

**THE INFLUENCE OF FIRM GENERATED
CONTENT (FGC) AND CONSUMER BRAND
ENGAGEMENT ON BRAND LOYALTY IN
INDONESIAN LOCAL COFFEE CHAINS**

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UNIVERSITI SAINS MALAYSIA

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CONTENT (FGC) AND CONSUMER BRAND
ENGAGEMENT ON BRAND LOYALTY IN
INDONESIAN LOCAL COFFEE CHAINS**

by

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
BPS	Badan Pusat Statistik
CB	Consumen Behavior
CBE	Consumer Brand Engagement
CB-SEM	Covariance-Based
CDT	Cognitive Dissonance Theory
CFA	Confirmatory Factor Analysis
CMV	Common Method Variance
CR	Composite Reliability
ELM	Elaboration Likelihood Model
FGC	Firm Generated Content
GoF	Goodness-of-Fit
HOC	Higher-order Construct
HSM	Heuristic-Systematic Model
HTMT	Heterotrait-Monotrait Ratio of Correlations
ICO	International Coffee Organisation
IDN	Indonesia
IDR	Indonesian Rupiah
MM	Marketing Management
PLS	Partial Least Squares
PLS-SEM	Partial Least Squares Structural Equation Modeling
SEM	Structural Equation Modelling
SJT	Social Judgment Theory
SMMS	Social Media Marketing Strategy
SNS	Social Networking Sites

SOR	Stimulus-Organism-Response
SPSS	Statistical Package for Social Sciences
TPB	Theory of Planned Behavior
UGC	User Generated Content
UID	Universitas Islam Djakarta
UNJ	Universitas Negeri Jakarta
UST	Universitas Sarjanawiyata Tamansiswa
VIF	Variance Inflation Factor
WOM	Word-of-Mouth
YCA	Youth Choice Award

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**PENGARUH KANDUNGAN YANG DIHASILKAN OLEH SYARIKAT (FGC)
DAN KETERLIBATAN JENAMA PENGGUNA PADA KESETIAAN JENAMA
DALAM RANTAIAN KOPI TEMPATAN DI INDONESIA**

ABSTRAK

Pengambilan kopi yang relatif rendah di Indonesia walaupun terdapat pertumbuhan pesat rangkaian kedai kopi tempatan menunjukkan perlunya strategi pemasaran yang mantap untuk meningkatkan penglibatan pengguna dan kesetiaan jenama. Oleh itu, model rangsangan gerak balas (SOR) telah digunakan dalam kajian ini dengan menggabungkan pemasaran deria dan model kemungkinan penghuraian (ELM) untuk menentukan bagaimana ciri-ciri kandungan dijana firma (FGC) (isyarat audio, isyarat visual, kualiti hujah, dan kebolehpercayaan sumber) mempengaruhi penglibatan jenama pengguna (CBE) dan seterusnya kesetiaan jenama. Seramai 452 responden Generasi Z di Indonesia dipilih melalui pensampelan (bertujuan) tak kebarangkalian untuk menyertai tinjau selidik keratan rentas secara dalam talian. Data empirik dianalisis dengan menggunakan model persamaan berstruktur kuasa dua terkecil separa (PLS-SEM). Isyarat visual, kualiti hujah, dan kebolehpercayaan sumber didapati memberikan kesan positif terhadap CBE, manakala isyarat audio memberikan kesan negatif. Selain itu, CBE berperanan sebagai pengantara dalam hubungan antara isyarat visual, kualiti hujah, kebolehpercayaan sumber, dengan kesetiaan jenama. Analisis tetrad pengesahan turut mengesahkan CBE sebagai konstruk pembetulan reflektif peringkat tinggi yang merangkumi pemprosesan kognitif, afeksi, dan pengaktifan. Kajian ini mengesahkan kesan pengantaraan CBE secara empirik, malah mengukuhkan sifat pelbagai dimensi CBE dan memperkaya kajian pemasaran pengguna. Pada keseluruhannya, siaran FGC di Instagram dapat

menarik pengguna Generasi Z secara berkesan dan membina kesetiaan jenama bagi rangkaian kopi tempatan di Indonesia. Kedua-dua pemahaman teori dan praktikal yang diperoleh daripada kajian ini digunakan sebagai panduan untuk kajian-kajian akan datang dalam bidang pemasaran deria dan keterlibatan media sosial.

**THE INFLUENCE OF FIRM GENERATED CONTENT (FGC) AND
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ABSTRACT

The relatively low coffee consumption in Indonesia despite the rapid growth of local coffee chains calls for robust marketing strategies that increase consumer engagement and brand loyalty. Hence, the stimulus-organism-response (SOR) model was applied in this study by integrating sensory marketing and the elaboration likelihood model (ELM) to determine how firm-generated content (FGC) characteristics (audio cues, visual cues, argument quality, and source credibility) influence consumer brand engagement (CBE) and, subsequently, brand loyalty. A total of 452 Generation Z respondents in Indonesia were selected via non-probability (purposive) sampling to participate in a cross-sectional online survey. Empirical data were analysed using partial least squares structural equation modeling (PLS-SEM). Visual cues, argument quality, and source credibility were found to positively influence CBE, while audio cues exerted a negative effect. Furthermore, CBE played a mediating role in the relationship between visual cues, argument quality, source credibility, and brand loyalty. Confirmatory tetrad analysis confirmed CBE as a higher-order reflective formative construct encompassing cognitive processing, affection, and activation. The current work empirically validated the mediating effect of CBE, thus confirming its multidimensionality and enriching the consumer marketing literature. Overall, FGC posts on Instagram can effectively engage generation Z consumers and build brand loyalty for local coffee chains in Indonesia.

Both the theoretical and practical insights derived from this research serve as a guideline for future works on sensory marketing and social media engagement.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Chapter 1 presents the research background, problem statement, study inquiries, and research goals, followed by the study's significance in expanding the current literature and its managerial ramifications. The key terms and research methodology are also highlighted in this chapter.

1.2 Background of the study

Recent statistical data reported that the global internet user count exceeded five billion (67.9% of the global population) as of February 2025. Approximately 5.2 billion (59%) of them actively use social media platforms (Statistaworldwide, 2025). With internet users currently spending an average of seven hours per day compared to three in previous years, the global consumption of online content has significantly increased (Koetsier, 2020). Over 90% of businesses incorporate social media communication into their marketing approaches, known as social media marketing strategy (SMMS), following the prevalent use of social media. For example, companies use Instagram to convey branded information to social media users (consumers) (Chen, 2018).

Indonesia ranks fourth in terms of social media users, rendering it one of the largest consumers of online content in the world (Demandsage.com, 2023). With an average of 4-5 hours (per day) spent on social media in 2021 and estimated rise to 5-7 hours (per day) in 2022, Indonesians are spending an increasing amount of time on social media (Kompas, 2023). Many brands have capitalised on social platforms such

Instagram, which has garnered much popularity among Indonesians, to market their products (Jambulingam et al., 2018). Based on Jambulingam et al. (2018), the average social media user utilises around six to seven different platforms, including Instagram, Twitter, and Facebook. Over two-thirds of internet users (one in three individuals globally) are active on social media. Notably, millennials and generation Z are key users of these platforms (Ruby, 2023). The IDN Research (2022) disclosed Instagram to be the most widely used social media platform among generation Z.

According to the International Coffee Organisation (ICO, 2020) the European Union leads global coffee consumption, with the Netherlands at 8.3 kg per capita and Finland at 7.8 kg. Despite consuming only 1.5 kg per capita, local coffee chains in Indonesia have rapidly grown owing to generation Z's preference for affordable coffee. With a 39% share, local coffee chains currently dominate the market and surpass international chains. In bridging the gap between expensive multinational coffee and affordable instant coffee, these chains have gained much popularity among generation Z (Max & Toffin, 2020; Tribunlampung, 2023). Compared to generation X and millennial consumers, those from generation Z are considered the most dominant following their strong preference for trendy coffee (particularly local coffee chains). Approximately 47% of local coffee chain customers (Generation Z) prefer iced milk coffee. The older generations favour black coffee, with 48% and 46% of Gen X and millennials choosing it, respectively. Kopi Lain Hati, Kopi Kulo, Soe Coffee, Kopi Kenangan, Kopi Janji Jiwa, Kopi Kulo, and Point Coffee are the top seven brands of local coffee chains. Regardless, the intense competition resulting from many new entrants highlight the need for local coffee chains to implement effective and sustainable marketing strategies.

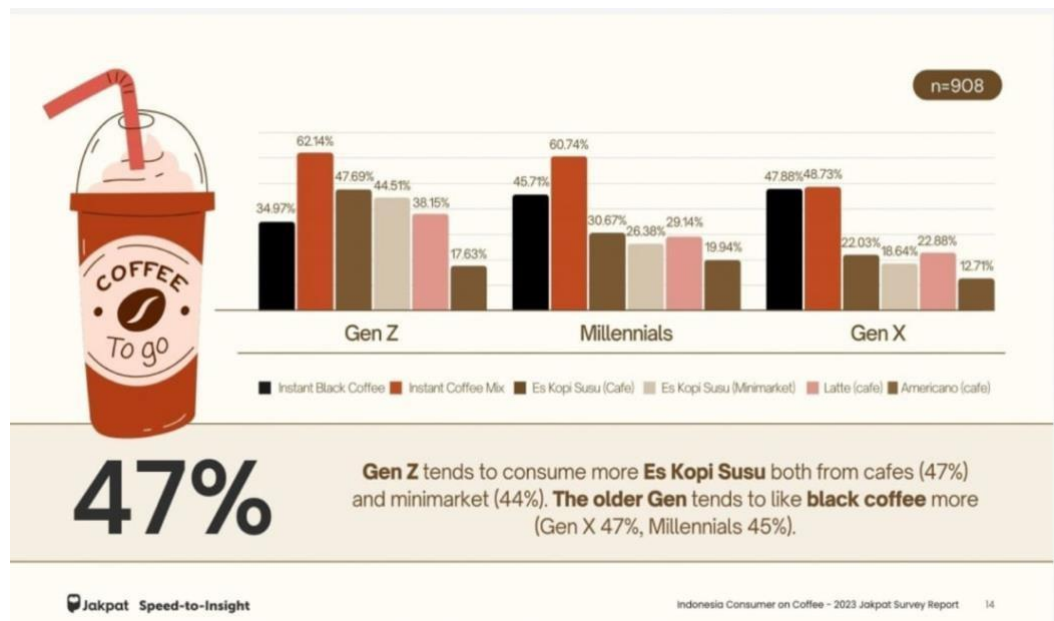


Figure 1.1 Coffee consumption preferences across generations: A comparison of generation Z, millennials, and generation X (ICO., 2023)

The 2020 Statistics Indonesia (BPS) Report documented generation Z as the largest population group, with 27% of them accounting for the total Indonesia population of 270 million. This proportion, which constitutes over half of the Indonesian population, underscores the significance of generation Z's preferences and behaviours in shaping the coffee market trends. Given their familiarity with advanced technologies and social media, generation Z consumers' exposure to the Internet has allowed them to draw the information required (Stillman, D., & Stillman, 2017). Thus, social media marketing strategies (SMMS) are key to cultivating a favourable consumer-brand relationship (Pelletier et al., 2020). Local coffee shops that build brand loyalty can gain a competitive advantage over their competitors (Gerpott et al., 2001).

This study examined FGC as external stimuli influencing internal processes. The environmental stimuli effects were indirectly reflected via internal factors (past experiences, perceptions, beliefs, attitudes, values, emotions, and impressions)

shaping an individual's affective and cognitive systems (Jacoby, 2002). As evidenced by (Raji et al., 2019), FGC can affect customers' brand-oriented perceptions.

Consumer brand engagement (CBE), which is crucial for brand management (Hollebeek et al., 2014), facilitate companies to establish a loyal customer base (Kini et al., 2024; Li et al., 2020). As such, customers' commitment and attachment potentially impact their loyalty behaviours (France et al., 2016). Past works have highlighted the positive influence of active consumer engagement on brand loyalty. For example, CBE was found to impact brand loyalty and behavioural intentions (Dwivedi et al., 2021; Harrigan et al., 2017a; Hollebeek et al., 2014, 2022; Vivek et al., 2012). Hudson et al. (2016) revealed that customer engagement via social media is linked to strengthened consumer-brand relationships. Highly-engaged customers with positive brand perceptions on social media form emotional connections with the brand and perceive their interactions (with the brand) as fulfilling and beneficial (Gambetti et al., 2016; Moliner et al., 2018). These individuals tend to maintain and nurture a relationship with the brand. Businesses frequently post FGC via Instagram stories, short reels, and photos to engage consumer "fans" on social media, rendering it a key component of marketing strategies. Such measures improve consumers' brand engagement and the consumer-brand relationship (Pelletier et al., 2020). Ultimately, local coffee shops that foster brand loyalty allow them to gain a competitive edge (Gerpott et al., 2001).

An individual's commitment to regularly repurchase or support a favoured product or service induces brand loyalty (Oliver, 1999). Consumers who demonstrate high levels of brand loyalty can minimise marketing, transactional, and failure-related costs, increase cross-selling rates, and promote favourable word-of-mouth (WOM), all of which are key competitive advantages (Bruneau et al., 2018)

Oliver (1999) defined loyalty as a strong commitment to patronise a preferred brand despite external influences and marketing efforts that may encourage switching behaviour. Repeated purchasing behaviours and consistent buying patterns arising from positive attitudes and psychological decision-making, respectively, characterise this concept (Cengiz & Ayyildiz 2007). Loyalty is categorised into behavioural and attitudinal in the realm of relationship marketing (Azzam & Harsono, 2021; Jacoby & Kyner, 1973; Watson et al., 2015; Yao et al., 2019). Consumers who consistently purchase from the same provider exhibit behavioural loyalty, while their allegiance and preference for brand values demonstrate attitudinal loyalty (Chaudhuri & Holbrook, 2001). Given their brand interactions across multiple channels (including social media platforms), engaged consumers reflect both forms of loyalty through future purchases, purchasing behaviours, and dedication to the product. Both customer engagement and brand loyalty possess distinct characteristics. Rooted in relational marketing, customer engagement precedes brand loyalty and is significant due to its theoretical foundation. As the outcome of a relationship, loyalty is demonstrated through repeat purchases, retention, and other behavioural indicators (Verhoef et al., 2010).

1.3 Research Problem

The sharp increase in the number of local coffee outlets from 1,000 to 3,000 outlets by 2019 (marking a 300% rise) denotes the intense competition faced by the Indonesian coffee industry since 2016. Notwithstanding, this growth does not align with the proportional increase in coffee consumption, which has only grown by 13.9%. Consumers are exposed to an overwhelming number of similar options, as many local coffee chains offer similar menus (particularly coffee-based drinks such as kopi susu)

at comparable prices. Local coffee shops that offer similar products cause confusion among consumers and hinder them from making informed decisions. Market saturation further intensifies the competition faced. The growing competition among companies has rendered customer loyalty a core component for long-term success (Alnaser et al., 2017). Businesses that aim to build and sustain brand loyalty must focus on retaining current customers and engaging future (generation Z) consumers. Brand loyalty provides valuable assets, including a sustainable competitive advantage, enhanced brand equity, improved brand image, and increased cash flows, all of which are vital for marketers (Aaker, 1991).

This study aimed to examine the increasing competition in Indonesia's local coffee sector, in which the number of coffee shops rose from 1,000 in 2016 to 3,000 in 2019. Regardless, coffee consumption only denoted a modest increase of 13.9%. The market saturation with nearly-identical product offerings has led to confusion among consumers despite the growth in outlets. The key challenge lies in how local coffee chains can build brand loyalty among generation Z, who constitute 39% of the Indonesian market. Social media, particularly Instagram, provides businesses with a platform to engage generation Z via FGC to enhance brand loyalty. The study investigated how sensory marketing cues and the elaboration likelihood model (ELM) affect CBE and brand loyalty and provide insights into enhancing consumer connections with brands by integrating the SOR model, sensory marketing, and ELM (Schulze et al., 2014 ;Mehrabian, A., & Russell, 1974 ;Williams et al., 2011)

Originating from the field of environmental psychology, the SOR framework posits that the environment constitutes stimuli (S) that can influence and modify individuals' internal or organismic states (O). These internal states then trigger either approach or avoidance responses (R) from individuals (Mehrabian & Russell, 1974).

The model delineates consumer perceptions and attitudes towards external stimuli, as well as their subsequent behaviours, to evaluate consumer response (Manthiou et al., 2017).

The SOR model laid the groundwork for explaining individuals' cognitive and emotional reactions to understand their consumption behaviour in social media platforms. This study examined (i) how brand loyalty, which stands for the response in the SOR framework, stemmed from the stimuli (audio cues, visual cues, argument quality, source credibility) and (ii) the mediating effect of the organism (CBE) acts as a mediator by integrating the SOR model, sensory marketing, and ELM

Some of the theoretical gaps are summarised as third priorities (see Chapter 2). First, empirical works on brand loyalty and CBE are limited and unclear. Despite ongoing theoretical discussions on how CBE dimensions can predict behavioural brand loyalty, the empirical validation of this relationship remains uncertain and necessitates further research. Second, study outcomes on the credibility of sources (celebrity endorsements, influencer) in FGC posts on Instagram prove inconsistent. While some studies have highlighted the significance and effect of the endorser's perceived expertise on brand attitudes, other works claimed that it does not necessarily affect attitudes or purchase intentions. Third, most of the studies on CBE focus on the USA, Australia, and India. Relevant works remain scarce in Indonesia. It is important to conduct research in different cultural contexts, such as Indonesia, Latin America, and Africa, to understand how cultural values influence CBE. Fourth, studies on CBE in the context of FGC posted on Instagram remain lacking. There has been limited research on how the attributes of FGC shared on official Instagram accounts influence consumers' brand perceptions despite marketers' prevalent use of social media and FGC's potential in establishing firm-consumer bonds. Few studies have examined how

verbal and non-verbal cues in FGC affect customers' interest and the specific dimensions of CBE. Further research is required to address the theoretical gaps in the literature on brand loyalty, CBE, source credibility and FGC attributes posted on Instagram to delineate the complex interplay among these factors.

The mismatch between the growth of local coffee chains in Indonesia and the degree of coffee consumption presents notable challenges for market players. With generation Z accounting for the largest consumer base and 39% of the market share in local coffee chains, it is vital to understand their preferences and engagement behaviours. Their widespread use of platforms such as Instagram enable local coffee chains to engage them via FGC posts. In response to the knowledge gap, this study aimed to develop effective social media strategies to increase brand loyalty and local coffee chains' competitiveness in the Indonesian coffee market.

1.4 Research Questions (RQ)

The following research questions were addressed in this study:

- RQ1. Do audio cues on firm-generated content influence consumer brand engagement?
- RQ2. Do visual cues on firm-generated content influence consumer brand engagement?
- RQ3. Does argument quality on firm-generated content influence consumer brand engagement?
- RQ4. Does source credibility on firm-generated content influence consumer brand engagement?

RQ5. Does consumer brand engagement mediate between stimuli on firm-generated content (audio cues, visual cues, argument quality, source credibility) and brand loyalty?

RQ6. Does consumer brand engagement influence brand loyalty?

1.5 Research Objectives (RO)

This study examined the influence of FGC characteristics (visual cues, audio cues, argument quality, and source credibility) on CBE and brand loyalty based on the following research objectives:

RO1. To examine the influence of audio cues on consumer brand engagement.

RO2. To examine the influence visual cues on consumer brand engagement.

RO3. To examine the influence argument quality on consumer brand engagement.

RQ4. To examine the influence of source credibility on consumer brand engagement.

RQ5. To determine whether consumer brand engagement significantly mediates between stimuli on firm-generated content (audio cues, visual cues, argument quality, and source credibility) and brand loyalty.

RQ6. To examine the influence of consumer brand engagement on brand loyalty.

The key theoretical and practical contributions of this study could expand the current literature on consumer social media engagement. The specific objectives are presented below.

1.6 Theoretical Contribution

This study focused on generation Z's CBE in Indonesia. This generation is a key customer segment in the context of local coffee chains (Tribunlampung.co.id, 2022). Based on data from BPS (BPS, 2021a, 2021b) generation Z constitutes 27.94% of the Indonesian population. Indonesia is projected to experience a demographic bonus, with the working-age population surpassing the non-working-age population between 2020 and 2030, hence boosting economic productivity (Purwanto, 2012). In Indonesia, generation Z consumers are highly tech-savvy and demonstrate a strong affinity for technology and social media platforms: Instagram, Facebook, and Twitter (Kantar.com, 2018). They are highly active on social media, with Instagram being one of the platforms used daily (Suryani et al., 2021). Furthermore, generation Z consumers spend more time on the Internet (up to seven hours per day) compared to those from other generations (Databoks, 2022). Almost all of generation Z in Indonesia own smartphones, which allow them to access the Internet. Such widespread use presents a significant opportunity for leveraging digital marketing in the country.

Brand loyalty is pivotal for business growth. Engaged customers are willing to pay premium prices for products and provide positive referrals, which then increase sales (Dandis et al., 2022). Local coffee chains that establish brand loyalty gain a competitive edge in the market (Gerpott et al., 2001). In this vein, social media marketers can capitalise on CBE (Gummerus et al., 2012; Doorn et al., 2010). This study responded to the need for further investigation of brand loyalty in social media by integrating sensory marketing, SOR theory, and ELM.

The current use of the SOR model demonstrates that FGC posts from local coffee chains can communicate the sensory appeal of a product (S). Subsequently, this

appeal influences CBE on Instagram (O). Consumers who perceive FGC posts as creating sensory impressions and evoking emotions tend to engage with the brand (O) and demonstrate brand loyalty (R). This model was also applied to the context of information adoption, where consumers evaluate the argument quality and source credibility presented in FGC posts (S). The evaluation impacts CBE (O) and, ultimately, brand loyalty (R). Using the SOR model in this study provided insights into CBE on Instagram through FGC posts and its impact on brand loyalty in social media marketing. Future works could consider examining other key determinants that contribute to brand loyalty to refine the conceptualisation of this phenomenon.

The effectiveness of persuasive messages in influencing consumer attitudes and behaviour must be thoroughly assessed following the the significance of SMMS, with emphasis on ELM. Specifically, the current work investigated the impact of sensory marketing cues (audio and visual cues), argument quality, and source credibility on CBE and consumer brand loyalty. The development of a classification framework, encompassing the antecedents, processing, and consequences of ELM studies, enriched the understanding of social media marketing.

1.7 Practical Contribution

Marketers of local coffee chains can benefit from the study by incorporating social media (specifically Instagram) into their marketing strategy. Generation Z, which accounts for 27.5% of the total Indonesian population (BPS, 2021) (Philip, 2017), are characterised as digital citizens who predominantly use social platforms to make purchasing decisions. According to Toffin (2020), generation Z consumers dominate the local coffee chain market.

In highlighting the need to implement a digital marketing strategy on social media for brand coffee chains, this study proposed the development of SMMS by analysing the impact of FGC post characteristic on Instagram to increase consumer engagement and brand loyalty for local coffee chains. Furthermore, marketing and social media were integrated to develop a more comprehensive model for understanding the key determinants of continued brand loyalty. The elicited outcomes could immensely benefit practitioners, particularly those in the local coffee chain business.

The study findings offer pragmatic suggestions for local coffee chains to increase brand loyalty and consumer engagement via Instagram marketing. Marketers who understand the attributes of FGC posts and the relationship between CBE and loyalty can develop or improve the FGC digital content on social media. Consumers will be driven to choose local coffee chains as their preferred brand, which is key to maintaining market share and competitiveness.

Marketers can develop robust marketing plans and social marketing strategies following specific FGC content to improve their ability to reach their target market (generation Z). This study aimed to provide valuable sensory marketing audio and visual stimuli that can be used in FGC social media information and benefit marketing practitioners.

This study advanced the understanding of sensory marketing in the context of FGC by examining (i) the impact of audio cues and visual stimuli on CBE and brand loyalty and (ii) how argument quality and source credibility in FGC posts influence persuasive communication via the dual process route of persuasion. Industry

stakeholders can gain insights into how FGC establishes a competitive advantage and predicts future business performance by investigating these factors.

1.8 Scope of Study

This study examined the characteristics of FGC posts on social media that influence CBE and brand loyalty in local coffee chains in Indonesia, with emphasis on the visual cues, audio cues, argument quality, and source credibility as stimuli created on FGC post on Instagram by seven local coffee chains (Kopi Kenangan, Kopi Janji Jiwa, Kopi Kulo, Point Coffee, Soe Coffee, Kopi Lain Hati, and Fore Coffee). The current focus lies in determining how these attributes increase CBE on Instagram and influence brand loyalty towards local coffee chains. Notably, the current work was confined to personal factors in relation to generation Z customers' behaviour regarding local coffee chains on Instagram. Much emphasis was placed on sensory marketing in FGC posts of local coffee chains on Instagram. The impact of audio cues and visual stimuli on CBE and brand loyalty was extensively examined. Additionally, the study examined how argument quality and source credibility in FGC posts influence persuasive communication using the dual process route of persuasion. Sensory marketing and ELM were integrated into the SOR model (Mehrabian, A., & Russell, 1974; Petty & Cacioppo, 1986) to delineate the factors influencing CBE and brand loyalty on social media. Purposive sampling was used to comprehend the behaviour of generation Z customers of local coffee chains on Instagram. The inclusion criteria required the respondents to be (i) generation Z Indonesians between 18 and 26 years old (IDN Research Institute, 2022), (ii) followers of local coffee chain Instagram accounts, and (iii) have previously purchased products from local coffee chains. The elicited outcomes could assist marketers of local coffee chains in developing or

improving FGC digital content on social media. Consumers could be motivated to choose local coffee chains as their preferred brand, which is crucial for maintaining market share and sustaining competitiveness.

1.9 Definition of Key Terms

Table 1.1 presents the definition for key study terms. Each one is defined based on the current context of local coffee chains.

Table 1.1 The definition of key terms

Variables	Definitions
Consumer Brand Engagement (CBE)	Consumer positivity valanced cognitive, emotional, and behavioural brand-related activity. It is related to specific consumer-brand interactions (Hollebeek et al., 2014)
Firm Generated Content (FGC)	Content that has been created and delivered through a firm's digital platforms (Yang et al., 2019) and controlled by its management (Bruhn, 2015).
Local Coffee Chains	A business with innovative products and models that are easy to repeat, measurable, and have fast growth (Melo, 2023; Dorf, 2020; Peter Rhiel, 2015 ; Rie's, 2011)
Sensory Marketing	Sensory marketing is "marketing that engages the consumers' senses and affects their perception, judgment, and behaviour" (Krishna, 2012)
Brand Loyalty	Loyalty implies repeat purchase behaviour led by favourable attitudes or a consistent purchase behaviour resulting from psychological decision-making and evaluative processes (Cengiz & Ayyildiz Er, 2007)
Visual Cues	Visual communication aims to present objects or people with particular characteristics that might influence judgment, emotions, and behaviours (Krishna, 2012).
Audio Cues	A sound message (voice, language) received from any channel influences judgment, emotions, and behaviours (Krishna, 2012).
Argument Quality	Argument quality entails "consumers' perception about the argument quality based on a collection of decision criteria that cover accuracy, validity, usefulness, up-to-datedness and impartiality" (Bhattacharjee & Sanford, 2006).
Source Credibility	Source credibility depends on perceived believability, trustworthiness, and competence of the source(Bhattacharjee & Sanford, 2006; Chen & Ku, 2013)
Generation Z	Generation Z refers to individuals born between 1997 and 2012, in the decadefollowing the advent of the World Wide Web. Generation Z individuals are estimated to be from 18 to 26 years old and frequently use the Internet to meet their needs (IDN Research Institute, 2022; Beregovskaya & Grishaeva, 2020; Pew Research Center, 2019).

Table 1.1 (Continued)

Variables	Definitions
Social Media Marketing Strategy (SMMS)	An organisation's integrated pattern of activities that transform social media connectedness (networks) and interactions (influences) into valuable strategic means by carefully assessing customers' motivations for brand-related social media use and undertaking deliberate engagement initiatives to achieve favourable marketing outcomes (Li et al., 2021)
Stimulus-Organism-Response (SOR)	This research model originated from the field of environmental psychology and is currently used in consumer psychology and e-commerce research via three stages: from environmental stimuli, through affective and cognitive reactions or organism, to individual behavioural responses (Mehrabian & Russell, 1974).
Elaboration Likelihood Model (ELM)	A fundamental model which proposed that any information could be centrally processed by information quality and peripherally processed by source credibility to influence individual attitudes and behaviours (Petty & Cacioppo, 1986).

1.10 Organisation of the Study

This Thesis is organised into five chapters. Chapter 1 provides an overview of the study, including the research problem, research question, and research objectives. The significance of the study and operational definitions for the key terms are also discussed in this chapter. Chapter 2 presents a review of the existing literature on consumer engagement, including relevant variables in the theoretical study framework and relevant theories. Chapter 3 highlights the research design and methodology employed, while Chapter 4 outlines the survey findings and statistical analysis results. Chapter 5 details the analysis outcomes, their implications and limitations, and suggestions for future works.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Chapter 2 presents a literature review of CBE to understand generation Z's consumer behaviour on social media. An overview is provided on the development of local coffee chain businesses in Indonesia and associated theories and concepts. The SOR theory, sensory marketing, and ELM, as well as their interrelationships, are highlighted in this chapter. The study hypotheses are proposed in the last section of this chapter based on the conceptual framework.

2.2 Generation Z in Indonesia as Consumers

A generation is a group of individuals who are born within a specific time frame and share life experiences during key developmental stages (Kupperschmidt, 2000). Each generation shares a “peer personality”, with common traits such as age, location, behaviours, and values (Howe & Strauss, 1991). In marketing, generational groups are associated with archetypes that influence purchasing behaviours (Cambridge Dictionary, 2022). Generational differences result from unique experiences and key events during formative years, such as economic or technological shifts (Francis & Hoefel, 2018; Kupperschmidt, 2000). For example, baby boomers were shaped by the television, generation X by computers, and millennials by the Internet. This research focused on a tech-savvy group, known as generation Z (Dimock, 2019; Francis & Hoefel, 2018).

Table 2.1 Characteristics of generations

Baby boomers (great generation 1946-1964)	X generation (digital immigrants 1965-1980)	Y generation (digital natives 1981-1996)	Z generation (nation of social media 1997- 2012)	Alfa generation (born after 2012)
• Born after WW II • Motto: “war never again” • Several social changes: equality in women’s rights, Vietnam War • Increasing consumption • Competitions and idealism • First time meeting PCs as adults • PC is not the main mode of communication	• Born towards the end of the 60s and at the beginning of the 70s • Increase in divorce rates and economic uncertainty • age of Disco and hip-hop • Age of TV and videogames • Advent of individualism • Introduced to PC at a young age • Witnesses of the development of information technology and information society • Used the Internet occassionally	• Born in the 80s and 90s • Increasing number of conflicts • The spread of digital technology: e-mail, SMS • Optimism, not afraid of the technology • Loyal to brands • Introduced to the Internet during childhood • Dependent on media • First digital citizens • Social relationships consist of virtual and real ones • Interested in cultural content • Accept their parents’ values • Enjoy social activities • Prefer visuals and audios instead of texts • Intend to achieve their goals and fulfil their wishes as soon as possible.	• Born between 1997-2012 (IDN Research Institute, 2022) • Unfamiliar with a world without the Internet • Use internet and social networks • “Global connectivity”, flexibility, being smart, tolerant of different cultures • Social network sites are the main platform for communication • Information consumers and providers • Very good device skills • Thousands of online contacts • Multi-tasking (blogging, listening to music, and writing emails) • Rapid decision-making • Not attached to a place • Engage in learning and form friendships differently • No legal sensitivity about downloading or changing files	• Growing economics • New expectations, educational trends, materialism

Source: (Csobanka, 2016).

As one of the most populous countries in the world, Indonesia has the potential for significant economic growth (estimated at USD 150 billion by 2025), specifically in digital adoption. Generation Z, which constitutes 27.94% of the overall population (BPS, 2021a; BPS, 2021b), is a key catalyst for this growth. The country is projected to experience a demographic dividend from 2020 to 2030, with a larger working-age population driving economic productivity (Purwanto, 2012). West Java leads in Generation Z population, with 11,886,058, followed by East Java (9,252,385), and Central Java (8,511,476) (BPS, 2021b).



Figure 2.1 Generation Z population distribution map in Indonesia

Source: (BPS, 2021a).

In Indonesia, Generation Z is a tech-savvy and digitally-informed group with a strong command of the Internet and its capabilities (Stilman & Stillman, 2018). They actively engage in social media (particularly Instagram) and spend an average of seven hours online per day (Kantar.com, 2018). As a significant proportion of this generation

own smartphones, their widespread use of the Internet has created significant potential for digital marketing. Their large market share and evolving consumer behaviour render it crucial for marketers to develop digital marketing strategies that promote interaction, collaboration, and brand support (Gordon-Isasi et al., 2021). Generation Z consumers, who seek social media for news, entertainment, communication, and shopping, present a key market opportunity for businesses to capitalise on digital marketing (Adityaswara, 2022).

2.3 An Overview of Coffee Chains in Indonesia

Indonesia is recognised as the fourth-largest coffee producer in the world (particularly in Asia). The country plays a key role in global coffee supply alongside leading coffee-producing nations such as Brazil, Colombia, and Vietnam (International Coffee Organization, 2020). The annual global coffee production stands at 9,206,281 tonnes. Collectively, the top 12 countries contribute 8,049,502 tonnes (87.32%) of the world's coffee bean production.

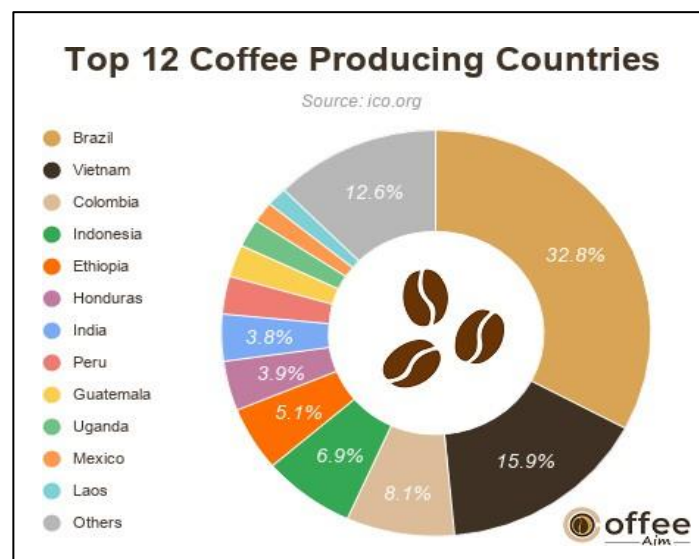


Figure 2.2 The top coffee-producing countries of the world 2022

Source: (ICO, 2020)

The local coffee chain business in Indonesia is estimated to grow by 250% in 2021, contributing to a 25-30% increase in domestic coffee production (SCAI, 2019). This growth has increased the demand in coffee plantation areas and created new employment opportunities at domestic and global levels, thus positively impacting the economy (Kementrian Pertanian, 2021). Kusuma (2023) highlighted seven factors influencing the growth of the coffee business in Indonesia: (i) the culture of gathering over coffee, (ii) affordable prices, (iii) the youth population (generations Y and Z) as major consumers, (iv) the role of social media in marketing, (v) the convenience of ride-hailing platforms such as Grab-food and Go-food, (vi) low entry barriers , and (vii) intense competition among local coffee chains, with the number of outlets rising from 1,000 in 2016 to 2,950 in 2019. Coffee shops in Indonesia are divided into several categories: local coffee chains or coffee to-go, international coffee chains, traditional coffee shops, bakeries and pastry shops, independent coffee shops, and specialty coffee shops. Table 2.2 details the differences and definitions of these categories.

Table 2.2 Comparison, definition, service type of coffee shop categories in Indonesia

No	Types	Definition	Brand of coffee shop	Type of service	Segment	Price/ cup	Starting year	Number of branches 2022	Number of Instagram followers
1	Local Coffee Chains or Coffee to Go	The definition of a local coffee chain is a business from a local brand that has many stores, is measurable, follows the same corporate policies, and experiences rapid growth (Szulanski, 2003; Dorf, 2020; Rhiel, 2015).	Kenangan, Janji Jiwa, Fore, Point, Kulo, Tuku	Delivery Service (Go Food, Grab Food), Mobile Application, Cashless Payment, Wi-Fi, Work Space, Membership, Discount & Cashback, Serving Fresh Coffee (roast bean coffee)	Youths, generation Z, and millennials	\$1,2 - \$ 2	2016	More than 3000 stores across the city in Indonesia	503K - 140K
2	International Coffee Chains	Multinational coffee companies are usually located in large shopping centres such as malls, have Wi-Fi, premium prices, and provide bakery and pastry (Toffin, 2019).	Starbucks, Maxx Coffee, Coffee Bean	Delivery Service, Mobile Application, Cashless Payment, Wi-Fi, Work Space, Membership, Discount & cashback, Serving Fresh Coffee	Youths, Generation Z, millennials, baby boomers	\$2,8 - \$3,1	2002	300-400 stores across city in Indonesia	97,7K - 40,1K
3	Traditional Coffee Shop	A traditional coffee shop is one that has been operating from the 90s to date. The interior decoration is not fancy, and instant coffee is served at low prices (Asrori, 2019)	Traditional Coffee Shop	Chairs and Tables, Cash Payment, Serving Instant Coffee	Old people, baby boomers	\$ 0,25	1990	No branches	No social media

Table 2.2 (Continued)

No	Types	Definition	Brand of coffee shop	Type of service	Segment	Price/ cup	Starting year	Number of branches 2022	Number of Instagram followers
4	Bakery & Pastry	Modern outlets located in large malls and serve American-style coffee and donuts. These establishments target the upper- middle class (Andrean, 2019).	J.CO, Dunkin Donuts	Delivery Service (Go Food, Grab Food), Mobile Application, Cashless Payment, Membership, Discount & Cashback, Serving Fresh Coffee (roast bean coffee) and Bakery	Youth, generation Z, millennials, baby boomers	\$2,8 -\$ 3	1880	200-300 branches across the city in Indonesia	329K - 130K
5	Independent Coffee Shop	An independent coffee owned, who have the freedom to make decisions about management and advertising (Nadril & Gunay, 2013).	Goeboek, 7Clovers, Svarga, Simpang Coffee	Delivery Service (Go Food, Grab Food), Cashless Payment, Wi-Fi, Work Space, Serving Fresh Coffee (roast bean coffee)	Youth, generation Z, and millennials	\$ 1 - \$1,2	2003	No branches	1,26K - 4K
6	Specialty Coffee Shop	Often referred to as being part of the “Third Wave” coffee movement and sells specialty coffee (Rothgeb, 2002).	Tanamera, Common Ground, Klinik Kopi, CallMe, Pitutur	Cashless Payment, Wi-Fi, Work Space, Serving Fresh Specialty Coffee (roast bean coffee), Manual Brew, Single Origin Coffee	Youth, generation Z, and millennials	\$1-\$1,2	2013	1-10 branches	164K - 4K

As shown in Table 2.2, coffee shops have more branches than other categories. Local coffee chains imply local brands with multiple stores, measurable growth, compliance with corporate policies, and rapid growth (Dorf, 2020 ; Rhiel, 2015). The market value of the beverage business is estimated to reach a notable Rp. 4.8 trillion (Toffin, 2019). Local coffee chains have effectively bridged the gap between the expensive coffee served by global chains (Starbucks), which most Indonesians cannot afford, and the instant (traditional) coffee sold in roadside stalls (see Table 2.2). Traditional coffee shops offer affordable prices that cater to millennial and generation Z consumers. Figure 2.3 illustrates some of the most popular local coffee chains brands in Indonesia.

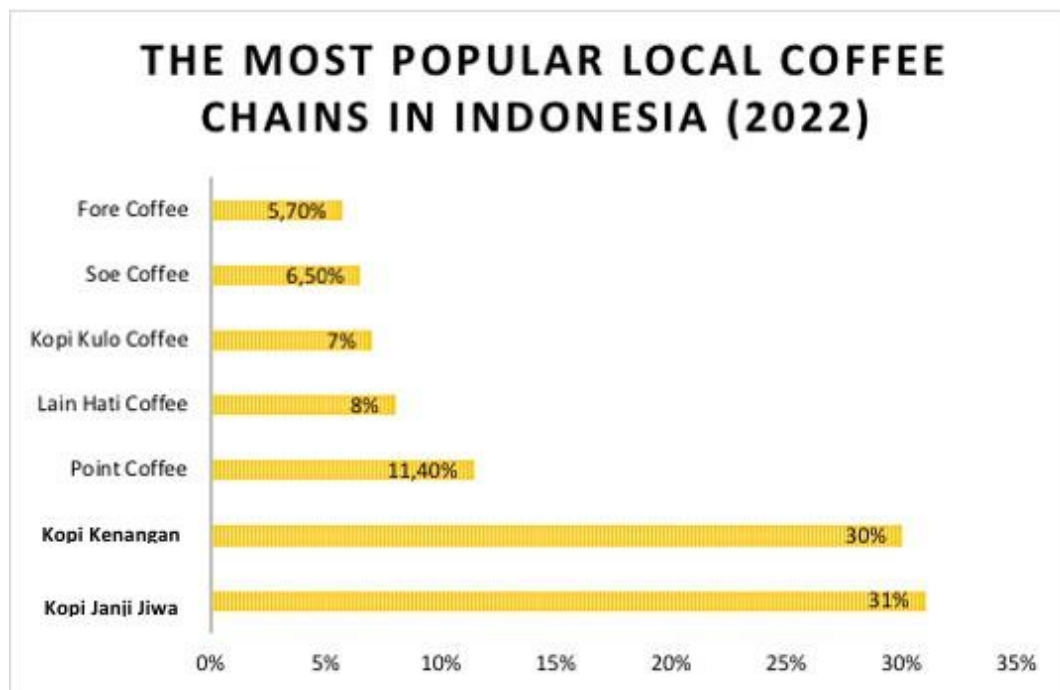


Figure 2.3 The most popular local coffee chains in Indonesia

Source: (Katadata.co.id, 2022).

The FGC is a marketing strategy that increases customer interaction and brand promotion (Singh et al., 2020). Following past works, FGC promotes user-generated content (UGC), strengthens the consumer community, and fosters brand engagement and loyalty (Jefferson, S., & Tanton, 2015). In this vein, increased FGC reinforces consumer-brand relationships and purchasing behaviour (Brodie et al., 2013). Figure 2.4 depicts how views reflect CBE.

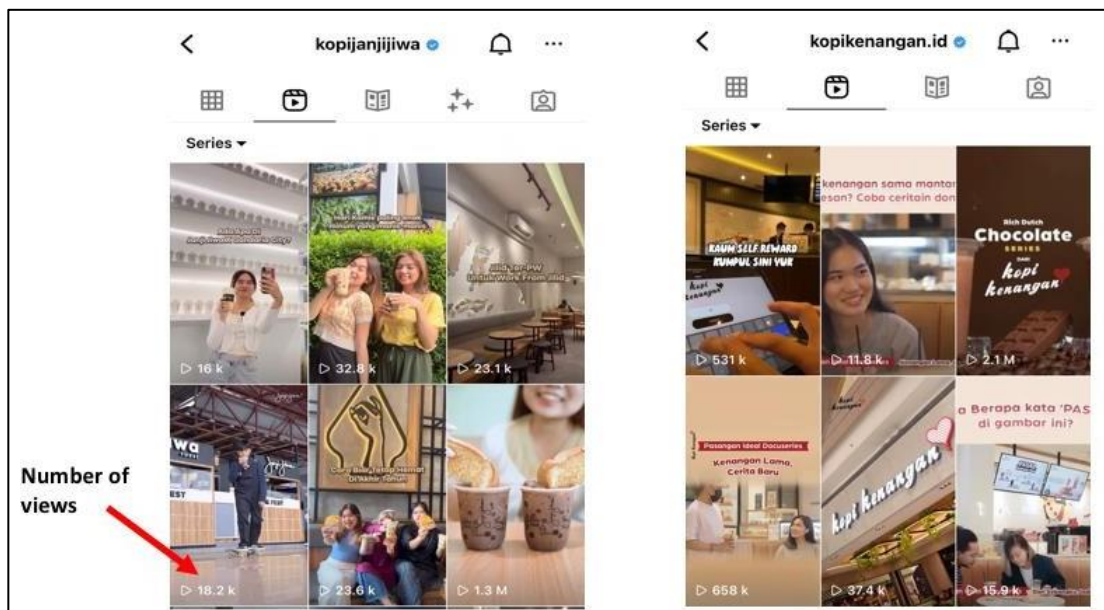


Figure 2.4 Number of views firm generated content (FGC) of Kopi Janji Jiwa and Kopi Kenangan

Source: (<https://www.instagram.com/kopikenangan.id/?hl=id&>
<https://www.instagram.com/kopijanjiwa/?hl=id>, accessed on 20 January 2023).

2.4 Brand Loyalty: Definition and Concept

Modern customers rely on social media channels, which have emerged as the primary avenue for seeking various products or services, when making purchasing decisions (Sharma & Jain, 2019). Previous social media marketing studies have recognised these channels as a contemporary marketing tool that can leverage brand loyalty (Chen, X., & Qasim, 2021; Ebrahim, 2020 ;Ibrahim et al., 2021 ;Jibril et al.,