more comprehensively. future studies could also consider the duration and timing of the post as control variables and use various social media platforms for data collection and analysis.

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