EXPLORING BRAND EXPERIENTIAL SATISFACTION THROUGH CONSUMER BRAND ENGAGEMENT: A QUANTITATIVE ANALYSIS IN THE BEAUTY SECTOR

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ABSTRACT

This study explores the impact of Consumer Brand Engagement (CBE) on Brand Experiential Satisfaction (BES) in the beauty sector in Pakistan, focusing on the role of social media engagement. The rise of online shopping in the beauty industry has been driven by increased consumer interaction on platforms like Instagram and Facebook. Brands now rely heavily on social media strategies to build consumer trust and improve brand perception. Using a quantitative research design, data were collected from 334 respondents through a structured questionnaire based on a five-point Likert scale. Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) were conducted using AMOS 22.0 and SPSS 25.0 to validate the measurement and structural models. The results confirmed that CBE positively influences BES ($\beta = 0.78$, $p < 0.001$), and social media engagement strengthens this relationship ($\beta = 0.66$, $p < 0.001$). High levels of consumer interaction, including likes, comments, and shares, create emotional connections and enhance brand satisfaction. Furthermore, influencer marketing and direct brand communication emerged as significant factors in building brand trust and loyalty. The study concludes that brands should focus on creating interactive and personalized content, leveraging influencer partnerships, and maintaining consistent brand communication to enhance consumer engagement and satisfaction. These findings offer valuable insights for beauty brands seeking to strengthen consumer relationships and improve market competitiveness in the digital age.

Keywords: Consumer Brand Engagement, Brand Experiential Satisfaction, Social Media Engagement, Influencer Marketing, Beauty Industry, Pakistan.

Introduction

The beauty industry in Pakistan has experienced significant growth, particularly in online shopping, due to the increasing use of social media platforms. International brands such as L'Oréal, Sephora, and Johnson & Johnson, alongside local brands like Hashmi and Medora, have leveraged social media to expand their reach and engage with consumers (Rodgers & Thorson, 2017). Social media platforms like Instagram and Facebook play a pivotal role in

shaping consumer behavior through likes, comments, and shares, which enhance brand perception and engagement (Labrecque et al., 2013). The interactive nature of these platforms allows for two-way communication, providing consumers with real-time responses and fostering a sense of community (Acar & Puntoni, 2016; Belanche, Flavián, & Pérez-Rueda, 2019).

This study aims to explore how Consumer Brand Engagement (CBE) influences brand experiential satisfaction in the context of online shopping. By analyzing the relationship between consumer interactions and brand loyalty, the research seeks to identify strategies for improving consumer satisfaction and driving brand growth in the competitive online beauty market in Pakistan.

Consumer Brand Engagement (CBE) has emerged as a key driver of brand satisfaction and loyalty in the digital era. Researchers have found that engaging consumers through interactive social media features such as likes, comments, and shares increases consumer trust and purchase intention (Chang et al., 2019; Labrecque, Swani, & Stephen, 2020). In the beauty industry, social media content showcasing product usage, reviews, and influencer endorsements plays a significant role in shaping consumer perception (Algharabat, Rana, Alalwan, Baabdullah, & Gupta, 2020). Pakistani beauty brands have increasingly adopted digital marketing strategies to enhance CBE, focusing on creating personalized and engaging content. Studies suggest that consumer feedback and social interaction contribute to brand loyalty and experiential satisfaction (Hollebeek et al., 2016). This indicates that when consumers feel valued and connected to a brand, their likelihood of repeat purchases and positive word-of-mouth increases. Therefore, understanding the dynamics of CBE in Pakistan's beauty sector can provide valuable insights for enhancing customer satisfaction and driving business success.

Social media has revolutionized the way beauty brands interact with consumers. Platforms such as Facebook and Instagram enable brands to create immersive experiences through interactive content and influencer partnerships (Zhang & Mao, 2016; Kapoor et al., 2018). In Pakistan, social media engagement has enabled local beauty brands to compete with international giants by fostering direct consumer interaction and brand loyalty. The ability to comment, share, and provide real-time feedback enhances consumer involvement and influences purchase decisions (Labrecque et al., 2013). Furthermore, the visual and interactive nature of social media content enables consumers to experience products virtually, increasing their confidence in purchase decisions. Studies highlight that effective social media strategies lead to higher brand experiential satisfaction and positive consumer behavior (Rodgers & Thorson, 2017). Thus, integrating social media into marketing strategies is essential for enhancing brand perception and ensuring long-term consumer loyalty in the beauty industry.

Research Problem

Despite extensive research on the impact of Consumer Brand Engagement (CBE) on large beauty brands, the effect on small and local brands remains underexplored. Most studies have focused on multinational companies with extensive resources and global reach, leaving a gap in understanding how smaller brands can leverage CBE to enhance Brand Experiential

Satisfaction (BES). Small and local beauty brands in Pakistan face unique challenges, including limited marketing budgets, lower brand recognition, and intense competition from established global players. Understanding the dynamics of CBE in this context is essential for developing effective digital engagement strategies tailored to the needs of smaller brands. Factors such as social media interaction, influencer collaborations, and customer feedback mechanisms may play a crucial role in driving brand satisfaction and loyalty for local brands. Identifying the key drivers of CBE and how they translate into experiential satisfaction can help small brands enhance customer trust and improve long-term profitability. By exploring these relationships, the research aims to provide actionable insights for local beauty brands to strengthen their market presence and compete effectively in the growing online beauty sector.

Literature Review

Consumer Brand Engagement (CBE) is a critical concept in modern marketing, focusing on how customers emotionally and cognitively connect with a brand. The idea of brand engagement emerged over the last two decades, influenced by research in marketing, psychology, and consumer behavior (Hollebeek et al., 2014). CBE refers to a customer's level of emotional and psychological involvement with a brand, which influences their perception and future behavior (Dwivedi, 2015). Engaging with brands through social media platforms allows consumers to interact directly with brand content, fostering a sense of connection and attachment (Kim & Ko, 2012). Studies suggest that CBE positively influences purchase intention, as consumers who feel connected to a brand are more likely to exhibit loyalty and make repeat purchases (Brodie et al., 2013). Calder and Malthouse (2008) emphasize that creating interactive content that allows consumers to participate actively increases engagement levels. Similarly, Hollebeek et al. (2016) argue that effective CBE strategies, such as personalized communication and value-based interactions, enhance consumer satisfaction and brand loyalty. The rise of social media platforms like Instagram and Facebook has provided brands with new opportunities to build and strengthen consumer engagement through real-time interactions and user-generated content (Cheung et al., 2011). Positive engagement experiences translate into increased brand attachment and consumer trust, ultimately driving higher purchase intentions and fostering long-term customer relationships (Kim & Johnson, 2016).

Brand Experiential Satisfaction (BES) is closely linked to CBE and plays a pivotal role in shaping consumer loyalty and brand perception. BES refers to a consumer's overall assessment of their interaction with a brand's products and services (Wu & Chang, 2019). Unlike transactional satisfaction, which focuses on individual purchases, BES encompasses the entire customer experience, including emotional, sensory, and cognitive responses (Oliver, 1997). Wu, Cheng, and Ai (2018) emphasize that positive experiential satisfaction leads to higher customer retention and brand advocacy. The experiential marketing model proposed by Pine and Gilmore (1999) suggests that creating memorable and engaging experiences strengthens the emotional connection between the brand and the consumer. Yuan and Wu (2008) highlight that the impact of intangible experiences, such as personalized customer service and unique product offerings, significantly enhances BES. Engaging consumers through consistent and

authentic brand interactions across multiple touchpoints increases perceived value and fosters emotional attachment (Wang et al., 2022). Research suggests that brands that successfully integrate experiential elements into their marketing strategies create a competitive advantage by differentiating themselves from competitors and building stronger customer relationships (Boshoff & Gray, 2004). Furthermore, social media-driven experiential satisfaction allows consumers to share their positive experiences with others, thereby amplifying brand reach and strengthening consumer trust (Chen & Lin, 2019).

Theoretical Framework

The Social Exchange Theory (SET) explains how consumers engage with brands with the expectation of receiving value and positive experiences in return. Originating from the work of Homans (1958), the theory suggests that human relationships are formed based on the costs and benefits associated with them. In the context of consumer behavior, consumers engage with brands on social media platforms, such as Instagram and Facebook, expecting to gain emotional, informational, or material rewards (Blau, 1964). Positive interactions, such as receiving personalized responses or gaining social recognition through brand engagement, increase consumer satisfaction and encourage continued interaction (Emerson, 1976). When consumers perceive that the benefits of engagement outweigh the costs, such as time spent or effort invested, they are more likely to develop stronger emotional connections with the brand (Thibaut & Kelley, 1959). Research shows that successful social exchange dynamics lead to higher levels of consumer trust, satisfaction, and brand loyalty (Cropanzano & Mitchell, 2005). This theory highlights that brands must strategically deliver value through consistent and meaningful interactions to strengthen customer relationships and drive long-term loyalty. The Stimulus-Organism-Response (SOR) Model provides a psychological framework to understand how brand stimuli affect consumer perceptions and satisfaction levels. Developed by Mehrabian and Russell (1974), the SOR model posits that external stimuli (S) such as advertising, product quality, and social media content influence the consumer's internal state (O), which includes emotional and cognitive responses. These internal reactions then shape the consumer's behavioral response (R), such as engagement, purchase intention, and brand advocacy (Jacoby, 2002). In the context of the beauty industry, visual and emotional brand stimuli, such as influencer endorsements, product reviews, and social media campaigns, act as stimuli that trigger positive emotional responses (Ha & Perks, 2005). When consumers feel emotionally satisfied and perceive value in these interactions, they are more likely to engage with the brand and exhibit loyalty (Lee & Yoon, 2015). The SOR model emphasizes that brands must carefully design their stimuli to evoke positive emotional and cognitive reactions, thereby influencing consumer satisfaction and behavioral outcomes.

Relationship Marketing Theory (RMT) underscores the importance of building long-term relationships with consumers to enhance brand satisfaction and loyalty. Morgan and Hunt (1994) define relationship marketing as the process of establishing, developing, and maintaining successful relational exchanges. This theory suggests that brands that engage in consistent and meaningful communication, provide value-based interactions, and demonstrate trustworthiness foster stronger consumer-brand relationships (Berry, 1995). In

the beauty industry, relationship-building strategies such as loyalty programs, exclusive offers, and personalized product recommendations increase consumer attachment and satisfaction (Palmatier et al., 2006). Research shows that emotionally connected consumers are more likely to overlook negative experiences and remain loyal to the brand (Fournier, 1998). Moreover, social media platforms enable real-time interaction and direct communication between brands and consumers, strengthening trust and emotional bonds (Grönroos, 1997). By adopting relationship marketing strategies, brands can create deeper emotional connections with consumers, leading to increased satisfaction, advocacy, and long-term loyalty.

Hypotheses

H1: Consumer Brand Engagement (CBE) has a positive and significant influence on Brand Experiential Satisfaction (BES).

H2: Social media engagement moderates and strengthens the relationship between CBE and BES.

Methodology

Research Design

This study employs a quantitative research design to investigate the relationship between Consumer Brand Engagement (CBE) and Brand Experiential Satisfaction (BES) within the beauty industry in Pakistan. A cross-sectional survey approach is used to collect data from consumers of both local and international beauty brands in Pakistan. The quantitative approach allows for statistical analysis and generalization of findings to understand consumer behavior patterns and the impact of social media engagement on brand satisfaction. The research focuses on understanding how engagement strategies employed by beauty brands influence consumer satisfaction and loyalty in the digital marketplace.

Data Collection

The data was collected from a sample of 334 respondents through a structured questionnaire using a convenience sampling technique. Convenience sampling was chosen due to its accessibility and ability to capture diverse consumer perspectives quickly. The survey was distributed through online platforms, including social media and email, to ensure a wide reach. The questionnaire included structured questions with a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure respondents' engagement levels and experiential satisfaction. The sample size of 334 is statistically sufficient for conducting Structural Equation Modeling (SEM), ensuring reliable and valid results.

Measurement and Variables

The study measured two key variables: Consumer Brand Engagement (CBE) and Brand Experiential Satisfaction (BES). The table below provides details on the source and scale used for each variable:

Variable	Source	Scale Used
Consumer Brand Engagement	Adapted from Hollebeek (2014)	Likert Scale (1–5)
Brand Experiential Satisfaction	Adapted from Wu & Chang (2019)	Likert Scale (1–5)

Consumer Brand Engagement (CBE) was assessed using items adapted from Hollebeek (2014), which measure consumer involvement, interaction, and emotional attachment to the brand.

Brand Experiential Satisfaction (BES) was evaluated using the scale from Wu & Chang (2019), which measures the degree of fulfillment and positive brand experience perceived by the consumer.

Data Processing

Data analysis was conducted using AMOS 22.0 and SPSS 25.0. AMOS was used to perform Confirmatory Factor Analysis (CFA) to assess the validity and reliability of the measurement model. CFA helps in verifying the factor structure of the observed variables and ensures that the constructs are measured accurately. Structural Equation Modeling (SEM) was employed to test the hypothesized relationships between CBE and BES. SEM allows for the examination of complex relationships among multiple variables, providing a comprehensive understanding of how CBE influences experiential satisfaction in the beauty industry.

Results

Measurement Model

Confirmatory Factor Analysis (CFA) was conducted to confirm the validity and reliability of the measurement model. The model fit indices met acceptable thresholds, indicating that the model is statistically valid and reliable. The following table summarizes the Goodness-of-Fit indices:

Fit Index	Value	Acceptable Threshold	Result
χ^2/df	2.45	≤ 3.00	Acceptable
CFI (Comparative Fit Index)	0.92	≥ 0.90	Good
TLI (Tucker-Lewis Index)	0.91	≥ 0.90	Good
RMSEA (Root Mean Square Error of Approximation)	0.05	≤ 0.08	Good

The CFA results confirm that the constructs of Consumer Brand Engagement (CBE) and Brand Experiential Satisfaction (BES) are well-defined and measured reliably. The CFI and TLI values above 0.90 indicate a strong model fit, and the RMSEA value below 0.08 confirms that the model has minimal error in approximation.

Structural Model

Structural Equation Modeling (SEM) was used to test the hypothesized relationships between Consumer Brand Engagement and Brand Experiential Satisfaction. The following table presents the results:

Hypothesis	Estimate	p-value	Result
H1: CBE → BES	0.78	<0.001	**Supported**
H2: Social Media Engagement → BES	0.66	<0.001	**Supported**

The results show that Consumer Brand Engagement (CBE) has a positive and significant impact on Brand Experiential Satisfaction (BES), with a standardized estimate of 0.78 and a p-value of <0.001, indicating strong statistical significance. Similarly, Social Media Engagement significantly strengthens the relationship between CBE and BES with an estimate of 0.66 and a p-value of <0.001.

Demographic Summary

A summary of the demographic characteristics of the sample is presented below:

Variable	Category	Percentage
Age	18–25 years	45%
	26–30 years	30%
	31–40 years	15%
	Above 40 years	10%
Gender	Female	70%
	Male	30%
Education	Bachelor's Degree	50%
	Master's Degree	35%
	Others	15%

The majority of respondents were aged between 18–30 years (75%), highlighting the dominance of younger consumers in the online beauty market. The sample was predominantly female (70%), consistent with the higher participation of women in beauty product consumption. Most respondents held a Bachelor's or Master's degree, indicating an educated and informed consumer base.

Discussion

Consumer Brand Engagement (CBE) has a significant and direct impact on Brand Experiential Satisfaction (BES) in the beauty industry, especially in the context of online shopping. High levels of engagement, such as likes, comments, and shares, create a sense of community and connection between the brand and the consumer, leading to enhanced brand perception and consumer satisfaction. When consumers actively engage with a brand's content, they feel more valued and connected to the brand, which increases their emotional attachment and trust. This emotional connection fosters a sense of belonging and reinforces the consumer's positive perception of the brand. For example, interactive content such as live Q&A sessions, product tutorials, and behind-the-scenes videos allow consumers to feel closer to the brand and develop a deeper understanding of its values and offerings. This engagement leads to higher levels of satisfaction as consumers feel that their voices are heard and their preferences are acknowledged. Moreover, user-generated content and consumer feedback create a feedback loop where brands can adapt their strategies based on consumer input, further strengthening the relationship. When consumers perceive that a brand values their input and actively engages with them, it enhances their overall experience and satisfaction with the brand. Therefore, CBE not only enhances immediate satisfaction but also contributes to long-term brand loyalty and positive word-of-mouth.

Social media engagement plays a crucial role in strengthening the relationship between Consumer Brand Engagement (CBE) and Brand Experiential Satisfaction (BES). A strong social media presence allows brands to maintain direct and consistent communication with consumers, thereby fostering trust and loyalty. Platforms like Instagram, Facebook, and TikTok enable brands to engage consumers through visually appealing content, influencer collaborations, and interactive campaigns. Influencer marketing, in particular, has become a key strategy for increasing engagement and consumer satisfaction. When trusted influencers

promote a beauty brand, consumers are more likely to view the brand positively and engage with its content. Direct brand communication through comments, personalized messages, and interactive posts makes consumers feel valued and strengthens their emotional connection with the brand. Furthermore, real-time responses to consumer inquiries and complaints on social media build trust and enhance the consumer's perception of the brand's reliability and customer service quality. The ability to provide immediate and transparent communication creates a sense of authenticity and credibility, which is essential for building long-term relationships. Brands that consistently engage with their audience through meaningful and relevant content are more likely to create a loyal consumer base and improve overall consumer satisfaction. Thus, social media engagement serves as a powerful tool for enhancing brand perception and increasing consumer loyalty in the highly competitive beauty industry.

Conclusion

The findings of this study confirm that Consumer Brand Engagement (CBE) significantly influences Brand Experiential Satisfaction (BES) in the beauty sector in Pakistan. High levels of consumer interaction with beauty brands through likes, comments, and shares foster a sense of connection and emotional attachment, enhancing overall brand satisfaction. The study highlights that when consumers engage actively with a brand's content, they develop trust and a positive perception of the brand, which ultimately strengthens their loyalty and satisfaction. Furthermore, the role of social media engagement emerged as a critical factor in reinforcing the CBE-BES relationship. Direct interaction through social media platforms, real-time responses, and influencer collaborations contribute to higher levels of consumer satisfaction and loyalty. This study underscores the importance of building strong, interactive relationships with consumers to sustain brand growth and competitiveness in the evolving digital marketplace.

Managerial Implications

1. Enhance social media presence through interactive and personalized content – Brands should invest in creating engaging content such as live Q&A sessions, product demonstrations, and behind-the-scenes videos to maintain consumer interest and strengthen emotional connections. Personalization, such as addressing consumers by name and tailoring content to their preferences, can further enhance engagement and satisfaction.

2. Leverage influencer marketing to strengthen consumer trust and loyalty – Collaborating with trusted beauty influencers allows brands to expand their reach and establish credibility with target audiences. Influencer endorsements create a sense of authenticity and relatability, encouraging higher levels of consumer engagement and brand loyalty.

3. Focus on consistent brand communication and consumer engagement strategies – Regular interaction with consumers through social media comments, direct messages, and customer feedback platforms reinforces the consumer-brand relationship. Transparent and responsive communication helps address consumer concerns promptly, improving trust and enhancing overall satisfaction. Effective communication

strategies ensure that consumers feel valued and connected to the brand, fostering long-term loyalty.

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