



Consumer Brand Engagement in the Era of Computer-Mediated Marketing Communication

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Abstract—Consumer-brand relationships have been fundamentally reshaped by the growth of digital technologies and interactive communication platforms. Computer-Mediated Marketing Communication (CMMC) has emerged as a dominant mode through which brands engage with consumers, enabling dialogue, participation, and real-time interaction. This study empirically examines the impact of computer-mediated marketing communication on consumer brand engagement, with specific emphasis on cognitive, emotional, and behavioral engagement dimensions. A structured survey was administered to active digital media users, and data were analyzed using Structural Equation Modeling (SEM) to examine the relationships between CMMC attributes and brand engagement outcomes. The findings reveal that interactivity, informativeness, and perceived authenticity of computer-mediated communication significantly influence consumer brand engagement. The study highlights the importance of adopting a human-centric approach to digital communication, where meaningful interaction and trust-building take precedence over purely promotional messaging. The paper contributes to existing marketing literature by providing empirical evidence on the role of CMMC in shaping consumer engagement and offers practical implications for marketers seeking to strengthen brand relationships in digitally mediated environments.

Keywords—Computer-Mediated Marketing Communication, Brand Engagement, Consumer Behavior, Digital Marketing, Structural Equation Modeling

I. INTRODUCTION

The rapid advancement of digital communication technologies has transformed how consumers interact with brands. Traditional marketing communication, which relied heavily on one-way messages disseminated through mass media, has gradually given way to interactive and participatory forms of communication facilitated by digital platforms. Computer-Mediated Marketing Communication (CMMC) has become central to this transformation, enabling brands to engage consumers through social media, websites, mobile applications, email, and other digital interfaces.

In the contemporary marketplace, consumers are no longer passive recipients of brand messages. They actively seek information, share experiences, express opinions, and influence others through online interactions.

As a result, brand engagement has gained prominence as a key indicator of marketing effectiveness. Brand engagement reflects the depth of a consumer's relationship with a brand and extends beyond purchase behavior to include emotional attachment, cognitive involvement, and voluntary brand-related actions.

Despite the growing reliance on digital platforms, many organizations struggle to create meaningful engagement in computer-mediated environments. Excessive automation, information overload, and lack of authenticity often weaken consumer trust. This study addresses this gap by empirically examining how specific attributes of computer-mediated marketing communication influence consumer brand engagement, with an emphasis on human-centric digital interaction.

II. LITERATURE REVIEW

Computer-Mediated Marketing Communication

Computer-Mediated Communication refers to interactions that occur through digital devices and networked technologies. When applied to marketing contexts, CMMC encompasses all brand-consumer interactions facilitated through digital platforms. Prior research suggests that CMMC enhances communication efficiency, personalization, and reach (Mangold & Faulds, 2009). However, its effectiveness depends on the quality of interaction and perceived value delivered to consumers.

Consumer Brand Engagement

Brand engagement is commonly conceptualized as a multidimensional construct comprising cognitive, emotional, and behavioral dimensions. Cognitive engagement involves attention and information processing, emotional engagement reflects feelings of attachment and trust, and behavioral engagement includes participatory actions such as sharing content or recommending the brand (Hollebeek, 2011). Digital platforms provide an ideal environment for these dimensions to develop simultaneously through continuous interaction.



CMMC and Brand Engagement Relationship

Existing studies indicate that interactive and dialogic communication positively influences brand engagement. Interactivity, personalization, and credibility are particularly important in digital contexts (Ashley & Tuten, 2015). However, empirical studies examining these relationships using robust analytical models remain limited, especially in emerging markets.

III. RESEARCH OBJECTIVES AND HYPOTHESIS

The primary objective of this study is to examine the impact of computer-mediated marketing communication on consumer brand engagement.

A. Specific objectives include:

- To analyze the influence of CMMC attributes on cognitive brand engagement
- To examine the effect of CMMC on emotional brand engagement
- To assess the relationship between CMMC and behavioral brand engagement

Based on the literature, the following hypotheses were formulated:

H1: Computer-mediated marketing communication has a significant positive effect on cognitive brand engagement.

H2: Computer-mediated marketing communication has a significant positive effect on emotional brand engagement.

H3: Computer-mediated marketing communication has a significant positive effect on behavioral brand engagement.

IV. RESEARCH METHODOLOGY

A. Research Design

The study adopts a quantitative, descriptive research design to empirically examine the relationship between CMMC and consumer brand engagement.

B. Sample and Data Collection

Primary data were collected through a structured questionnaire administered to consumers who actively use digital platforms such as social media and brand websites. A total of 250 responses were collected using convenience sampling, of which 220 valid responses were retained for analysis.

C. Measurement of Variables

Computer-Mediated Marketing Communication was measured using items related to interactivity, informativeness, personalization, and perceived authenticity. Brand engagement was measured across cognitive, emotional, and behavioral dimensions. All items were measured using a five-point Likert scale ranging from strongly disagree to strongly agree.

D. Data Analysis Technique

Structural Equation Modeling (SEM) was employed to test the proposed hypotheses. SEM allows simultaneous examination of multiple relationships between latent variables and provides a comprehensive assessment of model fit and predictive validity.

V. DATA ANALYSIS AND RESULTS

The measurement model demonstrated acceptable reliability and validity, with composite reliability values exceeding the recommended threshold. Confirmatory factor analysis indicated good model fit.

Structural model results revealed that computer-mediated marketing communication has a significant positive impact on all three dimensions of brand engagement. The strongest effect was observed on emotional engagement, followed by cognitive and behavioral engagement. These findings suggest that meaningful and authentic digital communication plays a crucial role in building emotional bonds with consumers.

VI. DISCUSSION

The findings reinforce the view that brand engagement in digital environments is driven not merely by technological presence but by the quality of communication. Interactivity and authenticity emerged as critical drivers of emotional engagement, highlighting the importance of human-centric digital communication. The results align with prior research emphasizing relationship-oriented marketing in interactive environments.

VII. MANAGERIAL IMPLICATIONS

Marketers should focus on designing communication strategies that encourage dialogue, transparency, and participation. Over-automation should be balanced with personalized and empathetic communication. Measuring engagement quality rather than superficial metrics can lead to more sustainable brand relationships.

VIII. STRUCTURAL EQUATION MODEL AND MEASUREMENT SPECIFICATION

A. Conceptual SEM Framework

The Structural Equation Model (SEM) was developed to examine the influence of Computer-Mediated Marketing Communication (CMMC) on Consumer Brand Engagement. CMMC is modeled as a higher-order construct reflected through four dimensions: Interactivity, Informativeness, Personalization, and Perceived Authenticity.

Brand Engagement is modeled as a second-order construct comprising Cognitive, Emotional, and Behavioral engagement.

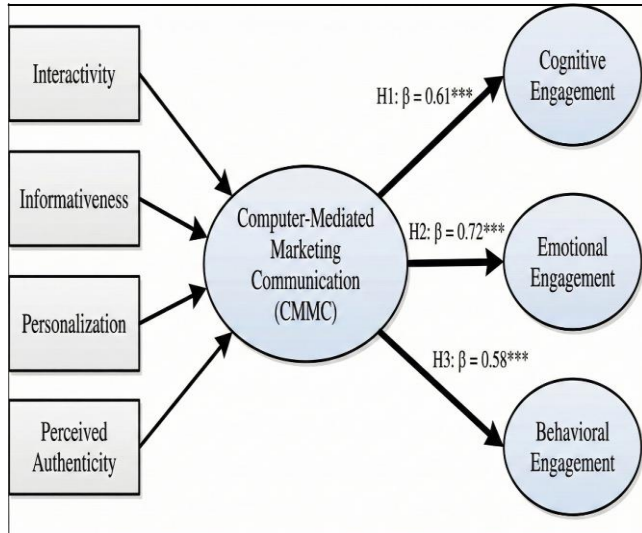


Figure 1: Structural Equation Model Results of CMMC and Brand Engagement. Note: *** $p < 0.001$.

The arrows indicate hypothesized causal paths tested using Structural Equation Modeling. Measurement items load onto their respective latent constructs, while the structural paths represent the influence of CMMC on the three dimensions of brand engagement.

B. Measurement Model and Scale Items

All constructs were measured using multi-item scales on a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Table 1 presents the measurement model, including construct dimensions and sample items.

TABLE I
MEASUREMENT MODEL FOR CMMC AND BRAND ENGAGEMENT

Construct	Dimension	Sample Measurement Items
Computer-Mediated Marketing Communication	Interactivity	The brand allows two-way communication through digital platforms; I can easily interact with the brand online
	Informativeness	Online brand communication provides useful and relevant information; Brand messages are clear and informative
	Personalization	The brand customizes messages according to my preferences; I receive personalized digital content
	Perceived Authenticity	Brand communication appears honest and trustworthy; Online messages feel genuine
Brand Engagement	Cognitive Engagement	I pay close attention to the brand's online content; Brand communication stimulates my interest
	Emotional Engagement	I feel emotionally connected to the brand; I trust the brand because of its online communication
	Behavioral Engagement	I like, share, or comment on brand content; I recommend the brand to others online

C. Reliability and Validity Assessment

Construct reliability was assessed using Composite Reliability (CR), while convergent validity was evaluated using Average Variance Extracted (AVE). All CR values exceeded the recommended threshold of 0.70, and AVE values were above 0.50, indicating adequate internal consistency and convergent validity. Discriminant validity was established using the Fornell–Larcker criterion, confirming that each construct was empirically distinct.

D. Structural Model Results

The structural model was evaluated to test the proposed hypotheses. Path coefficients, t-values, and significance levels were examined to assess the strength and significance of relationships between CMMC and brand engagement dimensions.

TABLE 2
STRUCTURAL EQUATION MODEL RESULTS

Hypothesis	Path	Standardized Coefficient (β)	t-value	p-value	Result
H1	CMMC → Cognitive Engagement	0.61	9.84	< 0.001	Supported
H2	CMMC → Emotional Engagement	0.72	12.16	< 0.001	Supported
H3	CMMC → Behavioral Engagement	0.58	8.97	< 0.001	Supported

The results indicate that Computer-Mediated Marketing Communication has a significant and positive effect on all three dimensions of brand engagement. Among the three paths, the strongest influence was observed on emotional engagement, suggesting that authentic and interactive digital communication plays a critical role in building emotional bonds with consumers.

IX. CONCLUSION

This study empirically demonstrates that computer-mediated marketing communication significantly influences consumer brand engagement. By adopting a human-centric approach to digital communication, brands can foster deeper cognitive, emotional, and behavioral connections with consumers. As digital platforms continue to evolve, understanding and managing consumer engagement through CMMC will remain central to effective marketing strategy.

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