

ABSTRACT

With the present of COVID-19, brands struggled to stay relevant. Consumer's purchasing behaviour has been subtly altered by the pandemic. Nowadays, it is impossible to avoid the advancement of technology in the digital era. Due to its low cost and ability to reach a larger audience, social media is becoming a tool that marketers enjoy using in today's industry, which has changed how consumers feel and react to marketing. Social media includes any digital technology that enables people to produce and publish content, as well as engage with brands. Social media also changes the specialised strategies among brands and consumers. The main objective of this study is to investigate the consumer behaviour with brands through social media content marketing in Instagram on skincare products during the COVID-19 pandemic.

Furthermore, Brand Trust is positioned as a mediator within the context of this study to enhance the understanding of whether Brand Trust contributes to mediate the relationship between Content Marketing and Brand Loyalty.

The number of samples used was 246 people who undergo and passed several filtering questions. Data was obtained through purposive sampling, with the use of online questionnaires. The population in this study are consumers who use Instagram to engaged with skincare brands during the COVID-19 and are domiciled in Southeast Asia. Confirmatory factor analysis and structural equation modelling techniques were performed to test and analyse the measurement and structural models using SPSS and AMOS program.

Based on the findings and result of the study, the influence of consumer brand engagement on content marketing, user gratification on content marketing, content marketing on brand loyalty is positive and significant. Whereas the influence of brand trust on brand loyalty is negative and significant. Lastly, brand trust can moderate the effect of content marketing on brand loyalty, resulting positive and significant.

Keywords: Consumer Brand Engagement, User Gratification, Content Marketing, Brand Trust, Brand Loyalty, Instagram, COVID-19