

Experiential Affordance and Customer Engagement on Hutchison Facebook Page

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Abstract: *Social media has become a medium that used to build relationship and interactivity between two or more parties. For company, social media were used to communicate and gain relationship with their customer. However, the utilization of social media in the relationship with consumers is still not maximized, especially in online branding. This research aims to explore the impact of brand experiences through four affordance experiences, which are perceptual experience, social experience, epistemic experience, and embodied experience on customer engagement of Hutchison Indonesia's Facebook page. This research is a descriptive quantitative research by distributing questionnaires to 100 respondents who followed Hutchison facebook page. This research uses convenience sampling techniques and conducted using multiple linear regression. Based on the data, perceptual experience, social experience, epistemic experience, and embodied experience simultaneously have positive relation to customer engagement in Hutchison Facebook Page. Partially, only embodied experience affects customer engagement.*

Keywords: brand experiences, customer engagement, social media

1. Introduction

Information and communication technology has been improved in this late century, and the greatest impact towards this phenomenon are the rise of internet through the usage of social media. In this modern era, young people spend most of their time in social media. Hutchison Indonesia, or more familiar with its brand product 3 (Tri), is one of the main player in telecommunication service provider in Indonesia. As its necessary to communicate online, they also use of Facebook as their medium to communicate and generate customer engagement with their customer. Selecting Facebook as their medium is the right step because 3 (Tri)'s target consumers are the young generation most of whom are using Facebook [1]. Facebook has the content characteristics that companies create which is called brand post. It is created interactively, and it has a certain strategy that can generate customer engagement.

The spectacles on how business used social media divided into three main function which are social media as an online advertising, community brand, and pursue end users to be an active audience through its 2.0 platform [9] [10] [14]. This function captures consumers psychological and behavioral predisposition to interact with brands and other consumers in social media through consumer engagement [6].

Through social media, a Facebook page can be a medium to generate customer engagement, and therefore it hopefully can motivate consumers to give recommendations, to interact with other consumers and the company, as well as to write reviews for the company. Also, consumers can express their willingness to deepen their relationship with the brand through giving likes and follows on the brand's Facebook page.

A research on the usage of social media and the importance of customer engagement is still rare to conduct in Indonesia. Company are used media sosial to promote product and communicate with their customer instead of gain engagement

or branding. According to Tafesse (2016) Facebook brand pages are a media rich and interactive platform that is capable of facilitating multiple experiential affordances and in particular, brand pages that capitalize on their media rich and interactive capability to facilitate a holistic brand experience can garner increased consumer engagement. Every company needs to develop a customer engagement strategy as a vital part of their digital marketing strategy [4]. It is easy to reach customer engagement online through the presence of the company's social media such as a Facebook Page instead of a website. This research is conducted to see how Hutchison 3 (Tri) Indonesia has offered the perceptual experience, social experience, epistemic experience, and embodied experience on its Facebook page and how that influences the customer engagement.

According to Tafesse, customer engagement can be analyzed from experiential affordance that has 4 (four) dimension which are perceptual experience, social experience, epistemic experience, and embodied experience [14]. Hence, this research aims to see how the four experiential affordance impact customer engagement on the Facebook page of Hutchison 3 (Tri) Indonesia.

2. Literature Review

Brand experience is the consumers' experience when they interact with a brand [8]. It discusses the relationship between brand experiences and the consumers' sensory, affective, intellectual, and behavior aspects. Thus, identifying the concept of experience which consists of the perceptual, social, epistemic, and embodied dimensions is a relevant component of brand experiences [14].

Perceptual experience involves the activation of one's sensory components such as their sight, hearing, and touch. These sensory components are activated when consumers are interacting with a brand along with its brand logo, brand sound, brand character, and product brands [14] [3] [5] [7].

Social experience captures the consumers' relationship and

Volume 8 Issue 3, March 2019

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participation in creating a meaningful interactive experience. Social experience refers to an interactive activity which enhances consumers' sense of belonging towards the brand and enables them to co-create and attain brand meanings [11] [13].

Epistemic experience involves the consumers' awareness and the collaboration of relevant information about the brand. Epistemic experience encourages consumers to think creatively and to solve problems related to the product [3].

Embodied experience involves an active physical interaction from the consumers. Brand pages can be used to promote brand events, such as sponsored events, launching product, and live events [2].

Customer engagement is the level of involvement, interaction, intimacy, and influence that a person's possesses towards a brand from time to time [4]. Engagement is consisted of three parts that are the emotional relationship with the brand, the level of active participation, and the long-term relationship [12]. Seeing how important customer engagement is for a company, social media platforms such as Facebook page can be used to communicate directly with the consumers and to generate customer engagement. Facebook pages allow interactions from every post, such as like, share, and comment. When a company applies all the four experiences including perceptual experience, social experience, epistemic experience, and embodied experience on their Facebook page, it leads to a change of the consumers' psychological process to become loyal with the brand.

This research adopts a previous research conducted by Tafesse (2016) with the title of "An experiential model of consumer engagement in social media" using a framework illustrated on Figure 1.

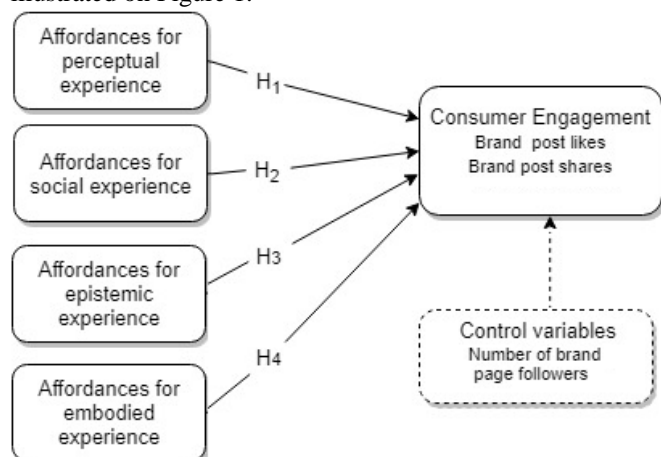


Figure 1: Research Framework

Research Hypothesis:

H1 : Affordance of Perceptual experience's influence on customer engagement

H2 : Affordance of Social experience's influence on customer engagement.

H3 : Affordance of Epistemic experience's influence on customer engagement

H4 : Affordance of Embodied experience's influence on

customer engagement

3. Research Method

3.1 Data Analysis

This research is a descriptive quantitative research using cross sectional method for data collection which means the data is collected during a certain period of time. This research adopts brand experience instrument developed by Tafesse. Thus, the independent variable includes perceptual experience (X_1), social experience (X_2), epistemic experience (X_3), and embodied experience (X_4). On the other hand, the dependent variable is the customer engagement.

The data for this research is collected from primary data and secondary data. The primary data is obtained from questionnaires filled by 3 (Tri) Indonesia's Facebook page followers, and a measuring scale that is chosen is Likert scale with the range of interval 1 (strongly disagree) until interval 5 (strongly agree). The secondary data is obtained from theoretical review and previous research.

This research uses convenience sampling as the sampling method in which the samples are obtained based on the availability and the convenience of getting the data. Based on the calculation from Yamane formula, the total number of sample for this research is 100 respondents. After the data has been collected, the research is conducted using multiple linear regression in which the data is processed using SPSS.

3.2 Measurement Model

This research is using multiple linear regression to measure how the independent variable influences the dependent variable. Multiple linear regression is chosen because this research has more than one independent variable, so this multiple linear regression is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots + e$$

This research makes the verdict by deriving from significance level (Sig.). If the value (Sig.) < 0,05 then H_0 is rejected which means there is a simultaneous correlation between variable X and variable Y.

Testing out the hypothesis is conducted to find out the linear relation between the two variables that are independent variable and dependent variable in partial manner. It is done using two-tailed tests with a two-way relation, so it will reveal whether it has negative relation or positive relation. If the relation has a positive value, then it will be a linear relation and vice versa.

Before testing multiple linear regression, it is first required to test the classic assumption including normality test, multicollinearity test, and heteroscedasticity test. The test result of the classical assumption is attained from the normality test using one sample Kolmogorov-Smirnov. It reveals that the data is normally distributed; multicollinearity test shows that there is no multicollinearity; and

heteroscedasticity test also shows that there is no heteroscedasticity. Therefore, it can be concluded that the classic assumption test is completed, and the regression can be processed for the next step.

4. Result and Discussion

The result from 100 respondents who filled out the questionnaires reveals a demographic structure that is based on several indicators such as sex, age, occupation, and domicile as explained on table 1.

Table 1: Respondent Profile's

Variable	Classification	Percentage
Gender	Male	59%
	Female	41%
Age (Year)	< 18	38%
	19 – 25	44%
	26 – 30	14%
	31 – 36	3%
	>36	1%
Occupation	Students	66%
	Self-employee	15%
	Entrepreneur	18%
	Housewife	1%

After processing the data, the results show several implications. First, perceptual experience (X1), social experience (X2), epistemic experience (X3), and embodied experience (X4) influence the customer engagement simultaneously with positive relation along with the regression equation as follows:

$$Y = 3,081 + 0,073 X_1 + 0,170 X_2 + 0,140 X_3 + 0,288 X_4$$

Based on the regression equation above, the constant is 3,081 which means if the perceptual experience, social experience, epistemic experience, and embodied experience would be removed, then the value of customer engagement is 3,081. The sub variable of perceptual experience (X1) is 0,073 with positive relation. In other words, if the customer engagement increases by one unit, then the perceptual experience will also increase by 0,073 with the assumption that the other variables remain constant. Sub variable social experience (X2) is 0,170 with positive relation. Thus, if the customer engagement increases by one unit, then the social experience will also increase by 0,170 with the assumption that the other variables remain constant. Sub variable epistemic experience (X3) is 0,140 with positive relation. In other words, if the customer engagement increases by one unit, then the epistemic experience will also increase by 0,140. Sub variable embodied experience (X4) is 0,288 with positive relation. Therefore, if the customer engagement increases by one unit, then the embodied experience will increase by 0,288 with the assumption that the other variables remain constant.

Second of all, the hypothesis is tested to find out whether there is a partial influence between independent variable and dependent variable. The result reveals that one hypothesis is rejected which means the perceptual experience did not partially affect the customer engagement on the case study of 3 Indonesia's Facebook page. The next test result reveals that

hypothesis 2 is rejected. This result shows that social experience did not partially affect customer engagement on the case study of 3 Indonesia's Facebook page.

Next, the result reveals that hypothesis 3 is rejected which means that epistemic experience did not partially affect customer engagement on the case study of 3 Indonesia's Facebook page. The last test of hypothesis reveals that hypothesis 4 is accepted which means that the embodied experience that 3 (Tri) offers on their Facebook page partially affect the customer engagement.

Based on the results, perceptual experience (X1), social experience (X2), and epistemic experience (X3), did not partially affect the customer engagement of 3 Indonesia's Facebook page. There needs to be an improvement in providing the three experiences on the Facebook page.

The embodied experience is the variable that partially affected the customer engagement. Improving the embodied experience on the Facebook page should be the focus of 3 (Tri) by carrying out more events, games, competitions, or quizzes that engage the Facebook followers of 3 (Tri) Indonesia.

5. Other recommendations

The objective of this research is to explain the impact of affordance experience based on its 4 dimension of perceptual experience, social experience, epistemic experience, and embodied experience on customer engagement on 3 (Tri) Indonesia's Facebook page. The next research can use the same variables and method, but it should use different social media such as Twitter or Instagram. This research analyzes sub variables of brand experiences on telecommunication industry in Indonesia, so the next research can use the same sub variables of brand experiences on another industry to gain more comprehensive finding about affordance experience from facebook to encourage customer engagement.

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