

## CONSUMERS PURSUING A SENSE OF SOCIAL PRESENCE: EMOTIONAL ENGAGEMENT OR FUNCTIONAL ENGAGEMENT

Chenicha Praphruetmon

Chinese International, Bangkok University

Received: March 21, 2022 / Revised: July 21, 2022 / Accepted: July 27, 2022

### Abstract

Consumers are sometimes willing to pay higher prices for specific products or services (such as global brands). In the media field, academics and practitioners have long been concerned and explored the possible reasons. Using a sample of 356 Thai consumers, through SEM and regression analysis hypothesis testing, it was found that, based on media richness theory, this study aims to investigate the effect of media richness on two types of engagement (affective engagement and functional engagement) affected by social presence: impact on consumer attitudes of global brands, and influencing consumer attitudes toward global brands. Combining the relevant literature to build a theoretical model will help people understand how those higher production values are formed in the minds of consumers. The model can provide further exploration for scholars interested in this topic and can also help companies apply in marketing communication, market segmentation, target market selection, and product positioning.

**Keywords:** Functional Engagement, Emotional Engagement, Social Presence, Intelligent Agent, Intrinsic Enjoyment

### Introduction

Due to the changes in the media environment caused by the advancement of digital technology, the number of people promoting and evaluating engagement products is gradually increasing. When we work on something, gain experience, and generate engagement, the evaluation of a thing will change. Unlike traditional face-to-face or one-to-one shopping, when the engagement experience is excellent, word-of-mouth communication will form and drive product

marketing communication (Wang et al., 2021). The purchasing methods for consumers have also changed, and new purchasing methods based on online and social media shopping have been formed. Such a shopping trend is surging. If companies want sound marketing effects, the critical point is to give consumers a stronger engagement. With the help of users having a stronger engagement, while their engagement builds a sense of trust, they can also have a better consumption conversion

and achieve the interaction between social media users and enterprises through the instant chat service of social media to achieve (Bartschat et al., 2021).

In short, consumer engagement reflects the willingness of consumers to engage in conversations related to shopping. While improving consumer engagement is critical for businesses, in the context of consumer engagement product reviews, the number of retweets of others' posts, replies, and comments in immediate conversations is increasingly seen as crucial for information sharing and active conversations; the engagement of metrics in social media is still poorly understood. Given engagement's pervasive and beneficial impact on other areas of life, feel valued through social media.

Emotional or functional engagement is more important for consumers to gain a sense of presence in shopping?

Engagement is not as crucial in the internet age as in the past. Social media provides a platform for consumers to interact with others, which enriches the information obtained (Algharabat & Rana, 2021). Meanwhile, engagement is the behavior of forwarding content or expressing opinions on social media. Being recognized can bring a sense of belonging or presence (Ming et al., 2021), especially note that the higher the engagement, the more active the social presence is (Ming et al., 2021). Despite extensive research in this area, findings on the impact of media consumption on individual identity have been inconsistent. For example, some studies have shown that people who

need a sense of identity tend to use the Internet heavily, but this heavy consumption tends to have harmful effects, such as problematic Internet use (Shankar & Tewari, 2021). In a slightly different way, other research has shown that the effects of social media use by people who need a sense of identity are not always harmful. It can be positive or negative, depending on media usage patterns and experiences (Cheung et al., 2021).

Also implies that social presence is an essential factor that can improve online earnings (Algharabat et al., 2018; Amin et al., 2021; Ming et al., 2021). For example, when people have familiar or identified interaction partners in mediated environments, a more comfortable atmosphere can be created and a space of belonging (Shankar & Tewari, 2021). In addition, lonely people enjoy media experiences when they feel a social presence is vital for others, suggesting that social presence can facilitate the media experience of lonely individuals (Amin et al., 2021). Also, people with a higher social presence will be immersed in social media, so consumers are more evident in the shopping journey, and emotional or functional engagement is more prominent.

Therefore, this study proposes the following objectives:

1. This study analyzes how the two variables, functional engagement and emotional engagement, affect social presence through global brands' consumption attitudes.
2. This study also analyzes the moderating role of both intrinsic enjoyment and intelligent

agent on the functional engagement and emotional engagement global brand attitude relationships.

## Literature Review and Research Hypothesis

### 1. Media Richness Theory (MRT)

The advancement of Internet technology, especially the emergence of mobile Internet technology, has promoted the vigorous development of social media. In this context, netizens are no longer passively and unidirectionally receiving information from publishers but can have two-way communication with publishers and other netizens. At first, social media appeared in the form of entertainment tools, such as social networking sites Facebook, Instagram, Line and WeChat, to name just a few. Later, marketers became keenly aware that social media can significantly improve the breadth and depth of information dissemination, And the cost is meager, so it is applied to the dissemination of marketing information, thus forming Social Media Marketing (SMM). Therefore, this study takes social media as the research background. The media richness theory refers to the influence of media characteristics on media selection, and from the perspective of media richness and task orientation, it believes that media with high media richness can reduce the uncertainty and ambiguity of information (Daft & Lengel, 1984). Uncertainty refers to the lack of information, that is, the difference between the processed information and the required information, and the increased information can reduce the uncertainty. Ambiguity refers

to multiple, even conflicting, interpretations of the same situation, resulting in confusion, and lack of understanding. In the process of information processing, the organization expects to improve the suitability between the medium and the task through the choice of the communication medium, to reduce the ambiguity and uncertainty of the information, and according to the needs of communication, the richness of the medium will be matched. Shopping on social media is characterized by rich media, which provides various helpful product information to satisfy consumers and facilitate their engagement and media interactions. Thus, rich media can influence consumer attitudes, prompting this study to link media richness in media enrichment theory with consumer attitudes to shopping on social media. Media enrichment theory has been used to explain how instant messaging triggers different user responses (Tseng et al., 2019; Wu et al., 2021). Media enrichment theory holds that communication channels have a set of objective characteristics that determine the ability of each channel to convey rich information; thus; effectively addressing uncertainty refers to the lack of information, that is, the difference between processed information and required information, Increased information can reduce the problem of uncertainty (Lengel & Daft, 1984). Media richness is used to describe the ability of a communication channel to convey rich information. In the process of information processing, the organization expects to improve the suitability between the medium

and the task through the choice of the communication medium, to reduce the ambiguity and uncertainty of the information, and according to the needs of communication, the richness of the medium will be matched. In doing so, the richness of the media significantly affects the performance of consumer engagement (Molinillo et al., 2020), justifying the adoption of media richness theory in this study.

Furthermore, by considering the attribution process, media enrichment theory helps explain why consumers' attitudes towards product information and engagement extend to consumption. In the following, this study will explain in detail how media enrichment theory and moderation model can explain each of the above processes.

## 2. Theoretical Framework

By combining theories related to this study's questions about social media buying Global brand, Emotional engagement and Functional engagement, intelligent agent-oriented moderation (Wuetal., 2021), a consumer social media Global brand buying Model, consumer engagement shows that more significant social media global brand purchase engagement predicts higher consumer attitudes and social presence, which is mediated by higher consumer social media shopping relationships (technical services and joy). In addition, this study predicts that two more angular factors will moderate the relationship between engagement and lower purchase attitudes in social media buying Global brands; Intrinsic enjoyment and engagement in the

overall technical service function of the Intelligent agent. The following is this study's social media buying Global brand engagement model.

### 3. Influence of Emotional Engagement on Global Brand Consumption Attitude During Social Media Shopping

This research defines emotional engagement as the degree to which consumers can fully convey their thoughts and feelings through social media (Algharabat & Rana, 2021). Then, by observing consumers' emotional engagement content and interactive dialogues on social media, we can understand consumers' needs and update their status from time to time (Mohammad et al., 2020). Novel and unique information can effectively attract consumers' attention, and consumers will be stimulated by such information and essentially give back. Therefore, the model of this study predicts that when consumers have a sense of emotional engagement with a product, it can improve their attitude toward Global brand consumption. Specifically, consumers think that the greater the emotional engagement of a product, the easier it is to improve their attitude towards consumption. Sharing or reposting with people around them or social friends can attract consumers' attention and curiosity, enhancing their sense of presence in interpersonal or social interaction.

Therefore, this study believes that the content of Emotional engagement between enterprises and consumers will attract potential consumer attitudes. Based on the above literature inferences, therefore, put forward the hypothesis:

*H1: When consumers purchase global brands through social media, the higher their emotional engagement, the more significant the positive impact on their attitude.*

4. Emotional engagement increases social presence when shopping using social media: Consumption Global brand attitude as a mediator.

Because consumers emotionally engage in their shopping through social media, global brands believe that they are more likely to share their feelings about the product with their friends and project their current engagement feelings to more comprehensive social media. In terms of presence, this attribution leads consumers to be willing to expose themselves on social media, increasing their sense of belonging (Rosenbaum et al., 2021). Thereby increasing their social presence on social media as a whole. Based on this discussion, Emotional engagement is considered a key driver of Social presence. Therefore, put forward the hypothesis:

*H2: When consumers purchase a Global brand via social media, the better their emotional engagement, the more significant the positive impact on their social presence.*

5. Influence of Functional Engagement on global Brand Consumption Attitude during Social Media Shopping.

Functional engagement also focuses on consumer behavior. Functional engagement is defined as the interaction of social media users with other users in the process of co-creating, communicating, and sharing content

(Lim et al., 2015) and provides an assessment of how businesses engage social media users (Qiu et al., 2020), functional engagement occurs when users share content from products. Another study found that when consumers engage in social media marketing interactions, they will pay attention to the message content and visual images. Fan group moderators must provide enough visual images and information to effectively enable users to support marketing activities and attract consumers to forward messages. Intent (Wang et al., 2019). Among them, multimedia content directly impacts people's senses and can effectively attract the attention of potential consumers (Lim et al., 2015).

Therefore, this study predicts that consumers with functional engagement have a higher attitude towards global brand consumption, increasing their attitude towards consumption from social media shopping, thereby improving their sense of social presence. Based on the above literature inferences, therefore, put forward the hypothesis:

*H3: When consumers purchase a Global brand through social media, the higher their sense of functional engagement, the more significant the positive impact on the consumption attitude of the global brand.*

6. Functional engagement increases social presence when shopping using social media: Consumption of global brand attitude as a mediator.

Media richness can foster social presence (Tseng et al., 2019), referring to consumers' interpersonal contact, personal

warmth, and emotional sensitivity to social media shoppers (Fernandes & Moreira, 2019). At the same time, when social media users interact with other people on social platforms, they feel together. As a result, consumers shopping on social media can enjoy the shared experience of group viewing without being together (Algharabat et al., 2018). There is also research finding that, albeit in a different place, it allows me to engage with social friends in the collective consciousness, which creates a buddy experience with any online user (Ming et al., 2021). therefore, put forward the hypothesis:

*H4: When consumers purchase a Global brand through social media, the higher their sense of functional engagement, the more significant the positive impact on their social presence.*

*H5: When consumers purchase a Global brand through social media, the higher their sense of brand attitude, the more significant the positive impact on their social presence.*

7. Intelligent agent and Intrinsic enjoyment as social media Shopping engagement—the importance of moderators of their relationship.

Intelligent agent: It refers to the degree to which consumers can immediately reply, prompt, and assist in obtaining product information smoothly through social media (Wu et al., 2021). In short, immediate, personalized, interactive, concise, and clear marketing messages can effectively attract consumers' attitudes, and consumers will respond to marketing activities (Tseng et al., 2019) (e.g.,

detailed product content, device services provided or ordering method) provide relevant and practical information to judge whether they meet their needs and evaluate the marketing message's usefulness. Furthermore, information content must be relevant to the individual consumer before it can be noticed. Consumers find advertisements more attractive because their content is relevant to their interests (Cheung et al., 2021). To effectively drive marketing activities, companies must use different methods to meet consumers' needs to increase product sales in the e-marketing environment (Qiu et al., 2020), therefore, put forward the hypothesis:

*H6a: When shopping through social media, the higher the product information, the higher the impact of the functional engagement provided by the Intelligent agent on the consumption attitude of the Global brand.*

*H6b: When shopping through social media, the higher the product information provided by the Intelligent agent, the more significant the impact of Emotional engagement on Global brand consumption attitudes.*

Intrinsic enjoyment: This is a fun-oriented job related to self-expression or self-entertainment, the motivation that results in pleasure when doing an activity related to self-enjoyment (Li, 2019). Is a person's behavior related to a preference-based activity that involves the highest emotional aspects? As an extension of this main research direction, Intrinsic enjoyment is seen as a dynamic concept that understands consumers' minds

about a product, which changes with the interest and attraction of an individual engagement, the context, and the media dealt with, and also indicates the degree of enjoyment (Shankar & Tewari, 2021), e.g., treat, happier, Kick has room for further discussion.

Social media shopping uses a social feature known as a state (Ma, 2021); shopping consumers usually have inherent enjoyment (Jiang et al., 2019). Great inner enjoyment is a state of enjoyment in which users experience pleasure and satisfaction in the shopping process and differs in different community settings (Li, 2019). A trait of engagement and satisfaction (Fernandes & Moreira, 2019). This spontaneous or participatory emotion of social shopping, such as entertainment, and intrinsic enjoyment, to name just a few, reasonably promotes user engagement as a form of constructive use but is not included in its definition. Note that the emotional aspect of user engagement refers to the user's inner experience and emotional attachment during the shopping process (Ma, 2021).

Following this meaning, some scholars even point to the critical role of Intrinsic enjoyment in consumers' purchase intention and behavior, therefore, putting forward the hypothesis:

*H7a: In social media shopping, the higher the product information provided by Intrinsic enjoyment, the more significant the impact of functional management on the consumption attitude of the global brand.*

*H7b: When shopping through social media, the higher the product information*

*provided by Intrinsic enjoyment, the more significant the influence of Emotional engagement on Global brand consumption attitude.*

## Methodology

### 1. Samples and sampling

Past research shows that luxury products can function to boost self-esteem, express identity, and signal status. We propose that luxury products also have important signaling functions in relationships (Liu et al., 2021; Siepmann et al., 2021). Therefore, The study focused on luxury consumers, i.e. individuals with a high income, executive positions and living in capital cities (Deprince & Geerts, 2019). In our research, the participants were from Bangkok, a city consumer of luxury (Oe et al., 2018).

This study adopts convenience sampling and conducts online questionnaire surveys for communities with luxury consumption propensities in China. The actual number of questionnaires is 891. After excluding invalid questionnaires, the final number of valid questionnaires is 356. The sample gender ratio is relatively close; 45.5% were male, and 54.5% were female (S.D. = 0.499). The age of the respondents was 24 to 38 years old the most (30.3%), 29 to 33 years old (26.7%), and 34 to 38 years old (22.2%) (S.D. = 1.273). 39.9% with a bachelor's degree, 39.3% with a college degree, and another 15.9% with a graduate degree or above (S.D. = 0.852), Please refer to Table 1.

## 2. Measurement

The questionnaire scales for each variable discussed in this study are all taken from the mature scales developed by scholars in the past. After many research tests, they have stable and good reliability and validity. Among them, emotional engagement is taken from the scale of Calder et al. (2009), and there are 4 items in the questionnaire. Functional engagement and social presence are also taken from the Lim et al. (2015) scale. Functional engagement is 4 items, and Social presence is 3 items in the questionnaire. Brand attitude is taken from the scale developed by Patrakosol and Lee (2013), and there are 5 items in the questionnaire. Intelligent agents and intrinsic enjoyment are taken from the scale developed by Wu et al. (2021). Intelligent agents are 6 items, and Intrinsic enjoyment is 5 items in the questionnaire.

## Results

### 1. Reliability and Validity

After statistical analysis, each variable's Cronbach's Alpha value is greater than 0.780, and the CR value and AVE value are further scored according to the results, where the CR value is greater than 0.780. The square root value of the AVE value of each variable is also greater than the correlation coefficient with other variables; and Please refer to Table 1. It shows that the reliability of the variables is good, and the discriminative and acceptance validity are also within the acceptable range.

### 2. Measurement Model (Confirmatory Factor Analysis)

After statistical analysis, the Cronbach's Alpha value of each variable is greater than 0.780, and the confirmatory factor analysis has obtained a fairly good fit (Model 1:  $\chi^2 = 362.489$ ,  $\chi^2/df = 1.173$ , GFI = 0.934, AGFI = 0.919, CFI = 0.989, PCFI = 0.871, FMIN = 1.021, RMSEA = 0.022, CAIC = 836.860, SRMR = 0.0337), model 1 is also better than other alternative measurement models. The CR value and AVE value are further scored according to the results, where the CR value is greater than 0.83, and the square root value of the AVE value of each variable is also greater than the correlation coefficient with other variables; please refer to Table 1. It shows that the reliability of the variables is good, and the discriminative and acceptance validity are also within the acceptable range.

### 3. Structural Model Analyses

The direct relationship between the variables was analyzed by SEM to build 4 models, as shown in Table 2. Judging from the judgment of each index, and model 4 a fairly good fit was obtained ( $\chi^2 = 102.669$ ,  $\Delta\chi^2 = 26.79$ ,  $\chi^2/df = 1.048$ , GFI = 0.966, AGFI = 0.953, CFI = 0.999, PCFI = 0.816, FMIN = 0.289, RMSEA = 0.012, CAIC = 363.947, SRMR = 0.0254), and externally combined with hierarchical regression analysis to test the adjustment effect, as shown in Table 3, the final result can be obtained, as shown in Figure 1. Except H4 does supported, H1, H2, H3, H5, H6a, H6b, H7a, and H7b all received statistically significant support.

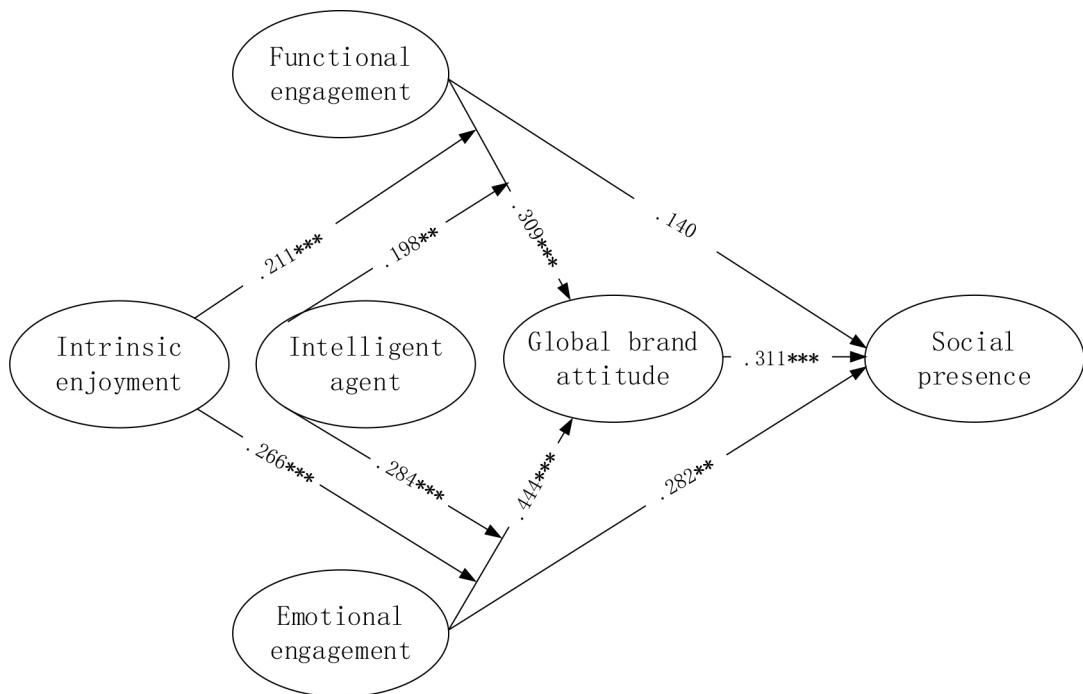


Figure 1 Analysis results

Note: \* is significant at the 0.05 level (2-tailed).

\*\* is significant at the 0.01 level (2-tailed).

\*\*\* is significant at the 0.001 level (2-tailed).

**Table 1** Means, standard deviations, CR, AVE, Cronbach's  $\alpha$  and bivariate correlations among studied variables. (N = 356)

Variables	M	S.D.	1	2	3	4	5	6	CR	AVE	$\alpha$	Skewness	Kurtosis
1. FN	4.277	.790	.791						.869	.693	.868	-2.847	7.250
2. EN	4.170	.917	.681**	.832					.900	.693	.900	-2.456	4.462
3. IN	4.197	.786	.304**	.292**	.778				.883	.606	.877	-2.876	7.123
4. IG	4.390	.499	.481**	.439**	.439**	.612			.780	.374	.780	-2.963	9.790
5. LBA	4.038	.848	.555**	.602**	.498**	.420**	.752		.866	.566	.864	-1.911	2.462
6. SP	2.541	.532	.477**	.528**	.352**	.340**	.504**	.807	.848	.651	.849	-2.787	6.223
Gender	1.540	0.499										-0.181	-1.978
Age	4.080	1.273										0.393	-0.316
Education	2.640	0.852										0.324	0.011

Note: \* FN, Functional engagement; EN, Emotional engagement; IG, Intelligent agent; IN, Intrinsic enjoyment; LBA, Global brand attitude; SP, Social present.

\*\* Correlation is significant at the 0.05 level (2-tailed).

\*\*\* Correlation is significant at the 0.01 level (2-tailed).  $\alpha$  refers to Cronbach's Alpha; the value of | the diagonal is the square root of AVE.

**Table 2** Results of SEMs: Comparative fit index. (N = 356)

Model	Factors	$\chi^2$	$\Delta\chi^2$	df	$\Delta df$	$\chi^2/df$	GFI	AGF	CFI	PCFI	FMIN	RMSEA	CAIC	SRMR
Model 1	FE>LBA, FE>LBA, LBA>SP	129.489		100		1.295	0.958	0.942	0.991	0.826	0.365	0.029	376.986	0.0493
Model 2	FE>LBA, FE>LBA, LBA>SP, EN>SP	104.918	24.571***	99	1	1.060	0.965	0.952	0.998	0.824	0.296	0.013	359.291	0.0268
Model 3	FE>LBA, FE>LBA, LBA>SP, FN>SP	111.217	18.272***	99	1	1.123	0.963	0.950	0.996	0.822	0.313	0.019	365.59	0.0307
Model 4	FE>LBA, FE>LBA, LBA>SP, EN>SP, EN>SP	102.699	26.79***	98	2	1.048	0.966	0.953	0.999	0.816	0.289	0.012	363.947	0.0254

**Note:** \* FN, Functional engagement; EN, Emotional engagement; IG, Intelligent agent; IN, Intrinsic enjoyment; LBA, Global brand attitude; SP, Social present.

\*\* Correlation is significant at the 0.05 level (2-tailed).

\*\*\* Correlation is significant at the 0.01 level (2-tailed).

**Table 3** Hierarchical regression analysis results. (N = 356)

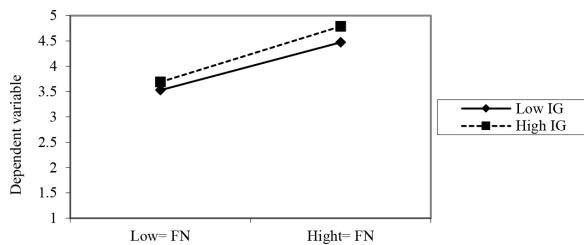
Variables	Intelligent agent								Intrinsic enjoyment				
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8	Model 9	Model 10	Model 11	Model 12	
Gender	.005	-.017	-.015	.005	-.008	.010	.005	-.029	-.011	.005	-.019	-.007	
Age	-.033	-.014	-.011	-.033	-.042	-.050	-.033	.009	.002	-.033	-.019	-.020	
Education	-.188***	-.108	-.096*	-.188***	-.113**	-.104*	-.188***	-.100	-.068	-.188***	-.106**	-.086	
FE		.448***	.541***					.434***	.529***				
EN						.512***	.600***				.557***	.492***	
IG							.182***	.328***					
IN								.359***	.469***	.359***		.344***	.435***
FN x IG				.198**									
next						.284***							
FN x IN									.266***				
EN x IN											.212***		
$R^2$		.029**	.341***	.358***	.029**	.399***	.438***	.029**	.438**	.480***	.029**	.481***	.508***
$\Delta R^2$		.037	.313	.018	.037	.371	.040	.037	.401	.043	.037	.451	.029
F-value		4.538**	37.805***	34.014***	4.538**	48.210***	47.180***	3.169**	54.533***	53.789***	4.538**	66.739***	62.205***

**Note:** \* FN, Functional engagement; EN, Emotional engagement; IG, Intelligent agent; IN, Intrinsic enjoyment; LBA, Global brand attitude; SP, Social present.

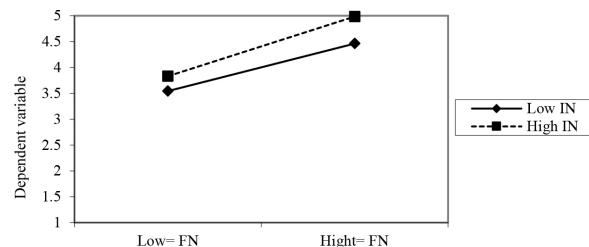
\*\* is significant at the 0.05 level (2-tailed).

\*\*\* is significant at the 0.01 level (2-tailed).

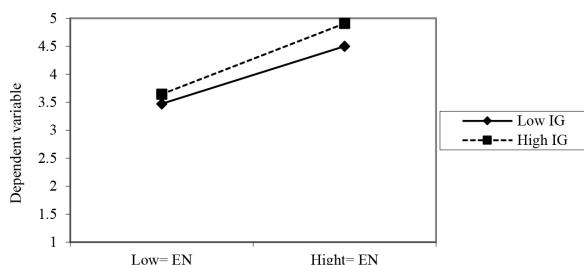
\*\*\*\* is significant at the 0.001 level (2-tailed).



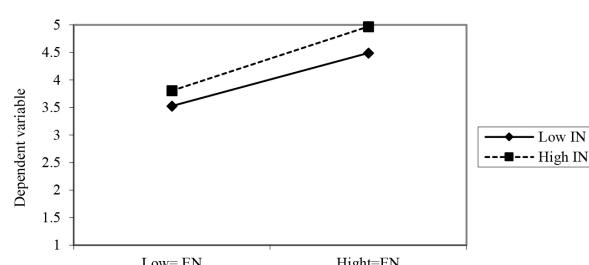
**Figure 2** Social media shopping functional engagement and Intelligent agent on global brand attitude.



**Figure 3** Social media shopping functional engagement and Intrinsic enjoyment on global brand attitude.



**Figure 4** Social media shopping emotional engagement and Intelligent agent on global brand attitude.



**Figure 5** Social media shopping emotional engagement and intrinsic enjoyment on global brand attitude.

## Conclusion

Means, standard deviations, and correlations for all variables included in the study (shown in Table 1). Demographic variables were not associated with engagement in social media buying Global brands or engagement in offline consumption. Emotional engagement and functional engagement measurements have significant zero-order correlations with consumer attitudes and social presence, providing preliminary evidence that consumer engagement in social media shopping relates to thinking, behavior, and attitudes during the buying process.

*The main effect hypothesis test: Are social media Global brand shopping, emotional engagement and functional engagement related to consumer attitudes and social presence?*

In order to test Hypothesis 1 and 3, the relationship between Emotional engagement and Functional engagement of consumers who purchased Global brands on social media; A significant positive correlation with Functional engagement (0.444, 0.309) supports Hypotheses H1, H3.

Hypothesis 2 and Hypothesis 4 of this study predict a positive relationship between Emotional engagement and Functional engagement of the global brand in social media purchases and consumers' social presence. (as shown in Table 4) After controlling for demographic variables, social media shopping Emotional engagement significantly positively predicts consumers' social presence (0.282), supporting Hypothesis 3. There was no significant correlation (0.140) between functional

engagement on social media shopping and social history, which does not support Hypothesis 4.

*Mediating Hypothesis Test: Do social media users have a positive relationship between mediating social media shopping desire and social presence?*

To test Hypothesis 5, predict the mediating effect of consumer attitudes, this study followed the procedure of (Anwar, 2018), using the Bootstrap method based on multivariate regression analysis to further test the mediating effect of quality of life. A structural equation model needs to be established, and AMOS tests the mediation effect.

*Moderated Hypothesis Testing: Does providing product information and context moderate the relationship between social media shopping and global brand-consumer attitudes?*

Mainly used hierarchical regression analysis to test the proposed hypothesis. This in data analysis study examines how the moderator effect of Intelligent agents and Intrinsic enjoyment affects Global brand attitudes towards functional participation in Intrinsic enjoyment. Statistical analysis results (shown in Table 2), followed by independent and moderated variables to form mean centers to avoid multicollinearity problems (Aiken et al., 1991). All estimated coefficients of variance inflation factor (VIF) in the calculated results were below 10 (Mason & Perreault Jr, 1991), indicating that multicollinearity did not affect the results.

Hypothesis 6 predicts that there is a positive relationship between the Intelligent agent and Functional engagement of consumers'

social media shopping and Global brand consumption attitude (Hypothesis 6a) and between the Intelligent agent and Emotional engagement of consumers' social media shopping and Global brand consumption attitude (Hypothesis 6b). Table 4 shows the results of hierarchical regression analysis models to test this hypothesis. Regarding global brand consumption attitudes, there is a significant interaction between consumers' functional engagement in social media shopping and the intelligent agent supporting product information provision, supporting Hypothesis 6a. Regarding consumer attitudes, there is a significant interaction between Intelligent agents supporting product information provision and Emotional engagement, providing support for Hypothesis 6b.

The results of the moderator variables (shown in Figure 2) show that, compared with consumption in social media shopping, in an information-rich digital age, consumers shopping through intelligent agents on social media, which conveniently provides product information functions, can increase consumption Consumers' consumption attitudes ( $\beta = 0.198$ , Model 3), the predicted positive relationship between consumers' Emotional engagement in social media shopping is higher and the functional engagement group-buying Global brand ( $\beta = 0.284$ , Model 6).

Hypothesis 7 predicts that intrinsic consumer enjoyment in social media shopping moderates the positive relationship between Functional engagement and Global brand consumption attitude (Hypothesis 7a) and

Emotional engagement and Global brand consumption attitude (Hypothesis 7b). For the model that predicts consumers' attitudes towards Global brand consumption (see Table 4), there is a significant interaction between consumers' Functional engagement and Intrinsic enjoyment, thus supporting Hypothesis 7a. There is a positive and significant interaction between consumers' Emotional engagement and Intrinsic enjoyment, which can predict Global brand consumption attitude ( $\beta = 0.266$ , Model 9) (see Table 4), this relationship supports Hypothesis 7b, the results of simple slope analysis (See Figure 3) It shows that for Intrinsic enjoyment is weaker than social media buying Global brand, the positive relationship between Emotional engagement and Global brand consumption attitude is weaker than engagement and Global brand consumption attitude is weaker ( $\beta = 0.212$ , model 1).

## Discussion

According to the theoretical model proposed in this research, different engagements have different degrees of influence on the consumption attitudes of global brands. The external function of consumers' psychological perception lies in their influence on consumer global brands' attitudes and social presence. Emotional engagement enhances consumers' global brand attitudes and social presence; meanwhile, functional engagement reduces consumer global brands' attitudes and the social presence. In addition, when the information provided by the intelligent agent is relatively immediate, the positive impact of emotional

engagement on the attitude of global brands toward luxury consumption is stronger than that of functional engagement. Similarly, when intrinsic enjoyment is relatively optimistic, the positive impact of emotional engagement on the attitude of global brands' consumption and social presence is stronger than that of functional engagement.

### 1. Study limitations and contributions

This study uses intelligent agent and intrinsic enjoyment as a moderator variable to explain how consumer motivation affects global brands' consumption attitudes and supplements this topic to propose new ideas for related research for further exploration in future research. This research also supplements the theory of information richness to explore one of the main contextual factors that influence consumer motivations on luxury consumption attitudes, that is, to introduce information richness and open up new perspectives on contextual factors.

### 2. Study limitations and future studies

Posts with videos increase shares (Ji et al., 2019). Examine visual content such as images or videos to grasp individual attention more efficiently than plain text (Bartschat et al., 2021). Since consumer engagement in multimedia content can provide supplemental information, individuals can obtain additional information to better understand the content of the information; the richness of the media should facilitate understanding; therefore, the inclusion of images or the content of the videos tends to be low in word count and often gives people visual cues. Thus, individuals are more

likely to engage in misinformation dissemination triggered by a high degree of media richness.

Finally, future research could explore how much they affect the non-Global brand

and Global brand sustainable information processing. Such research will help brand managers structure messages to trigger the desired cognitive and emotional processes.

## References

- Aiken, L. S., West, S. G., & Reno, R. R. (1991). *Multiple regression: Testing and interpreting interactions*. Sage Publications.
- Algharabat, R., Rana, N. P., Dwivedi, Y. K., Alalwan, A. A., & Qasem, Z. (2018). The effect of telepresence, social presence and involvement on consumer brand engagement: An empirical study of non-profit organizations. *Journal of Retailing and Consumer Services*, 40, 139-149.
- Algharabat, R. S., & Rana, N. P. (2021). Social commerce in emerging markets and its impact on online community engagement. *Information Systems Frontiers*, 23(6), 1499-1520.
- Amin, M., Ryu, K., Cobanoglu, C., & Nizam, A. (2021). Determinants of online hotel booking intentions: Website quality, social presence, affective commitment, and e-trust. *Journal of Hospitality Marketing & Management*, 30(7), 845-870.
- Anwar, M. (2018). Business model innovation and SMEs performance—Does competitive advantage mediate? *International Journal of Innovation Management*, 22(7), 1-31.
- Bartschat, M., Cziehso, G., & Hennig-Thurau, T. (2021). Searching for word-of-mouth in the digital age: Determinants of consumers' uses of face-to-face information, internet opinion sites, and social media. *Journal of Business Research*, 141, 393-409.
- Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). An experimental study of the relationship between online engagement and advertising effectiveness. *Journal of Interactive Marketing*, 23(4), 321-331.
- Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K., & Sharipudin, M. N. S. (2021). The role of consumer-consumer interaction and consumer-brand interaction in driving consumer-brand engagement and behavioral intentions. *Journal of Retailing and Consumer Services*, 61, 1-13.
- Daft, R., & Lengel, R. (1984). Information richness: A new approach to managerial behavior and organization design. *Research in Organizational Behavior*, 6, 191-233.
- Deprince, E., & Geerts, A. (2019). Evidence on expectations of luxury VS nonluxury consumers on facebook luxury brand pages. *Global Journal of Business Research*, 13(2), 81-94.
- Fernandes, T., & Moreira, M. (2019). Consumer brand engagement, satisfaction and brand loyalty: A comparative study between functional and emotional brand relationships. *Journal of Product & Brand Management*, 28(2), 274-286.

- Ji, Y. G., Chen, Z. F., Tao, W., & Li, Z. C. (2019). Functional and emotional traits of corporate social media message strategies: Behavioral insights from S&P 500 facebook data. *Public Relations Review*, 45(1), 88-103.
- Jiang, C., Rashid, R. M., & Wang, J. (2019). Investigating the role of social presence dimensions and information support on consumers' trust and shopping intentions. *Journal of Retailing and Consumer Services*, 51, 263-270.
- Lengel, R. H., & Daft, R. L. (1984). *An exploratory analysis of the relationship between media richness and managerial information processing*, Department of Management, Texas A&M University.
- Li, C. Y. (2019). How social commerce constructs influence customers' social shopping intention? An empirical study of a social commerce website. *Technological Forecasting and Social Change*, 144, 282-294.
- Lim, J. S., Hwang, Y., Kim, S., & Biocca, F. A. (2015). How social media engagement leads to sports channel loyalty: Mediating roles of social presence and channel commitment. *Computers in Human Behavior*, 46, 158-167.
- Liu, X., Shin, H., & Burns, A. C. (2021). Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*, 125, 815-826.
- Ma, Y. (2021). Elucidating determinants of customer satisfaction with live-stream shopping: An extension of the information systems success model. *Telematics and Informatics*, 65, 1-17.
- Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influences impulse buying behavior in live streaming commerce? The role of SOR theory. *International Journal of Web Information Systems*, 17(4), 300-320.
- Mohammad, J., Quoquab, F., & Sadom, N. Z. M. (2020). Mindful consumption of second-hand clothing: The role of eWOM, attitude and consumer engagement. *Journal of Fashion Marketing and Management: An International Journal*, 25(3), 482-510.
- Molinillo, S., Anaya-Sánchez, R., & Liébana-Cabanillas, F. (2020). Analyzing the effect of social support and community factors on customer engagement and its impact on loyalty behaviors toward social commerce websites. *Computers in Human Behavior*, 108, 1-12.
- Oe, H., Sunpaket, P., Yamaoka, Y., & Liang, Y. (2018). An exploratory study of Thai consumers' perceptions of "conspicuousness": A case of luxury handbags. *Journal of Consumer Marketing*, 35(6), 601-612.
- Patrakosol, B., & Lee, S. M. (2013). Information richness on service business websites. *Service Business*, 7(2), 329-346.

- Qiu, L., Hu, D., & Wang, Y. (2020). How do firms achieve sustainability through green innovation under external pressures of environmental regulation and market turbulence? *Business Strategy and the Environment*, 29(6), 2695-2714.
- Rosenbaum, M. S., Ramirez, G. C., El-Manstrly, D., & Sit, J. (2021). Shoppers' neural responses to the mere social presence of others: Insights from an enclosed mall. *The International Review of Retail, Distribution and Consumer Research*, 31(3), 281-298.
- Shankar, S., & Tewari, V. (2021). Understanding the emotional intelligence discourse on social media: Insights from the analysis of twitter. *Journal of Intelligence*, 9(56), 1-17.
- Siepmann, C., Holthoff, L. C., & Kowalcuk, P. (2021). Conspicuous consumption of luxury experiences: An experimental investigation of status perceptions on social media. *Journal of Product & Brand Management*, 31(3), 454-468.
- Tseng, F. C., Cheng, T., Yu, P. L., Huang, T. L., & Teng, C. I. (2019). Media richness, social presence and loyalty to mobile instant messaging. *Industrial Management & Data Systems*, 119(6), 1357-1373.
- Wang, L., Wang, Z., Wang, X., & Zhao, Y. (2021). Assessing word-of-mouth reputation of influencers on B2C live streaming platforms: The role of the characteristics of information source. *Asia Pacific Journal of Marketing and Logistics*, 34(7), 1544-1570.
- Wang, W., Chen, R. R., Ou, C. X., & Ren, S. J. (2019). Media or message, which is the king in social commerce?: An empirical study of participants' intention to repost marketing messages on social media. *Computers in Human Behavior*, 93, 176-191.
- Wu, J. J., Khan, H. A., Chien, S. H., & Wen, C. H. (2021). Effect of customization, core self-evaluation, and information richness on trust in online insurance service: Intelligent agent as a moderating variable. *Asia Pacific Management Review*, 27(1), 18-27.



**Name and Surname:** Chenicha Praphruetmon  
**Higher Education:** Ph.D. Journalism and Communication,  
Shanghai Jiaotong University  
**Affiliation:** Bangkok University  
**Field of Expertise:** Strategy for Consumer Communication