

## The Influence of Content Marketing on Customer Advocacy with Entertainment Intention as an Intervening Variable on Tiktok

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### ARTICLE INFO

*Keywords:* Content Marketing, Entertainment Intention, Customer Advocacy

*Received :* Date, Month

*Revised :* Date, Month

*Accepted:* Date, Month

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### ABSTRACT

This study aims to determine the relationship between marketing content and customer advocacy mediated by entertainment intentions using the idea of the *stimulus - organism - response* (SOR) framework on TikTok social media. The research model used is Structural Equation Modeling (SEM) with a Partial Least Square (PLS) approach. The results showed that content marketing is the main key to increasing customer engagement. This engagement can trigger customer advocacy, where customers actively promote brands based on the positive experiences they feel. The role of entertainment intentions in content marketing is also important to provide consumer self-awareness and identity formation so that it will affect customer advocacy.

## INTRODUCTION

Nowadays, the development of technology is rapid. With the emergence of online sales trends, some people have gradually stopped using conventional buying and selling methods. Businessmen at this time have the opportunity to utilize technology to market their goods, one of which is by using content marketing on social media. Content marketing is a marketing strategy that requires skills to develop content by creating written, video, and audio content (Duc Le, 2020).

### Chart of Technologies Used to Leverage Content Marketing Efforts by Global Marketing Professionals (2022)

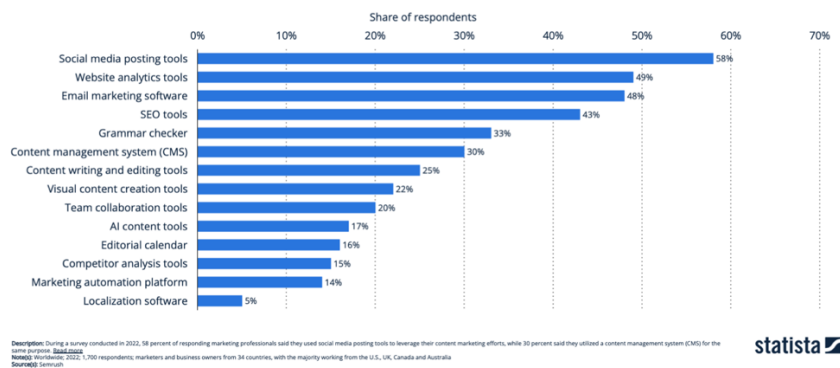


Figure 1. Content marketing technology

Source: Statista (2023)

The graph in figure 1. shows the number of people using various content marketing technologies. The most widely used technology is social media posting tools, with 58% of participants saying that they use them. Website analytics tools come in second place, with 49% of participants saying they use them. Email marketing software came in third, with 48% of participants saying that they use it. Social media use can be positively associated with purchases because users on social networks are often exposed to information about goods and activities related to them, such as brand advertisements and conversations with friends about their latest shopping experiences (Chevalier, 2006).

### Most commonly used social media platform for purchases during the last 12 months in Indonesia as of February 2023

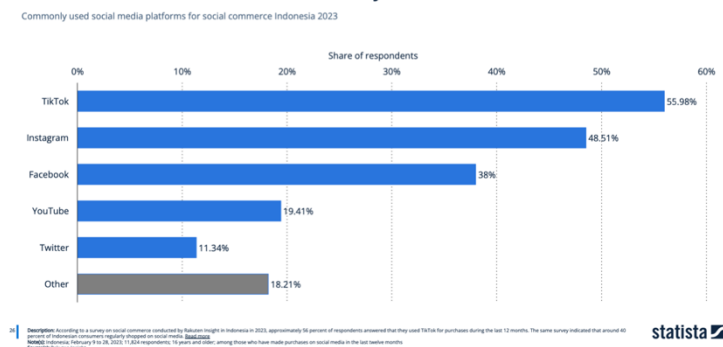
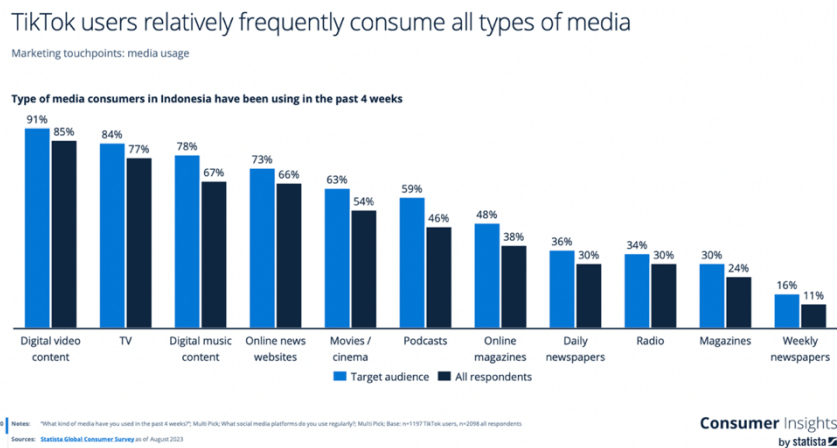


Figure 2. Social media used for online purchases in Indonesia

Source: Statista (2023)

Apart from entertainment, social media can also be used for shopping. The number of social media platforms used for purchases in Indonesia over the

past twelve months is depicted in figure 1.2. This data was obtained from 11,824 respondents who have made purchases on social media in the past 12 months conducted by Rakuten Insight. TikTok is the most frequently used social media platform for purchases, at 55.98 percent. Next are Instagram (48.51 percent), Facebook (38.01 percent), YouTube (19.41 percent), and Twitter (11.34 percent). Most respondents (18.21 percent) stated that they use other social media platforms for shopping. Both individuals and businesses use social networks to share information that is widely regarded as consumption-related. For example, customers often post photos of their most recently purchased products, share stories about their shopping experiences, and describe products they would like to purchase in the future.



**Figure 3. TikTok media consumption type**  
 Source: Statista (2023)

Figure 3 shows data indicating the types of media used by Indonesian TikTok users. The most consumed media type is digital video content, with 91% of TikTok users, the target audience, and 85% of the average online user in Indonesia, followed by TV, digital music, online news, and movies/cinema at 84% and 77% respectively. The least consumed media type is weekly magazines. They consume a variety of media types, with digital video being the most widely used.

Companies also often use their social networking channels to post information about the goods and services they offer to customers (Zhang et al., 2017). Shopping through social media can significantly increase customer advocacy (Keylock & Faulds, 2012). Customer advocacy is an advanced form of market orientation that responds to new dynamics in consumer choice, engagement, and knowledge. Customer advocacy refers to the process of accurately representing customers' interests and providing them with honest information (Yeh & Da, 2013). Peer recommendations are very important in marketing because customers believe in their recommendations and act on them (Lawer, 2006). The level of consumer exposure to such generated media is accelerated by social media (Keylock & Faulds, 2012). This study uses the SOR (*Stimulus-Organism-Response*) theory to determine the relationship between the variables studied, namely content marketing, entertainment intention and customer advocacy.

## LITERATURE REVIEW

### *Theory of SOR*

The SOR theory, introduced by Mehrabian and Russell in 1974, is an important theoretical model in the service industry in determining consumer behavior (Jacoby, 2008). The three main terms discussed in this structural model are Stimulus, Object/Organism, and individual Reaction/Response. The purpose of this model is to find the source of consumers' mental and psychological decisions and thought processes (Bieger, 2006). *Stimulus* explains a stimulus that influences a person to do or avoid a certain behavior. *Organism* is a judgment process that involves individual emotional mechanisms (Hu, 2016). *Response* is a decision of a person who gets a *stimulus* to do or avoid the behavior as a result of the action of the stimulus (Lin, 2016).

### *Content Marketing*

Content marketing is an essential component of contemporary marketing strategies, especially in the digital space (Świeczak, 2012). Content marketing is a very popular marketing strategy that involves planning, distributing, and creating content that has the ability to attract audiences or users, and then converting them into consumers (Huda, 2021). The content presented must be tailored to the needs of the audience, of high quality, and reliable (Świeczak, 2012). According to Loredana Pătruțiu Balteș (2015), the success of digital marketing relies heavily on high-quality content marketing.

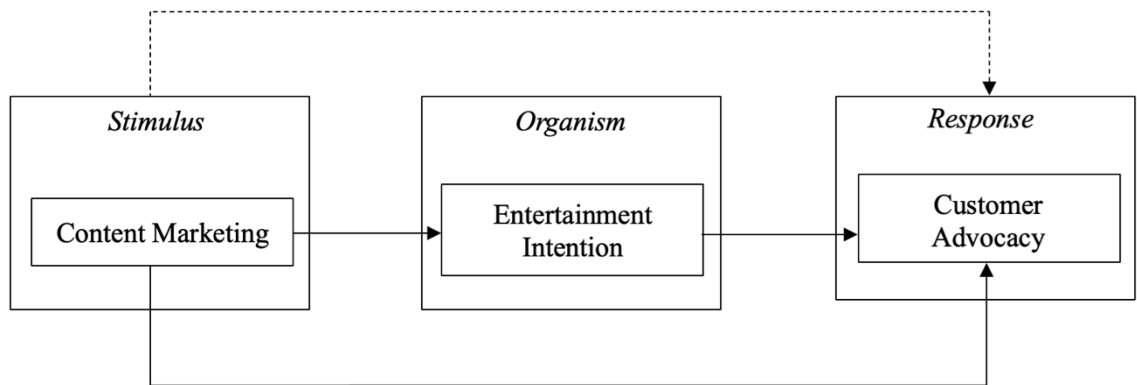
### *Entertainment Intention*

Entertainment is enjoyed or appreciated as part of the media experience itself, so it can be defined as a type of media use that naturally benefits its users. Over the years, entertainment media use has been associated with emotional satisfaction, including hedonistic and more complex needs (A. , V. R. , & M. R. Bartsch, 2010). In addition, entertainment media are appealing because they are able to perform a variety of functions, such as creating meaning and controlling mood, and have the potential to cause undesirable side effects (A. Bartsch, 2017).

### *Customer Advocacy*

Customer advocacy refers to the process of faithfully representing customer interests and providing accurate information (Lawer, 2006). Today, customer advocacy serves as a powerful tool in the marketing context, where brand advocates play an important role in influencing decision-making and shaping policies and practices (Ragini Bhati and H. Verma, 2017). Customer advocacy aims to establish closer relationships with customers. This is done by building new trust and commitment, and increasing transparency, dialog, and partnership with customers (Yeh & Da, 2013).

### *Theoretical Framework*



**Figure 4. Theoretical Framework**

### **METHODOLOGY**

This study uses a correlational approach to investigate the relationship between variables namely marketing content, entertainment intention and customer advocacy. The sample for this study will be selected using purposive sampling method, which involves incorporating certain criteria into the sampling process. The sample of this study consists of social media users who have purchased a product or service after seeing interesting content on social media. The data collected was analyzed using the Partial Least Squares (PLS) method of Structural Equation Modeling (SEM).

### **RESEARCH RESULT**

Content marketing, a strategy that focuses on the creation and dissemination of relevant content, has become a major key to increasing customer engagement with brands (Mahmić-Muhić, 2022). Such engagement can lead to customer advocacy, where customers actively promote the brand based on their positive experiences (G. Urban, 2004). Now that customers have more power, customer advocacy is becoming increasingly important. Companies must now represent the best interests of their customers to gain their trust and loyalty (G. Urban, 2004). Entertainment plays an important role in customer relationships and is used in many different business functions (Veer, 2013). The role of entertainment intentions in content marketing is critical, as it can facilitate consumer self-awareness and identity formation, which will ultimately influence the occurrence of customer advocacy (Hackley & Tiwsakul, n.d.). In the context of video advertising, factors such as attractiveness, persuasiveness, and awareness of the ad are strongly associated with consumers' purchase intentions (Hussin, 2021).

### **CONCLUSIONS AND RECOMMENDATIONS**

Content marketing today is not just a strategy, but a necessity to build relationships with customers. By presenting relevant and entertaining content, companies can increase customer engagement and encourage them to actively promote the brand to others. The growing power of customers in this digital

age means that customer advocacy is becoming increasingly important for companies to gain their trust and loyalty. Entertainment intent is a key element in building strong customer relationships. Entertaining content can grab customers' attention, boost their mood, and make them feel connected to the brand. Entertainment intent in content marketing is very important. Content that helps consumers understand themselves and form an identity will increase their chances of defending and promoting the brand.

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