

Exploring Luxury Brand Engagement In Developing Country: The Role Of Social Media Consumer Involvement

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Abstract . This study learns the antecedents and consequences of consumer brand engagement in the Instagram account of luxury fashion brands. Customer involvement is the antecedent of consumer brand engagement, and the effects were in two variables, i.e., self-brand connection and brand usage intention. Consumer brand engagement was measured in three dimensions, i.e., cognitive process, affection, and activation. We conducted an explanatory survey to test our research hypothesis, and the data collection used an online questionnaire. Our respondents are followers of luxury brands' Instagram and users of luxury fashion brands in Indonesia, and our final usable sample was 172 respondents. The hypothesis testing uses Structural Equation Modelling (SEM). Our findings revealed that consumer involvement positively affects the three dimensions of consumer brand engagement. The three dimensions of consumer brand engagement positively impact self-brand connection and brand usage intention. Therefore, essential to maintain and increase the consumer engagement of luxury fashion brands

1 INTRODUCTION

Customer engagement is vital for creating, building, and maintaining customer relationships. It is one of the sources of competitive advantage to sustain increasing sales growth and profitability [1]. Customer brand engagement refers to a consumer's motivation regarding the brand and how they think about it. It has three stages: cognitive, emotional, and behavioral, interacting directly with the brand [20]. Therefore, according to the previous research [21] identified cognitive processing, affection, and activation are the three dimensions of consumer brand involvement.

The brand engagement has several antecedents that shape or trigger the brand usage [30]. In this context, consumer involvement is the precursor of consumer brand engagement [21]. [47] defines involvement as a relationship to an object based on needs, values, and interests. The consumers are involved with the brand to know the brand better. Thus, understanding the antecedents of brand engagement can trigger F R Q V X Attitudes influencing them to perform particular positive behavior toward the brand. Branded clothes also choose brands that are already well known, have good quality, and have good brand status. The willingness to be a follower or fan on a fashion luxury brand's site and often check the latest post is a form of consumer involvement.

Involvement is the motivational status that drives and directs cognitive processes and consumer behavior in decision making [9]. Cognitive functions are necessary for consumers before making a purchase. Consumers will contact information to support inner accuracy decision making [48]. Consumers tend to look for further details on luxury fashion brands' sites if they want to buy a more expensive product. The decision-making process becomes more visible and more complex. Companies must make a good impression through social media brand engagement, such as Instagram or other social media. Followers and fans of the Instagram page of a luxury fashion brand account will always consider following the brand's page information to have the intention to buy it finally.

Following the fashion luxury brand's site requires the customer's affection component to assess the brand's interactions. The affection component is our feeling or emotion towards an object, usually expressed in likes or dislikes [7]. Generally, consumer confidence in a fashion luxury brand's site is closely attached to their feelings. In other words, senses of like or dislike are determined by consumer confidence. However, not every consumer with the same belief will show the same emotion due to background differences.

There are two consequence dimensions of consumer brand engagement, i.e., self-brand connection and brand internet usage. Self-brand connection arises from a strong bond between the brand's sites and the consumer [30]. The impact of a self-brand connection includes increasing brand equity, which is the most necessary part of influencing the value of the brand's sites [39]. Besides, brand usage intention is an additional consequence of consumer brand engagement. It refers to consumers' differential response to compare differences in the same product while having the same marketing character between focal brands and unbranded products. In this concept, the brand usage intention means the fashion luxury brand's site and how the user intends to increase visits to the fashion luxury brand's site. This concept aims to understand how consumers stay in touch with the brand by always visiting the fashion luxury brand's site. Based on these notions, the authors want to discover the causes and consequences of luxury brand engagement in social media and the impact of each aspect on others.

2 Literature Review

2.1 Self-Congruity Concept

We refer to self-congruity as our underlying theory. Self-congruity is a psychological process of consumers' attachment to their perceptions of a product or brand with their self-concept [42]. [22] show how consumer personality related to a brand can connect self-congruity to brand-related satisfaction. [16] added that a brand associated with the ego in consumers must create an inner attachment. Consumers can see the brand as part of themselves and develop a loyal

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attitude toward it. Consumers have a strong attachment because consuming a product or brand together with them will generate loyalty from within [23]. [36] explain when consumers purchase a particular product they will try to improve their self-image while choosing brands and products that follow the image or personality they believe in. Thus, buying behavior in luxury brands will be influenced by self-congruity. Luxury brand users who have built their image will directly focus on their choice of products in the luxury brand.

2.2 Luxury Consumer -Brand Management

Luxury is a simple product that shows the user an exclusive impression and pride [15]. Luxury industries are growing each year strongly, both in value and quantity. Luxury brands must have functional and emotional aspects to make consumers feel closer to and trust the luxury brand [37]. According to [28], a luxury brand is a brand that evokes exclusivity, is a famous brand, has high brand awareness and perceived quality, and maintains sales levels and customer loyalty. Luxury brands like Chanel, Dior, and Burberry must understand Asian trends especially in Indonesia. The main market for luxury brands is no longer limited to the developed countries of the West but is also expanding to the East [2].

2.3 Social Media

Social media is a new marketing tool that allows one to know customers and prospective customers in previously impossible ways [25]. Social media has become commonplace for everyone to establish communication and even popularity at parties. Interaction through social media increases brand awareness, recognition, and loyalty [15]. Social media can also become a forum to provide exclusive discounts and opportunities for consumers to get more value and feel more special. Such promotion efforts are to meet short-term goals. From their social media, companies can learn the characteristics and nature of consumers, know the needs and desires of consumers, and understand [65] competitors.

Social media is a company representation following a dynamic trend to increase its capability to get closer to its customers [24]. Instagram is a popular social media platform with a different character from the others, it implements a visual-based strategy. Instagram is about photos or videos [30]. Instagram is a popular platform for promoting brands' goods or services. Instagram's visual-based strategy increases marketing effectiveness since images tell everything [8]. Instagram is one of the marketing strategies used by the most famous brands worldwide. Therefore, this study will focus on the brand's fans or followers on Instagram accounts.

3 Hypotheses Development

3.1 Consumer Involvement

Involvement is a function of people, objects, and situations [6]. The underlying motivation is needs and values which reflect the self-concept [27]. Involvement is activated when the object (product, service, or promotional message) helps meet needs, goals, and necessary values. Involvement refers to consumers' perceptions of the importance of the personal relevance of an object, event, or action. Consumers are aware of a product's personally relevant consequences are said to be involved with it and have a relationship [27]. The product or brand consequences have cognitive and influence aspects.

A consumer can be involved when the consumer sees that a product has personally related consequences. The consequences that are personally related have cognitive aspects and influence. Cognitively can know the functions and benefits of using the product. Involvement can influence product evaluation [15]. Cognitive interpretation contributes to F R Q V X P H U V n f a k G j 4 8 j S y s t e m Q cognitive will form cognitive responses like knowledge, meaning, and trust. Consumer internal responses and behavior reflect their cognitive system translation process. The internal consumer responses and behavior influence consumer decisions and indicate the cognitive system translation process (captured, translated, and used).

Customer involvement at the affective level will make the brand attractive, based on the consumers' excellent experiences using social media sites [14]. When consumers have needs, these needs will produce impetus. The level of involvement and emotional condition of the individual dictate the severity of this impulse effect. The higher involvement will increase feelings and emotions that affect participation and information processing. When someone is in this state of urgency, they engage in intentional conduct, consisting of acts taken to meet their needs. At the level of Activation, consumers will think that a brand is necessary or indeed needed from the view from the social media aspects of a brand chosen by consumers to be involved in it compared to others [34]. The customer's energy, effort, and time with a brand in a particular consumer/brand contact defined activation dimension [20]. Activation affects low or high involvement [34].

Based on a previous study, consumer involvement is positively related to cognitive processing, Affection, and Activation [29]. Consumer involvement also positively impacts three dimensions of CBE. Thus, we proposed the following hypotheses

- H1a: Consumer involvement positively affects the cognitive process of consumer brand engagement
- H1b: Consumer involvement positively affects the affection of consumer brand engagement
- H1c: Consumer involvement positively affects the activation of consumer brand engagement

3.2 Self-Brand Connection

Brand connection is a link that connects consumers with brands, and consumers will be more closely associated with the brand if they consider it essential [11]. Self-brand connections are from emotions obtained from product or service experience [6] & KDV EHHQ GH QHG DV WKH H [WHQW WR ZKLFK- LQGLY concept" [11].

In terms of consumer branding and product applications, consumers will pay close attention to how others value them [11]. SBC is "the level to which a brand influences people's self-concepts." A brand will create a relationship with consumers if the brand has succeeded in building the story or story offered. Consumers to portray what they want others to see when using fashion luxury brand sites.

SBC encompasses the extent to which assimilation of a particular brand into oneself and the gap between user and brand image [10]. Luxury brands will not just give consumers an experience. Luxury brands put a solid story to get their brand into consumers' self-concept. These brands will constantly develop emotional ties that influence consumers, increasing positive brand attitudes and behavioral intentions.

Previous research shows positive relationships between customer brand engagement and self-connection [21]. Thus we developed the following hypotheses

H2a: The cognitive process of consumer brand engagement directly impacts the connection with the luxury brand's Instagram site

H2b: The affection of consumer brand engagement directly impacts the connection with the luxury brand's Instagram site.

H2c: The activation of consumer brand engagement directly impacts the connection with the luxury brand's Instagram site.

3.3 Brand Usage Intention

Increased brand usage intention will be more pronounced with the attitude of direct involvement. The cognitive, affective, and behavioral consumer engagement with the brand's sites will direct them to interact further with the brand. Consumers' intention to choose a brand's sites compared to other brands is the brand's inherent value. It is proposed that "Consumer Brand Engagement (CBE) is a predictor of brand use intentions."

Viewed from the cognitive dimension of CBE, when consumers deliberately browse the luxury brand community sites on social media, they open the site and even engage with the brand. They automatically lead to the intention to use the brand [17]. Similarly, CBE's affective dimension should increase usage intention when customers have favorable experiences on social media platforms with businesses through functional, social, or emotional benefits. They are more inclined to engage in social networking. Finally, the CBE activation dimension will positively affect brand usage when consumers have been involved with brands to frequently prefer one premium brand community social media site over another.

According to social exchange theory [17] supported their hypothesis that consumers will interact further with brands obtained through cognitive, affective, and activation involvement. Based on this notion, we propose the following hypotheses

H3a: The cognitive process of consumer brand engagement directly impacts the brand usage intention of the luxury brand's Instagram site

H3b: The affection of consumer brand engagement directly impacts brand usage intention of the luxury brand's Instagram site

H3c: The activation of consumer brand engagement directly impacts the brand usage intention of the luxury brand's Instagram site

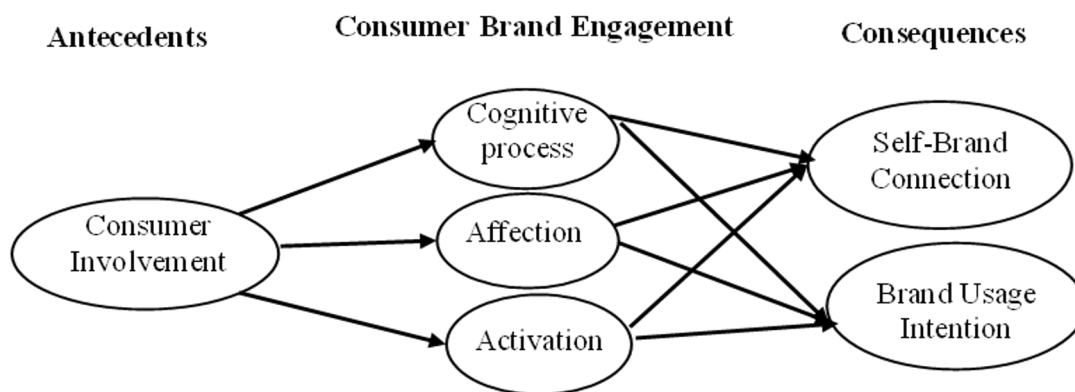


Figure 1
Conceptual Framework

4 Research Methods

This study uses non-probability sampling, with certain elements picked randomly using purposive sampling. Purposive sampling is a non-probability sampling in which the sample is chosen based on a judgment of the requirement fulfilment [12]. We use the following criteria for sample selection: the respondent is a luxury brand user and has become a follower of luxury brands' Instagram accounts. We provide a list of luxury brands to be chosen as a screening question to ensure that the respondents use luxury brands such as Gucci, LV, Chanel, Coach, Michael Kors, Hugo Boss, Dior, Balenciaga, YSL, Burberry, Hermes, Prada, and Fendi. The questionnaire distribution uses Google Forms. The total usable sample is 172 respondents [13] stated that the ideal sample size is 200 for the maximum likelihood (ML) estimation technique.

Our study adopted measurements of six variables from several studies and modified them according to the need of our research: 1) Customer Involvement (CI) measures using seven items [17], 2) Cognitive Process (CP) measures using five items [21], 3) Affection measures using seven items [25], 4) Activation measures using four items [25], 5) Self-brand Connection (SBC) measurement is using seven items [11], and 6) Brand Usage intention (BUI) measures using four items [46]. The measurements were on a 7-point modified Likert scale, ranging from 1 (totally disagree) to 7 (totally agree), to determine how strongly the subject agrees or disagrees with the available statement.

5 RESULTS

Table 1 shows that the dominant age of 172 respondents was >30 years, 43,6%. The data showed that the dominant gender of the respondents was 117 females, 68%. Then, the most expenditures of the respondents were in the range of Rp5.000.000-Rp10.000.000 IDR, 31,4%. The data showed that the dominant luxury fashion brand was Coach 41,3%. The data showed that respondents who follow the luxury fashion brand's Instagram page know the newest releases from luxury brands, 39,5%. The dominant times to visit the site ranged from 3-5 times per week, 51,7%.

Table 1.

Respondents Profile

Classification of Respondent	Sub Classification	Percentage
Age	15-20	11,7%
	21-25	34,8%
	26-30	9,9%
	>30	43,6%
	Total	100%
Gender	Male	32%
	Female	68%
	Total	100%
Occupations	Students	26,8%
	Government Employees	1,8%
	Private Employees	14,5%
	Entrepreneurs	26,2%
	Housewives	8,1%
	Lecturers	2,3%
	Others	20,3%
Total	100%	
Expenditure	<Rp5.000.000	20,9%
	Rp5.000.000-Rp10.000.000	31,4%
	Rp10.000.000-Rp20.000.000	19,8%
	Rp20.000.000-Rp30.000.000	14,5%
	>Rp30.000.000	13,4%
	Total	100%

A good research tool must satisfy two criteria: validity and reliability. According to Table 2, this study comprised 34 statements representing each variable and 172 respondents to test the instrument's quality in IBM AMOS version 22. The testing validity results explain that all 34 items tested were declared valid. The instrument meets the accepted standards. The factor loading values are greater than 0.50 [32]. Reliability measurement uses the Composite Reliability technique with the AMOS program. The calculated reliability figures showed that all variables' composite reliability coefficient value was greater than 0.7. Thus [32], all variables are reliable for further analysis.

Table 2.
Validity and Realibility Test

Variable	Item	Factor Loading	Construct Reliability
Consumer Involvement (CI)	Visiting the luxury brand Instagram account is very important to me.	0,938	0.9774
	Visiting the luxury brand Instagram account is very interesting to me.	0,929	
	Visiting the luxury brand Instagram account is very relevant to me.	0,921	
	Visiting the luxury brand Instagram account is very exciting to me.	0,915	
	Visiting the luxury brand Instagram account is very valuable to me.	0,935	
	Visiting the luxury brand Instagram account is very involving to me.	0,932	
	Visiting the luxury brand Instagram account is very needed to me.	0,924	
Cognitive Process (CP)	I receive a lot of information from the luxury brand site	0,954	0.9742
	I think about the luxury brand site a lot.	0,940	
	I studied more posts on the luxury brand site.	0,931	
	I receive information from luxury brand sites easily	0,934	
	I received information from the luxury brand site clearly.	0,940	
	I feel satisfied seeing the latest posts on the luxury brand site	0,929	
	Seeing posts on luxury brand sites makes me feel happy.	0,951	
Affection	I feel happy when I visit the luxury brand site.	0,945	0.9825
	I am proud to visit the luxury brand site	0,948	
	Visiting the luxury brand Instagram account is very fun for me	0,943	
	Visiting the luxury brand Instagram account is very satisfying for me	0,937	
	Visiting the luxury brand Instagram account means a lot to me	0,948	
Activation	I spend a lot of time using the luxury brand site.	0,908	0.9614
	I often see posts on luxury brand sites.	0,932	
	I am used to visiting luxury brand sites.	0,923	
	I fill my spare time by visiting luxury brand sites.	0,950	
	The luxury brand sites that I use affect my personality	0,945	
Self-Brand Connection (SBC)	I feel a personal connection to the luxury brand site	0,943	0.9863
	The luxury brand sites I use communicate who I am to others.	0,954	
	The luxury brand sites I use make me the kind of person I want to be.	0,963	
	I consider the luxury brand site that I use is myself	0,959	
	The luxury brand site that I use is perfect for me.	0,965	
Brand Usage Intent (BUI)	I will often visit the luxury brand sites that I use.	0,945	0.9712
	I will still pay attention to the latest posts from the luxury brand sites that I use.	0,936	
	I will still like visiting the luxury brand sites that I use compared to others that are just as good.	0,947	
	I will still be proud to visit the luxury brand site that I use compared to others that are almost the same	0,954	

Table 3 shows the descriptive statistics of respondents in providing an assessment of each variable item indicating the level of the respondent's assessment. Table 3 shows the average responses for CI was 5.12, for CP, was 4.98, for Affection was 5.07, for Activation was 5.04, for SBC was 5.23, and for BUI was 5.21, with a maximum score of 7 and a minimum of 1. Figure 2 depicts a path diagram converted into structural and measurement model equations

using IBM SPSS AMOS version 22. Table 4 shows Goodness of Fit Index results for CMIN/DF value is 1.582, RMSEA value is 0.058, TLI value of 0.970, and CFI value is 0.972. Based on these results, the model is good

Table 3.

Descriptive Statistics

Item	Average
CI	5.12
CP	4.98
Affection	5.07
Activation	5.04
SBC	5.23
BUI	5.21

Our following data analysis technique based on SEM (Structural Equation Modeling) with the AMOS 22 software program examines the conceptual framework and assumptions. The estimation technique uses Maximum Likelihood Estimate (MLE) as one structural equation model estimation technique (MLE form). The calculated model employs a sample size of 1000 for the best Goodness-of-Fit results (Hair et al., 2014).

Table 4.

Goodness of Fit Index

The goodness of Fit index	Model test result	Model
Significant probability	0,000	Marginal Fit
Chi-Squares	819,446	Marginal Fit
RMSEA	0,058	Good Fit
GFI	0,786	Marginal Fit
AGFI	0,755	Marginal Fit
CMIN/DF	1,582	Good Fit
TLI	0,970	Good Fit
CFI	0,972	Good Fit

Once validated, the formulated hypotheses are ready to test. Table 5 shows the following results: Hypothesis 1a, which stated CI has a direct positive impact on the CP of CBEs supported (estimated value = 0.964, p-value < 0.05). Hypothesis 1b, which stated CI has a direct positive impact on the Affection of CBEs confirmed (estimated value = 0.924, p-value < 0.05). Hypothesis 1c, which proposed a direct positive effect of CI on the Activation of CBE was accepted (estimated value = 0.970, p-value < 0.05). The results show a positive relationship between consumer involvement and the three dimensions of CBE. The higher the influence of consumer involvement, the higher the three dimensions of CBE.

Our second three hypotheses, which consist of hypothesis 2a, hypothesis 2b, and hypothesis 2c, were also confirmed. The CBE dimensions (CP, Affection, and Activation) have a direct positive impact on SBC (estimated value = 0.300, p-value = 0.000 for H2a; estimated value = 0.302, p-value = 0.000 for H2b; and estimated value = 0.392, p-value = 0.000 for H2c; where p-value < 0.05). The results show that the relationship between CBE dimensions and self-brand connections is positive, which means that the higher the influence of the CBE dimensions, the higher the self-brand connection.

Our last three hypotheses were also supported, which stated the relationship between CBE dimensions on BUI. Hypothesis 3a supported the relationship between CP and BUI (estimated value = 0.287, p-value = 0.000). Hypothesis 3b, which proposed the relation between Affection and BUI was supported (estimated value = 0.303, p-value = 0.000). Hypothesis 3c, which stated the relation between Activation on BUI was also supported (estimated value = 0.386; p-value = 0.000). These results show a positive relationship between CBE dimensions and usage intention. It means the stronger the influence of the CBE dimensions, the higher the brand usage intention.

Table 5.

Results of Structural Equation Model

Hypothesis	Relations	Estimated Value	P-Value
H1a	CI → CP (+)	0.964	0.000
H1b	CI → Affection (+)	0.924	0.000
H1c	CI → Activation (+)	0.970	0.000
H2a	CP → SBC (+)	0.300	0.000
H2b	Affection → SBC (+)	0.302	0.000
H2c	Activation → SBC (+)	0.392	0.000
H3a	CP → BUI (+)	0.287	0.000
H3b	Affection → BUI (+)	0.303	0.000
H3c	Activation → BUI (+)	0.386	0.000

6 Discussion

Hypothesis 1 testing result shows that consumer involvement has a positive impact and is significant on the cognitive process of CBE. The higher the effect of consumer involvement, the higher the cognitive process. Most consumers visit the luxury brand Instagram for the branding effect, thought and cognitive side of engagement. When customers visit the Instagram account of premium brand, they get ideas and information. The result of this hypothesis is under [3]. The study suggested a positive effect between consumer involvement and the cognitive process of CBE. Consumer involvement positively affects cognitive processes [29].

Based on hypothesis 2, the result shows a positive relationship between consumer involvement and affection. The higher the influence of consumer involvement, the more affection. This research has the same result [9], which states that consumer involvement positively impacts the affection of CBE. Based on this [21], consumer involvement positively affects the affection of CBE. This result is related to the feelings when visiting luxury brand Instagram sites. It can be a positive feeling or even happiness. The feed or contents of luxury brand Instagram sites can make consumers who see them feel satisfaction, pleasure, or maybe pride towards the luxury brand Instagram sites. In conclusion, consumers can build stronger feelings when visiting luxury brands Instagram sites to see the luxury brand posts.

The third hypothesis, this result, is consistent with the opinion of [18]. Consumer involvement is directly associated with the activation of CBE. This hypothesis explains that consumer involvement significantly affects the activation of CBE, which means the consumer's intention and personal importance that consumers give to the luxury brand Instagram sites substantially affect the energy side of engagement. When consumers visit and see the posts of luxury brand Instagram sites, they voluntarily spend their time and energy on the luxury brand Instagram sites.

Regarding hypothesis 4, the cognitive process of CBE has a significant positive impact on the consequence of self-brand connection because the significance value is $0.000 < 0.05$, which states that (H2a) is accepted. The result shows that the relationship between the cognitive process of CBE and the self-brand connection is positive. This means that the more significant the influence of the cognitive process is, the stronger the self-brand connection will be. In conclusion, this contrasting result [21] suggests that the cognitive process is significant in the self-brand connection. The present study shows that the consumer's thoughts and cognitive side will create the desired self-brand connection for the luxury brand Instagram sites.

Hypothesis 5 revealed that Affection for CBE has a significant value and a positive effect on self-brand connection. The result showed that the value of significance is $0.000 < 0.05$. This research has the same result [17], which states that affection is significant towards self-brand connection. This hypothesis explains that the more positive feeling, happiness, satisfaction, and pleasure the consumers get when visiting luxury brand Instagram sites, the more the interaction introduces the site into the consumers' self-concept.

Hypothesis 6 testing shows that the value is $0.000 < 0.05$ which is significant. It states that "the activation dimension of CBE has a direct positive impact on the SBC/connection with the luxury brand/luxury brand's Instagram site" is supported by data. This result aligns with the fact that the activation dimension significantly impacts the self-brand connection. This hypothesis shows that the more time and attention the consumer allocates to the luxury brand Instagram sites, the easier the consumers will introduce the sites into the consumers' self-concept.

Based on hypothesis 7, the cognitive process of CBE has a significant positive impact on brand usage intention, which is related to the data analysis in this study. This finding is in line with the previous research [7], which states that the cognitive process R² & % (KDG VLJQL ; FDQW) connection with brand usage intention. This result concludes that the consumer's thoughts and cognitive side positively impact how they intend to visit luxury brand Instagram sites more often. The consumer's level of thought processing and elaboration side of engagement can introduce how they choose one site over another.

Hypothesis 8 shows that the relationship between affection and brand usage intention is positive, meaning that the higher the influence of affection, the more brand usage intention is generated [3]. This states that the cognitive process positively impacts the self-brand connection. Based on the result, the emotional side of engagement can positively affect the intention of consumers to use the luxury brand's Instagram sites, as they visit and interact frequently with the brand's Instagram sites. This is because the emotional side of engagement can influence how consumers keep seeing the same luxury brand's Instagram sites frequently.

Hypothesis 9 testing explains that consumers' time and effort to interact with luxury brand Instagram sites impacts the consumers' choice of one site over another. The energy side of engagement makes the consumers choose the site over others with the same features and functions. This finding is also suitable with the study of [10], which stated that the effort on luxury brands' Instagram sites could greatly influence how they intend to keep visiting and interacting with them.

7 Conclusion

This study's results indicate how consumers engage with the brand through Indonesia's Instagram luxury brand page. This research also obtained declared valid and reliable items and confirmed hypothesis. Consumer Involvement has a higher impact on the activation dimension. It shows that consumers' visits to luxury brand Instagram sites could positively affect the level of effort that consumers will spend on the sites. CI has a more negligible impact on the consumers' insight and the emotional side of engagement. However, CI still positively affects both CP and affection dimensions.

The CBE dimensions were confirmed give a positive impact on SBC. In this hypothesis, activation has a more substantial effect on SBC. This result explains that the activation dimension, such as the interaction time spent, effort, and energy dedicated to the luxury brand Instagram sites, leads to a stronger sense of self. The more emotion the consumer allocates to the luxury brand Instagram sites, the consumer's thought and cognitive side of engagement will create a smaller desired self-image of the luxury brand Instagram sites.

The affection and the CP were confirmed to have a minor positive impact on BUI. Activation still has the most significant effect on BUI, which explains how consumers spend time and effort on luxury brand Instagram sites could greatly influence how consumers intend to keep visiting and paying attention to the sites.

The present study concludes how important activation dimensions of CBE are to luxury brand Instagram sites. Therefore, companies must consider the interaction time spent, effort, and energy consumers dedicate to consumers will more likely spend their time, effort, and energy until they reach the connection between them and luxury brands. It will also extend until the consumers intend to buy and use the product of the luxury brands. So, this research provides input on thought and development for the company to increase sales. The result of this research also can be used as literature for future papers. Besides, this research can add new insight and knowledge related to brand engagement, brand communities, and social media marketing in Indonesia, especially luxury brand companies in Indonesia.

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