

The Influence of Content Marketing on Customer Brand Engagement towards Online herbal cosmetic Store in Thailand.

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Abstract

The growing of health and beauty industries plays important roles in national economic development. Thailand is one of the largest herbal markets. Many Thai entrepreneurs pay attention to produce Thai herbal cosmetic to serve online marketing. This channel has selected from small and medium enterprises to access their target groups. Among fierce competitions, Customer Brand Engagement is an essential strategy which SMEs should highlight due to it can help increasing the amount of customer online purchasing. Content Marketing is one of techniques to build customer brand engagement, but still lack of empirical investigation. Hence, to narrow this gap, this paper aims to study background of knowledge about the influence of the content marketing on customer brand engagement towards online herbal cosmetic store in Thailand. This study focused on analyzing documentary research and review literature. The result of this paper will provide foundational insights and extend knowledge about customer brand engagement and content marketing which may be used to guide future study. In addition, it leads to the enhanced willingness of customers that in turn increase online purchasing and revenues of SMEs firms.

Keywords: Engagement, Customer Brand Engagement, Content Marketing, Online Marketing, Herbal Cosmetic.

1. INTRODUCTION

Global industries are facing a sluggish economy. Conversely, health and beauty industry continues expanding globally, due to health care trend has grown increasingly (Jamieson & Towle, 2011). This is because customer consumption behavior has changed from the past. Social value in the age of globalization has affected consumer lifestyles. Modern consumers pay more attention to health and beauty products (Łopaciuk & Łoboda, 2013). They are pleased to purchase in products which could solve their problems (Giunipero & Percy, 2000). Thus, a beauty business is a great opportunity for an entrepreneur to clutch and develop appropriate products to serve markets. The increasing demand of the consumer brings the firm's endeavor to produce efficient products to satisfy consumers who care for health. It created a hugely market value and grow steadily.

Health and beauty market is one of the biggest industries that play important roles in national economic development. During the 20 years, health and beauty markets all over the world have grown around 4.5 percent a year (Łopaciuk & Łoboda, 2013). However, even though there are many products occur in the widely market but the fastest growing in the health and beauty group is cosmetic which grew by an estimated 3.8 percent per year (The statistic portal, 2013). Thus, the cosmetic industry remains investment attractiveness. For this reason, firms should not miss the opportunity to develop products to fulfill the needs of consumers.

Currently, customers are not only need cosmetics to solve their problems but also require natural product for safety (Kapoor V.P, 2005). Particularly, a herbal cosmetic which is became popular among consumer pervasively. It has been interested significantly in the last few years and rapidly growing segment worldwide (Samleti et al., 2012). The increasing of the customer realizing about the impact of the chemicals used in cosmetics, the herbal becomes the best alternative product for those who prefer non-chemical product and interested in environmentally friendly product.

Thailand is one of the largest countries in herbal cosmetic industry. Thai herbal widely recognized internationally about quality and variety of product. It plays a key role in generating revenue for the country whether employment and creating economic growth. Moreover, Thailand has a very high potential in producing herbal cosmetics due to Thailand is the availability of raw materials and most of Thai suppliers have a good herbal knowledge (Sukhabot, 2013). Thai government has tried to encourage customers using Thai herbal cosmetics to increase economic index of the country. Moreover, the government also supports various activities to develop Thai herbal industries especially SMEs. They expected to promote Thailand as the herbal center of ASEAN in 2015 (The Government Public Relations Department, 2012)

A large number of Thai enterprises, especially SMEs, attempts to produce Thai herbal cosmetics to response the market needs. In particular, online marketing is the best facilitate channel to SMEs (Sukhabot, 2013). This is because they can reach their consumers broadly and help to save costs. However, the competition among online markets is rather harsh due to it is a large market and there are various brand that concentrated in the same areas; that would mean there is a high risk of being hijacked market share from other competitors. Presently, consumers have more choices, they can search information from diverse sources (Kivetz & Simonson, 2000). So, the important strategy of creating attention to products of consumers is to provide a

good content to build consumer brand engagement; it will lead to purchase intention in the future. It shows those customers need more information to decide for their purchasing. Moreover, one thing that online marketers have to emphasize is to retain old customers (Weman et al., 2008). This is because online market is highly competitive, customer will easily switch brand. So, the most important thing to build brand stability and make a purchase decision is to establish engagement between consumers and brand.

From the review of the previous study, customer brand engagement (CBE) is one of strategy which is studied in offline market; recently this conceptual strategy is emerged in online. There are a few studies in the context of the online marketing (Hollebeek, 2011). Customer brand engagement can be added more value to the product and make a re-purchase of customer which is very important to increase customer online purchasing. Brand engagement can protect brand and maintain a competitive advantages. It also helps the marketer seeing the direction of business development in the future (Brodie et al., 2011). When consumers get engaged, they will be loyal in the brand even if there are a lot of similar brands trying to offer a good proposal. In addition, online consumer engagement is an interaction between firms and consumers continuously, it can build confidence, create brand equity, brand awareness, brand associations, and loyalty to a brand (Chaudhuri & Holbrook 2001).

In addition, literature study found that there are many tools that firms can use to engage customers to their brands. For online brand engagement, content marketing is one of the best strategy has used for stimulate online engagement (Hollebeek, 2011). The key to create an effective engagement can be created by creating a persuasive content (Sashi, 2012). During 2-3 years, the content marketing is used widely via online. It became a hugely powerful tool that marketers need to use in their company. Content is the enabling agent for engagement (Frambach et al., 2007). Creating an attractive content can bond relationship between brand and customer. Content marketing can drive awareness and lead engagement with opportunity to compensate the traditional strategy (Bowden, 2009). Currently, marketers begin focusing on content more than advertising because content marketing is the best way to achieve to get people to know, like, and trust in brand (Higgins & Scholer, 2009). According to Bill gates (1996), content is King—it means creating the appropriate content brings success. Content Marketing is a technique of marketing by using valuable content to attract customers by spreading relevant information to customers. The objective of the content marketing is to build purchase intention and build the profit to organization. It can also help to create positive attitude towards the consumer's brand. The key of the content marketing is to deliver valuable content to customers (Andrew, 2012). It aims to drive customer purchases in the future. Moreover, Content marketing often discussed in the context of B2B and also very poor studies in terms of B2C. In addition, most researchers tend to used content marketing in social media, but there are still gaps in the exploration of the influence through website in spite of stabling and providing long-term benefits. Absolutely, if businesses serve the content comply with useful information to customers at the right time; customers will reward the company by making a purchase and loyalty to brand (Hoeffler & Keller, 2003).

In the previous study, there has been much research done about customer engagement. Many researchers focused on brand engagement but there still lack of study in the terms of content marketing due to it is a new thing (Bowden, 2009; Bielski, 2008; Brodie et al., 2011). There are very few studies investigated the linkage between content marketing on customer

brand engagement via online store, especially on website channel. This is a gap which this study highlights to study background the influence of those relationship. Our empirical investigation focuses on website, it is the most stable channel and it is a prototype of online trading. The issue of the content marketing has been discussed somewhat less in academic literature; this study will provide an approach and the theoretical basis for creating content marketing building customer brand engagement.

To fill this gap, this research focuses on the context of content marketing in driving customer brand engagement under the topic of *The Influence of Content Marketing on Customer Brand Engagement towards Online herbal cosmetic Store in Thailand*. This paper aims to study the background of the knowledge about content marketing on customer brand engagement towards online herbal cosmetic stores in Thailand. This study focuses on analyzing documentary research and review literature. The result of this paper will provide foundational insights and extend knowledge about customer brand engagement and content marketing which may be used to guide future study. It then leads to the enhanced willingness of customers that in turn increase online purchasing and revenues of SMEs firms.

2. REVIEW OF LITERATURE

2.1 Thai cosmetic industry and Thai consumer behavior

Thailand is in 7th world's cosmetic production. 97 percent of entrepreneurs are small and medium enterprise (SME), a group which is an economic foundation of Thailand (The Government Public Relations Department, 2012). Furthermore, Thailand's cosmetic industries significantly grew in the last 10 years, 10-20 percent per year. For skin care market value is 1.75 million baht which will be increased three percent per years in 2017. In 2012, Thai herbal achieved growth of 20 percent. The market value is worth 60,000 million baht (Kornkasem, 2014). The rapid growth of Thai herbal cosmetic shows the significant essential of this industry towards Thailand's advancement.

When herbal cosmetics become popular products, many Thai entrepreneurs firmly pay attention to manufacture and distribute the products to meet customer needs. Recognizing the importance of Thai herbal has influenced the number of herbal cosmetic happening in the market, particularly Thai herbal cosmetic which has a high demand in the world market. However, cosmetic market remains fiercely competitive whether online and offline markets (Łopaciuk & Łoboda, 2013). Especially, online market is becoming popular in the age of digital (Casalo, et al., 2007). Many firms have selected this channel to access their target groups. It is extremely challenging obstacles for national products to take a market share from international products. Each brand tries to wrest market share which has tremendous value. However, Thai entrepreneurs still lack of marketing skills and do not understand consumer behaviors. According to Kasikorn Thai Research Center (2010) has surveyed about Thai people's behavior in the use of herbal products from a sample of 3,294 people nationwide in 2009 found that commercial value of global herb market is about 4.4 trillion baht, but the consumption of herbal products in Thailand has only 48,000 million baht. This shows that it still deficient appropriate strategies to encourage consumers loyalty in Thai herbal products. In addition, SMEs should highlight the

proper characteristics of products' information to consumers both of national and international in order to recognize the unique features of Thai herbal products.

One of the effective strategies which are generally used for attracting consumers is the use of appropriate distribution channels. Now, there are indeed multiple channels whether online and offline markets. Interestingly, online market is becoming a top channel in the age of digital (Chong & Shafaghi, 2009). Many firms have selected this channel to access their target groups. This is because currently the Internet plays important role in people's daily life. The rates of Thai's Internet users have increased rapidly. During five years ago, the Internet accessibility in Thailand has grown more over quintuple and is now approximately 35 percent of the population (Internet World Stats, 2012). Most of Thai people used social networks quite frequently. The number of Thai Facebook users is about 18.4 million, it ranked 13th of the world (SocialBakers, 2013). With the numbers of users growing steadily, it is not surprising why most of brands chose online channel to offer their products. Since people can access to the Internet easily, it causes a virtual connectivity between each other which help users greatly cost savings, shorten the distance, and build a social network broader.

The number of the online shoppers in Thailand is around 2.5 million people. The market value of the online business is around 9 billion baht; it is growing about 50-100 percent per years. The high growth potential compared with the rate of economic growth of country or GDP, worth 10 billion baht (Nielsen, 2012). It was expected in next 3-5 years, online market will be worth more than one billion baht and it will grow up endlessly. It is a large market where can generate revenue for the country enormously. According to Joanne Bethlamy (2011), a director in Cisco's Internet Business Solutions Group, believed that E-commerce around the world will be growth average 13.5 percent each year and it will create massive income in the future. This media is interesting for who need to do a business especially website which is more stable than other channels. Consumers in Thailand spend money to buy products through Thai website, worth 6.1 billion baht (41%) compared with the international website 6.4 billion baht (44%), the remaining 2.2 billion baht (15%) were purchased from website does not specify the country (Nielsen, 2012). Moreover, they also paid more than 11% for health and beauty products on Thai website (526 million baht) compared to foreign sites (473 million baht). Thus, creating an attractive website is important that entrepreneurs should give priority to persuade consumer purchase intention.

Certainly, the Internet has become a very popular channel. Many Thai entrepreneurs give precedence to online market and spend more budgets on promoting their brands. However, the challenges of herbal cosmetic business are still worrisome due to online cosmetic market remains severe competitive. The number of cosmetic online stores has increased consistently according to the number of internet users. As Connolly & Bannister (2008) said that when the numbers of online sales have soared, competition will increase inevitably. Convenience of the Internet evokes the number of competitors' increases steadily. They try to use online marketing channel to build customer relationships and try to play upon online network expansion by enter to online markets in order to promote their brands via the marketing communication strategy (Baltas, 2003). In the market, which can make a difference, they will be winner in the market.

In contrast, there is a few consumption of Thai's consumer even although the popularity of Thai herbal has grown. From the report of the National Statistics office (2012) said that Thai people rather used less local medicine and herbs, namely 41.6 percent of them did not know and

never used, and 36.5 percent knew but never used. So, people who knew and have used just only 21.9 percent; it is only one in five ever used it. Although the popularity of Thai herbal products is increased, it is still less accepted from customer compared to foreign products (Natchaya & Siriluck, 2010). The cause is most of the operators have not focused proactive activities to promote customer interest on products and build responding to brands and also lack of a proper strategies. In fact, Thai herbal has an identity, cheap and outstanding, but lack of creating compelling content to build a purchase intention. Moreover, sellers still cannot extract product brand identity to promote Thai herbal cosmetics. This is one of the biggest problems of Thai herbal cosmetic entrepreneurs that should resolve hastily.

The main reasons that made the brand being rejected is lack of building relationships between brands and customers constantly and also lack of providing herbal information (Natchaya & Siriluck, 2010). This is because of customers are increasing the brand expectations. When customer has more choices, they can search the information of each product from multi-channels to support their decision. They don't want advertising while making purchase decision but they want valuable information (Huang & Sarigöllü, 2012). Advertisement grew weary of repeatedly content without creativity. More than 50 percent of Thai consumers refused to buy online due to they need a good content (Bethlahmy, 2011). Moreover, current consumer behavior have changed, customers don't trust in brand and don't confidence in online store (Natchaya & Siriluck, 2010).

According to Accenture Global Consumer Pulse research study 2013, Thai people had decided to change brands very easy and ready to change brands all the time. 75 percent of Thai consumers said that customer experience is important factors as well as price of product. Moreover, 80 percent of Thai consumers switch brands immediately when the product does not meet their expectations and 56 percent of them concerned about security and do not trust the product (Bagozzi & Dholakia, 2006). Hence, the central strategy for SMEs to overcome this problem is creating a meaningful relationship between brand and customer to increase attention to products. Especially, creating brand engagement intimately will enhance value of brand and build long-term relationships. It then leads to customer purchase intention and make money in the future.

2.2 Marketing Engagement

Marketing engagement is not a new concept, it occurred in the market long time ago. However, it becomes a popular since the presence of social media. Previously, engagement concept has been investigated in multidiscipline such as psychology, sociology, management, organizational behavior and political science (Hollybeck, 2011; Brodie et al., 2011). Before 2005, the term "engagement" was rarely mentioned in marketing articles (Brodie et al., 2011). However, there is more business community pays attention to engagement increasingly nowadays hence it has significant influence on customer purchase and increase profits to companies. Engagement theory was used widely in organization management (Ellis & Sorensen, 2007; Markos & Sridevi, 2010). The occurrence of marketing engagement has been extensively studied which many literature address to customer engagement but mainly focused on offline marketing (Ursem, 2008). It still lacks of study in the context of online marketing especially creating customer brand engagement through online stores which remain ambiguous (Hollebeek, 2011; Sprott, Czellar, & Spangenberg, 2009). Mostly, it was focused on interactions between

customer and brand more than organization (Hollebeek, 2011).

The exploring marketing literature demonstrated evolution of engagement. It has been studied in many areas such as customer engagement (Hollybeck, 2011; Brodie et al., 2011; Bowden, 2009) brand engagement (Goldsmith, Flynn and Clark, 2011; Chen and Dimitrova, 2006; Bowden, 2009; Gummerus et al, 2012), Online engagement (Angelino & Natvig, 2009; Wang, S., 2011) and customer brand engagement (Hollebeek, 2011; Schultz & block, 2011). It reveals that several researchers focused on different context and used different terms in engagement which is defined the meaning according to the context of use.

Many scholars have given the definition of engagement in a rich context. According to Bowden (2009), customer engagement is the psychological processes which occur sequentially and move to establish loyalty to the brand. Meanwhile Zailskaite-Jakste and Kuvykaite (2012) discussed that customer engagement is strategic factors for business development which help firms to maintain and establish a competitive advantage, also help to forecast the future direction of company for effective planning. It shows the importance of engagement strategy that company should featured to enhance organization ability. Whereas Patterson, Yu & De Ruyter (2006) has defined customer engagement services as the relationship between organization with the physical expression, ideas and emotions of customers. Additionally, Patterson et al; (2006) indicated that the elements of customer engagement included idea (Vigor and Absorption), emotions (Dedication), and behavior (Interaction). It is quite similar to the concept of Vivek et al., (2012) which consists of three elements, but there is a different dimension namely idea (Enthusiasm), emotions (Conscious participation), and behavior (Social interaction). Thus, the concept of engagement is a key to stimulate business success. It is a way to build a lasting relationship with the customer to brand. Furthermore, it also builds customer's long-term pride towards organization, employees, brand and product.

According to the research Measuring customer engagement in services brand research (Noonark, 2011) found that customer engagement has a significantly relationship to customer response include loyalty and word-of-mouth. This reflects that when the customer engagement has increased, loyalty and word-of-mouth will be increased as well. The result is consistent with Hollebeek (2011) stated that customer engagement affects the customer loyalty. It reflects the importance of customer engagement that leads to create customer brand loyalty and make a re-purchase, which is a goal of the organization and generate revenue for the business.

Importantly, the concept of engagement has been constantly evolving. Certainly when the market conditions have changed, a form of engagement has changed inevitably. The emergence of new media, such as Website, Google, Instagram, YouTube, Facebook, Twitter or MySpace, can diffuse the communication channel for global trading. Customer can touch brand and product through virtual space. The confrontation between the firms and consumer has been driven through virtual space. This is a relatively difficult for entrepreneurs to build trust in brand. So, entrepreneurs should use the advantage of new media opportunities by increasing depth knowledge about customer brand engagement (CBE). Hollebeek (2011) indicates that customer loyalty can be developed by making customer brand engagement by directly linked to consumers. In the context of SMEs, the effectiveness of customer brand engagement is very important tool helping SMEs fighting with a large business among the fierce competition in this era. For this reason, SMEs should address generate customer brand engagement via online network to build sustainable relationships with firms.

2.3 Customer brand engagement online

Business in both the large and small companies are facing business problem especially SMEs have to fight hard to scramble market share in a large trade. Simultaneously, they are facing a chance to embrace the changing of consumer behavior. The growing of internet users and online shopper leads opportunity to SMEs to reach customer more easily. Building customer relationships through online may not be easy because buyers and sellers are not facing each other. There is highly possibility that consumers will reject brand if they face dissatisfaction. Hence, creating customer brand engagement (CBE) is an appropriate way to intensify intimately relationship between customers and firms (Wang, 2006)

Customer Brand Engagement (CBE) is a new concept which scholars have just emerged lately. It has been studied relatively limited and lack of empirical investigation (Hollebeek, 2011). CEB is a marketing and branding concept which adapt from Aaker and Keller work related to brands and branding and were enlarged by other researcher (Schultz & Block, 2011) and expanding the domain of relationship marketing (Vivek et al., 2011). The researchers began seriously study to understand the nature of consumer brand engagement. Creating customer brand engagement is an important key which is waiting to unlock from organization. Hollebeek (2011) has depth studied about customer brand engagement by focusing on sub-forms of engagement and gave the definition of customer brand engagement (CBE) as the class of investment of cognitive, behavior, and emotion to interact with specific brands.

Hollebeek also has identified engagement dimensionality include vigor, dedication, absorption and interaction. These dimensions are central keys to measure success of marketing strategies to influence on customer brand engagement. The involvement in customer brand causes the development of customer loyalty by focusing on positive thinking. Actually, consumer brand engagement depends on customer individual purpose. Presently, it was recognized the importance of customer brand engagement via online channel. Additionally, Consumer brand engagement online is an interaction continuously between firms and consumers. It can enhance brand equity dimensions: brand awareness, brand associations and loyalty to a brand (Aaker, 1996). In addition, it is also being branding strategy (Hollebeek, 2011). Bowden (2009) showed that the customer brand engagement concept has contributed to develop customer experience and changes customer dynamic. Hence, firms need to build various activities creating best experience to engage customer mindset. Activities through social media are playing an important role in consumer brand engagement such as friends, friend recommendations, user-generated content and product reviews (Haven, 2007). They will get engaged when received good information from organization. This means that organization requires preparing an effective content to serve customer. Consumers will deliver satisfaction to business if they received a good experience. In particular, consumer brand engagement in social media is an interaction continuously between firms and consumers. Mollen & Wilson (2010) had referred to customer brand engagement as the Holy Grail in the context of online marketing. Malciute (2012) told that customer engagement in different contexts, online and offline, to demonstrate the different expression.

According to the Gallup Research Center (GRC) has studied the characteristics of people to driven business a result, the customer brand engagement enables organizations to increase profits and grow sustainably. Most of academic literature indicates that customer brand engagement lead to improve the relationship of customer, it will increase brand loyalty and

intention to advise product to others (Brodie et al., 2011). Therefore, success of the online merchandising is to build customer brand engagement which leads to implementation marketing relationship in the future (Callaghan et al., 1995; Yau et al., 1998). So, it is necessary for SMEs to accelerate creating customer brand engagement through online channel to take advantage of social media streams to build profits for firms.

2.4 Content marketing

The rising of internet contributes to communication innovation by without confrontation. It is a high effective channel but save cost (Prahalad & Ramaswamy, 2005; Strader & Shaw1997), and help the marketer seeing the direction of business development in the future. Many companies choose this channel to communicate with their customer. Although the number of television and radio audience are wider than social media users. However, many firms have used online channel advertising their products and services continuously due to it is a extremely useful channel to help SMEs which insufficient funds for advertising can access to their customers. In addition, the Internet is virtual a shopping mall where everyone can exchange goods and services which they can conduct transactions without shop. It creates an opportunities for entrepreneurs to access the target group, it can be connected to the consumers all over the world rapidly.

Currently, customer can search the information from multi channels. They can search picture of product as they want to buy together with making comparison among sellers who can provide the best conditions satisfying buyer (Kotler & Keller, 2009). Among the intense competitions of various brands on online network, each of companies tries to compress information to consumers fully to attract buyers as much as possible. This is because content becomes the most important component for online media production. From the word "Content is King" shows a value of creating content quality which will help promote customer knowledge. Creating valuable information is more effective than traditional advertising (Fournier, 1998). However, most of entrepreneurs have used copy content more than creating by themselves. It made the customer bored and rejects their brand because now consumers have changed their behavior from the previous. They don't want advertising when making purchasing decisions but they want valuable information (Bowden, 2009). They grew weary of repeatedly content that without creativity. More than 50% of Thai consumers refused to buy online due to they need a good content (Berger & Milkman, 2012). Nevertheless most of SMEs online products lack of interesting content, it is not create an incentive to purchase. Moreover, customers don't trust in brand and don't confidence in online stores. It revealed that customers need more information to decide to purchase.

According to Accenture Global Consumer Survey 2013, Thai people are flexible in choosing brand—they change brands very easy and ready to change brands all the time. 75 percent of Thai consumers said that customer experience is important factors as well as price of product. Moreover, 80 percent of Thai consumers switch brands immediately when the product does not meet expectations and 56 percent of them concerned about security and do not trust the product (chingnoi, 2014). In the context of online trading, consumers access seller through texts. So, the most important strategy for creating attention to product of consumer is to provide a good content to build consumer brand engagement, it will lead to purchase intention in the future (Vivek et al., 2012). Content marketing is one of the best strategies has used for stimulate online engagement and has emerged simultaneously with the rise of social media. It is the new trend in

today's marketing world and was used generally in business to increase profits (Tucker, 2013). From the result of Content Marketing Institute research (2013) found that, 91 percentages of B2B (Business to Business) respondents using content marketing. It shows that content marketing is a powerful tool for the company. In the last 2-3 years, the content marketing is used widely for solving the problem. Although content marketing is a strategy that has long been used in the business world, but in this age, it is becoming increasingly important when it comes integrated with Social Network, it became a hugely powerful tool that marketers need to use in their company

From review literature, content marketing still lacks of academic research (Puro, 2013). This is because content marketing remains new in academic circles. Content Marketing Institute (2013) provides a definition of the content marketing term is communication technique to customers via online by creating valuable information. The main objective of content marketing is to build awareness, to provide an effective knowledge and experience to stimulate customer responding for increasing organization profit. It plays important role and highly effective tool for SMEs online marketing. Eisenberg (2011), marketing speaker and co-author of The Wall Street Journal, told that content marketing is about enhancement of the negotiations between the parties and customers for profitability to firms, it will attract customers and forced to communicate and purchase .

Creating content marketing is not just writing in general, but it is an invention of valuable content that can engage with customers (Puro, 2013). Providing valuable information to customer, it will create brand loyalty and purchases in the future (Hakala, Svensson & Vince, 2012). Creating quality content may influence the consumer to engage with brand which companies need to create content that keeps customers visiting website and stimulate them to engage on purchase intention (Puro, 2013). Content marketing is using to attract customers, which is very useful to help customer easily accessible brand easier but pay less. Content is the enabling agent for engagement (Frambach, Roest, & Krishnan, 2007). It can also help to create positive attitude towards the brand to consumers. Meanwhile content marketing can attract new customers to contact the company which called inbound marketing, customers who are already interested in the product easy to be a new customer (Puro, 2013). These new customers may come from a search by Search Engine or chat with friends on social media or reading from the Blog. The key of Content marketing is to deliver valuable content to customers.

In 2013, 93 percent of B2B markets used content marketing and it effectiveness to the marketing. B2B marketers have consistently cited brand engagement as fifth goal for the last four years (64%). Content marketing has an advantage over advertising as lower costs (Content Marketing Institute, 2013). It can attract customer attention in a short (Balmer, P., John, 2012). But some marketers may have a misconception that content marketing is writing a long message. An information have sent to the customer is not just publicity to eyes of the reader only. But they will remember the content and have an experience. The content has been stored and will be used again when they demand (Chang, & Zhu, 2010). It aims to drive customer purchases in the future. If businesses serve the content comply with useful information to customers in a timely manner, customers will rewarded in the company with the purchase and loyalty. In 2014 estimated that the market in content marketing will continue to be popular and has been growing steadily (Content Marketing Institute, 2013).

Currently, content becomes the most important component for online media production in the age of technology. From the word "Content is King" shows a value of creating content

quality which will help promote customer knowledge. Presently, creating valuable information is more effective than traditional advertising. Content marketing is one of the best strategy has used for stimulate online engagement and has emerged simultaneously with the rise of social media (Content Marketing Association, 2014). It is the new trend in today's marketing world and was used generally in business to increase profits. In the context of online trading, consumers touch seller through the texts. From the result of Content Marketing Institute research (2013) found that, 91 percentages of B2B (Business to Business) respondents using content marketing. It shows that content marketing is a powerful tool for the company.

In the context of SMEs, it seems that online marketing is far from SMEs operator. On the other hand, there is research found that SMEs operator are using online more frequently and average of using social media platforms to distribute content with up to six tools, compared with five last year. It is clear that content marketing is the most interesting strategy that SMEs should highlight to create customer brand engagement.

2.5 Customer Brand Engagement and Content Marketing

Although there are many academic papers that study in the context of brand engagement However, the investigation of relationship between brand and content marketing still lack of empirical research, especially in the context of website due to the most of content marketing study focused on social media more than E-commerce (Adweek, 2013). However, there are still the supporting evidence that can be attributed to be a structure to link the explicitly relationship. Previous studies have indicated that creating brand engagement requires quality stimuli to be ensured confidence and satisfaction in brand (Wilkins, 2007). Lee, Hosanagar and Nair (2013) presented the finding is that temptation content drives online engagement significantly. The valuable content can make trust and consumer confidence. All of these factors influence the perception and purchase intent of consumers. Bowden (2009) proposed that CBE is psychological basic to push consumers become increasingly loyal to a brand. It will add a level of commitment and trust which lead to repeated purchasing behavior and brand loyalty.

In 2013, 93 percent of B2B markets used content marketing and it effectiveness to the marketing. B2B marketers have consistently cited brand engagement as fifth goal for the last four years. Content marketing has an advantage over advertising as lower costs. It can attract customer attention in a short time. Some marketers may have a misconception that content marketing is writing a long message. An information have sent to the customer is not only publicity to eyes of the reader, but also they will remember the content and have an experience. The content has been stored and will be used again when they demand (Chang, & Zhu, 2010). It aims to drive customer purchases in the future. If businesses serve the content comply with useful information to customers in a timely manner, customers will reward the company with the purchase and loyalty.

It is important for researchers to further investigate the relationship between content marketing and customer brand engagement. Because of the relationship between content marketing and brand engagement still lack of empirical inspection. Moreover, the study also does not delve into the dimension of content marketing that is communicated through a marketing communication online (Aaker, 1991). It is mentioned in the general but in terms of elements still lack of the testing.

Thus, the following hypothesis is formulated for testing in the future:

Hypothesis 1: There is a positive relationship between content marketing and customer brand engagement

This hypothesis is what the researcher wants depth examining in the future after review literature and thorough study. Researchers aim to determine the influence of content marketing on customer brand engagement and also separated dimension of content marketing to test the relationship with customer brand engagement. Moreover researchers aim to presents a background model to explain the influence of content marketing on customer brand engagement towards online herbal cosmetic store in Thailand. The proposed framework for this research study in presented in below figure where content marketing are independent variable. The dependent variable is customer brand engagement. The theoretical based used in this study is Stimulus-Response theories or S-R model. Stimulus-response (S-R) is the theory that related to the rationality of consumers with stimuli that influence to purchasing decisions. S-R theory can be divided into two main factors, including internal (Caused by individual) and external stimulation (Marketing Stimuli,Others stimuli) (Kotler and Amstrong, 1990). This framework starts with content marketing as an independent variable.

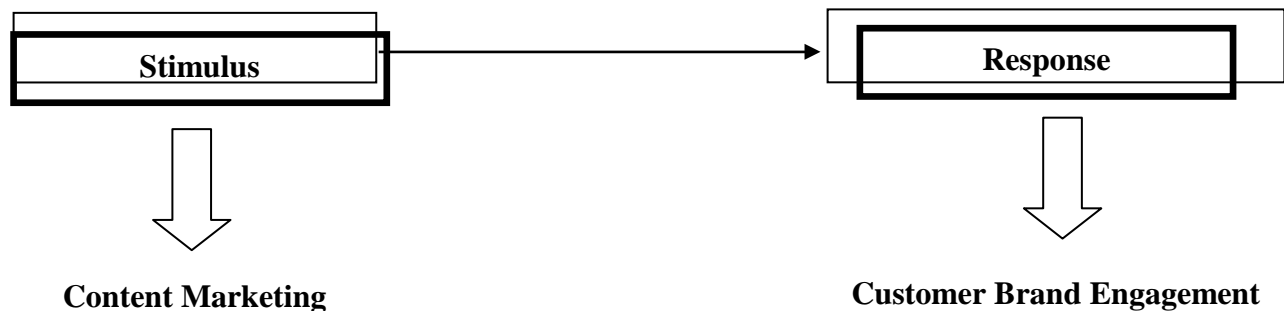


Figure 1. Content Marketing and Customer Brand Engagement

3. CONCLUSION

The main objective of this study is to extend the knowledge of customer brand engagement and content marketing. After the exploring of literature background, it is clear that Thai herbal cosmetic business play important roles in national economic. It is an industry that tends to continued growth. Thus, stimulating consumer interest is the key factor that SMEs should pay intimately attention to create customer brand engagement to increase customer purchase intention and increase their awareness. Moreover, content marketing is one of the best strategies that the researcher focuses to study. It tends to significantly associated which we will investigate for future. Hence, it is necessary to search a suitable approach to develop this industry. The result will guide to enhance the capacity of the SMEs. Finally, it then leads to make money and create wealth to Thailand.

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