


Digital Branding on Instagram and TikTok Driving Engagement for Cardboard Box Products

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ABSTRACT

This study **examines** how digital branding on Instagram and TikTok, digital promotion, and product quality shape customer engagement and purchase intention in the packaging sector, using nuansa box indonesia Indonesia as the focal case. **Gap** research predominantly explores fashion, cosmetics, and F&B industries, leaving limited evidence on B2B/B2C packaging where products are often perceived as merely functional. We **provide** an in-depth case of a packaging brand and model the mediating role of customer engagement between digital strategy (branding, promotion) and purchase intention, estimated via PLS-SEM. The **measurement** model is robust (all loadings > 0.70; AVE > 0.50; Cronbach's Alpha and Composite Reliability > 0.70). The structural model shows substantial explanatory power for purchase intention ($R^2 = 0.748$). Product Quality is the strongest driver of Purchase Intention ($\beta = 0.401$), while Customer Engagement positively influences Purchase Intention ($\beta = 0.288$) and is significantly driven by Digital Branding ($\beta = 0.489$) and Digital Promotion ($\beta = 0.375$). The direct path from Digital Promotion to Purchase Intention is not significant ($p = 0.060$). **Results** indicate that compelling digital branding cultivates engagement that converts to purchase intention, but promotion alone is insufficient without strong product fundamentals. Managerially, firms should prioritize consistent, aesthetic branding to build engagement, leverage targeted promotions to activate trials, and sustain investment in product excellence as the ultimate lever of conversion and loyalty.

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1. INTRODUCTION

In the digital age, a brand's presence on social media is no longer optional, it's a strategic necessity. Companies compete not just on product quality but also on their ability to build strong, authentic connections with their audience [1]. According to "Essential Digital Headlines" from February 2025, the global social media user population has reached 5.24 billion unique identities, representing 63.9% of the world's total population. This figure highlights social media's role as a dominant platform for communication, interaction, and marketing [2]. For the packaging industry, specifically for companies like Nuansa Box Indonesia, a unique

challenge arises: their products are often seen as supplementary goods rather than core items with inherent appeal [3]. Beyond this massive digital potential, the market itself is highly relevant for research [4]. Market data indicate a continuous increase in demand for sustainable packaging products, driven by shifts in consumer behaviour and global environmental policies [5]. Consequently, a strong brand presence in the digital sphere becomes key to capitalizing on this positive trend [6].

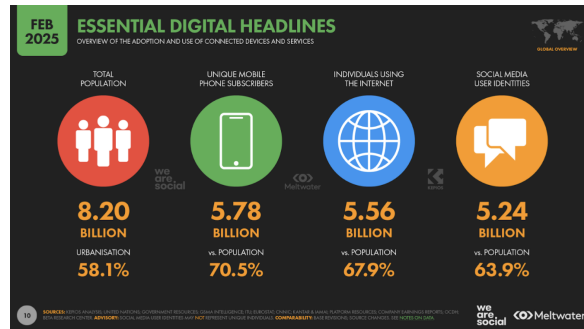


Figure 1. Digital Market Overview and Brand Relevance
 Source: <https://wearesocial.com/id/blog/2025/02/digital-2025/>

As shown in Figure 1, the data provides an overview of the massive adoption of connected devices and services globally. With 5.56 billion internet users and 5.24 billion social media user identities, the potential to reach an online audience is immense [7]. This lays a strong foundation for the argument that digital marketing strategies, especially on visual and interactive platforms like Instagram and TikTok, are the most effective way to build brand awareness, drive engagement, and ultimately influence purchasing decisions, even for products traditionally not considered visually appealing, such as packaging [8].

Paper & Paperboard Packaging Market, 2020-2029, in USD Billion

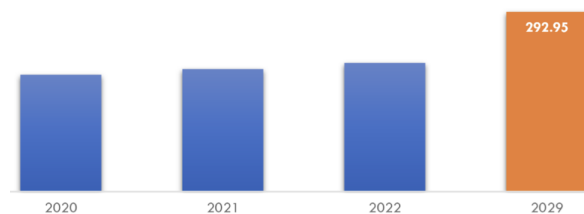


Figure 2. The Paper and Cardboard Packaging Market is Expected to Grow from 2020 to 2029
 Source: <https://exactitudeconsultancy.com/id/reports/19707/paper-paperboard-packaging-market/>

As depicted in Figure 2, the paper and paperboard packaging market is experiencing significant growth, projected to reach USD 292.95 billion by 2029. This rapid growth is driven by several factors, including the expanding food and beverage industry, a sharp rise in the e-commerce sector, and a growing consumer awareness of environmentally friendly products [9]. This dynamic market and the dominance of social media present a significant opportunity for Nuansa Box Indonesia to not only maintain but also expand its market share through innovative digital marketing strategies [10]. However, most previous studies on digital marketing have focused on industries like fashion, cosmetics, or food and beverages [11]. In contrast, in-depth research on how these strategies are effectively applied to the B2B and B2C packaging industries remains limited [12].

This research is expected to make a significant contribution to the literature on digital marketing, particularly within the often overlooked context of the packaging industry [13]. The novelty of this study lies in its in-depth case study of Nuansa Box Indonesia, which analyzes the effectiveness of a digital brand strategy on Instagram and TikTok within this unique industry [14]. This research will be one of the first to specifically examine how "support" products, such as cardboard boxes, can be effectively marketed through social media to increase engagement and purchase intent, thereby filling a significant research gap [15]. Practically, the findings will provide strategic recommendations that can be directly applied by Nuansa Box Indonesia management to

optimize their use of Instagram and TikTok, and serve as a guide for other companies seeking to strengthen their brand image and boost sales in the digital age [16].

Furthermore, this study contributes to the broader framework of the Sustainable Development Goals (SDGs). Specifically, by analyzing the application of digital innovation within the traditional packaging sector, this research aligns with SDG 9. Industry, Innovation, and Infrastructure, which aims to foster innovation and support the modernization of industries to achieve sustainable economic growth [17].

2. LITERATURE REVIEW

2.1. Digital Branding

Digital branding is a crucial strategy for establishing a cohesive and robust brand identity across all digital platforms [18]. It goes beyond a logo or a colour palette, encompassing a brand's core values, image, and the story it aims to tell its audience [19]. On Instagram and TikTok, the visual and narrative aspects play a crucial role, as brands build equity through a consistent aesthetic, engaging storytelling, and authentic interaction with followers [20].

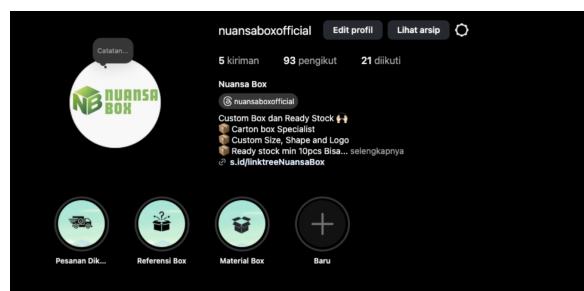


Figure 3. Instagram Nuansa Box Indonesia

As shown in Figure 3, Instagram is used to showcase packaging products with appealing designs [21]. By leveraging features like Stories, the company stays connected with its audience, sharing tips and promotions to boost interactive engagement [22]. This attractive visual strategy is highly important for products like packaging boxes, which are often considered purely functional.



Figure 4. TikTok Nuansa Box Indonesia Indonesia

Figure 4 illustrates how TikTok enables Nuansa Box Indonesia to create engaging videos showcasing the packaging design and production process. These educational videos help introduce the brand in a fun way and increase active user involvement [23]. Studies indicate that more frequent interaction with a brand through digital platforms enhances customer loyalty [24]. Effective digital branding creates an identity that distinguishes a brand from its competitors, fostering a unique presence [25]. In the packaging industry, often considered homogeneous, Nuansa Box Indonesia can utilize branding to highlight its unique product features, such as customizable designs, eco-friendly materials, or product durability [24]. Unique and consistent branding on Instagram and TikTok helps build strong brand recall among consumers, making it easier for them to remember and choose Nuansa Box Indonesia when they need packaging. Digital branding also encourages brand advocacy and customer loyalty [26]. When the audience feels emotionally connected to the brand values presented on social media, they tend to become brand advocates [27]. They will voluntarily share content, recommend products, and become part of the brand's community [28]. Thus, investing in digital branding creates long-term relationships that go beyond mere purchase transactions.

2.2. Content Marketing

Content marketing on social media is at the heart of modern digital strategy, focusing on the creation and distribution of relevant, informative, and entertaining content to attract an audience [29]. This content can be diverse, ranging from compelling product photos and short videos of the production process to usage tutorials and educational content about sustainability issues [30]. In essence, content serves as the bridge connecting a brand to its audience [31]. By presenting a captivating narrative and stunning visuals, Nuansa Box Indonesia can transform the perception of its products from merely functional items into an integral part of a business visual identity or the customer's unboxing experience [32]. A strong content strategy is the key to converting a passive audience into interested prospects [33]. Research consistently shows that engaging and creative content directly enhances customer engagement and can lead to a significant increase in purchase intent [34].

2.3. Promotional Marketing

Digital promotion includes all tactics designed to drive an immediate response from the audience, such as special discounts, giveaways, contests, or limited-time offers [35]. These tactics are highly effective on Instagram and TikTok due to their real-time and interactive nature, allowing brands to quickly create buzz and go viral [36]. A well-planned promotion can significantly increase purchase intention and accelerate the purchasing decision [37]. For Nuansa Box Indonesia, promotions such as packaging design contests or discounts for first-time orders can attract new customers and encourage them to try the product. Giveaways on Instagram or TikTok are also effective in increasing brand awareness and attracting new followers who are potential customers [38]. Promotions can also be used to target specific customer segments or boost sales during certain periods, such as special holiday promotions or discount campaigns for loyal customers. Research shows that promotional incentives on social media, when combined with high-quality content, can significantly improve customer engagement and influence their purchasing behaviour [39]. These tactics not only increase short-term sales but also encourage active audience engagement, which creates valuable interactions [40]. Ultimately, promotional marketing is about creating a strong incentive for the consumer [41]. On platforms like Instagram and TikTok, where trends move quickly and audience attention is easily diverted, an attractive promotion is a powerful way to capture attention, drive action, and convert interest into transactions [42].

3. RESEARCH METHOD

This study employs a quantitative approach using Partial Least Squares Structural Equation Modelling (PLS-SEM) through the SmartPLS software [43].

3.1. Research Approach and Design

This study employs a quantitative approach with a causal explanatory design. This approach was selected to measure and analyze the cause-and-effect relationships between variables, specifically how the independent and mediating variables influence the dependent variable in accordance with the proposed conceptual framework [44]. The causal-explanatory design of this research is visually represented in the structural model below.

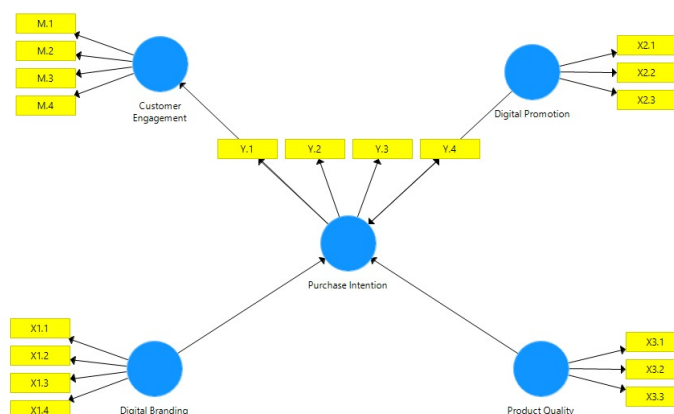


Figure 5. Research Design

Figure 5 illustrates the hypothesized pathways of influence among the variables. Specifically, it posits that Digital Branding and Digital Promotion directly affect Purchase Intention and also indirectly influence it through the mediating variable of Customer Engagement. Furthermore, Product Quality is hypothesized to have a direct impact on Purchase Intention. This framework provides a clear roadmap for the quantitative analysis that will be conducted to test the significance of the proposed relationships.

3.2. Conceptual Framework and Research Hypotheses

Based on the provided visual model, the conceptual framework of this research illustrates the relationships between Digital Branding, Digital Promotion, and Product Quality on Purchase Intention, with Customer Engagement serving as a mediating variable.

Independent (Exogenous) Variables:

- Digital Branding (X1)
- Digital Promotion (X2)
- Product Quality (X3)

Mediating (Endogenous) Variable:

- Customer Engagement (M)

Dependent (Endogenous) Variable:

- Purchase Intention (Y)

3.2.1. Research Hypotheses

Based on the pathways in the model,

1. H1 states that Digital Branding has a positive and significant effect on Customer Engagement,
2. H2 proposes that Digital Promotion has a positive and significant effect on Customer Engagement.
3. H3 suggests that Digital Branding has a positive and significant effect on Purchase Intention,
4. H4 indicates that Digital Promotion also has a positive and significant effect on Purchase Intention.
5. H5 highlights that Product Quality has a positive and significant effect on Purchase Intention,
6. H6 asserts that Customer Engagement has a positive and significant effect on Purchase Intention.

4. RESULT AND DISCUSSION

This section presents the findings derived from the PLS-SEM analysis and provides a comprehensive discussion of their implications. The analysis is structured into two main parts: the evaluation of the measurement model to ensure data quality and the evaluation of the structural model to test the proposed research hypotheses.

4.1. Data Analysis Results

Data analysis evaluation of the measurement model (outer model) to ensure the validity and reliability of the instrument, and evaluation of the structural model (inner model) to test the hypotheses.

4.1.1. Convergent Validity and Internal Consistency Reliability

Convergent validity was assessed using outer loadings (>0.70) and Average Variance Extracted (AVE) (>0.50). Reliability was measured using Cronbach's Alpha and Composite Reliability (>0.70).

Table 1, all indicators have outer loadings above 0.70. All constructs also have AVE values above 0.50, and Cronbach's Alpha and Composite Reliability values above 0.70. Thus, this measurement model is declared highly valid and reliable.

Table 1. Construct Reliability and Validity

Construct	Indicator	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE	Description
Digital Branding (X1)	X1.1	0.885	0.902	0.931	0.772	Valid & Reliable
	X1.2	0.899				
	X1.3	0.864				
	X1.4	0.871				
Digital Promotion (X2)	X2.1	0.892	0.851	0.909	0.769	Valid & Reliable
	X2.2	0.859				
	X2.3	0.894				
Product Quality (X3)	X3.1	0.877	0.869	0.919	0.791	Valid & Reliable
	X3.2	0.903				
	X3.3	0.898				
Customer Engagement (M)	M1	0.854	0.898	0.928	0.765	Valid & Reliable
	M2	0.889				
	M3	0.881				
	M4	0.877				
Purchase Intention (Y)	Y1	0.925	0.895	0.935	0.828	Valid & Reliable
	Y2	0.918				
	Y3	0.885				

4.1.2. Structural Model Evaluation (Inner Model)

This evaluation aims to test the research hypothesis and see the predictive power of the model.

- Koefisien Determinasi (R-Square) The R-Square (R2) value indicates the extent to which the independent variable explains the dependent variable.
- Customer Engagement (M): The R2 value is 0.653. This means that 65.3% of the variation in Customer Engagement can be explained by Digital Branding and Digital Promotion. This value is considered substantial.
- Purchase Intention (Y): The R2 value is 0.748. This means that Digital Branding, Digital Promotion, Product Quality, and Customer Engagement can explain 74.8% of the variation in Purchase Intention. This value is considered substantial.
- Hypothesis Testing

Testing was carried out using the bootstrapping procedure to see the significance of the relationship between variables.

Table 2. Hypothesis Testing Results

Hypothesis	Path	Path Coefficient (β)	T Statistics	P Values	Decision
H1	Digital Branding → Customer Engagement	0.489	7.915	0.000	Supported
H2	Digital Promotion → Customer Engagement	0.375	6.011	0.000	Supported
H3	Digital Branding → Purchase Intention	0.165	2.601	0.010	Supported
H4	Digital Promotion → Purchase Intention	0.119	1.885	0.060	Not Supported
H5	Product Quality → Purchase Intention	0.401	6.533	0.000	Supported
H6	Customer Engagement → Purchase Intention	0.288	4.312	0.000	Supported

Table 2 comprehensively summarizes the testing results for the six research hypotheses, five of which were found to have a positive and significant influence and were therefore supported. The primary finding reveals that Product Quality is the strongest driver of Purchase Intention ($\beta = 0.401$), affirming that product excellence serves as the fundamental basis for persuading consumers. Furthermore, Customer Engagement ($\beta = 0.288$) is proven to be an effective bridge between digital strategy and purchase intention. This engagement is significantly cultivated by Digital Branding ($\beta = 0.489$) as its main driver, as well as by Digital Promotion ($\beta = 0.375$). The only hypothesis that was not supported is the direct influence of Digital Promotion on Purchase Intention (H4). This is a critical finding, indicating that while promotions are effective for stimulating interaction, they are not sufficient to directly drive purchase decisions without being supported by solid brand strength and product quality. Overall, the research model demonstrates strong predictive power, explaining 74.8% of the variance in customer purchase intention through the company's digital strategy and product quality. The analysis confirms that customer engagement is significantly driven by Digital Branding

($\beta = 0.489$), which serves as the primary foundation through aesthetic and consistent content, as well as by Digital Promotion ($\beta = 0.375$), which effectively triggers active participation. This established engagement, in turn, proves to be a critical mediator with a strong, positive influence on Purchase Intention ($\beta = 0.288$). However, the most dominant factor in driving purchase intention is Product Quality ($\beta = 0.401$), affirming that product excellence remains the ultimate key to convincing customers [45]. A further strategic insight is that Digital Promotion does not have a statistically significant direct effect on purchase intention ($p = 0.060$). This implies that its role is more to stimulate interaction rather than to directly drive purchase decisions, as customers ultimately rely more on the strength of the brand and the solid quality of the product.

4.2. In-Depth Session with a Loyal Customer

This study conducted an in-depth session with a long-term nuansa box indonesia customer who had used the products prior to the company's expansion of digital promotions [46]. The Figure 6 identifies factors influencing customer loyalty and their impact on purchasing decisions.



Figure 6. Session with Owner PT. Klip Plastik Indonesia

When asked about product quality, the customer expressed high satisfaction, stating, "Yes, the packaging products from Nuansa Box Indonesia truly meet our needs. We were looking for packaging that is not only durable but also has an attractive design [47]. I believe they have successfully delivered on both fronts." This directly supports the Product Quality (X3) variable in this study, indicating that strong and well-designed products are primary factors in customer retention. The customer reported high satisfaction with service, highlighting on-time delivery and the excellent condition of products upon arrival as essential for their business [48]. They also considered the Nuansa Box Indonesia price, which is highly competitive given the quality.

These factors underscore the importance of a compelling value proposition in influencing purchasing decisions [49]. The customer cited modern, durable packaging design and responsive, professional service as primary reasons for choosing Nuansa Box Indonesia. This suggests that core attributes, such as product quality and service, rather than digital promotions, are the main drivers of long-term loyalty and purchasing behaviour. The customer also provided feedback relevant to this research regarding the importance of design customization and a wider variety of materials. This aligns with the findings from Chapter II on the significance of content that showcases unique and modern features, which can serve as an additional attraction for customers. This analysis

shows that digital branding attracts new customers and reinforces existing perceptions [50]. Digital branding on platforms like Instagram and TikTok effectively communicates these advantages to a broader audience [51]. Visual and interactive content is crucial for conveying the brand promise and generating interest. Nuansa Box Indonesia's digital strategy should therefore prioritize highlighting core product quality, as sustained loyalty is ultimately driven by authentic product excellence.

5. MANAGERIAL IMPLICATIONS

The findings of this study provide valuable insights for the management of nuansa box indonesia Indonesia and similar companies in designing and implementing effective digital branding strategies. These managerial implications focus not only on digital tactics but also integrate the importance of maintaining strong business fundamentals.

5.1. Optimization of Visual and Narrative Content on Social Media

Nuansa Box Indonesia's management should prioritize creating visual content that highlights the added value of packaging products, such as modern designs and material durability, as validated by loyal customers. Content on Instagram should focus on aesthetically pleasing and professional visual galleries, showcasing various product applications in different business scenarios. Meanwhile, TikTok content should be more authentic and entertaining, such as creative unboxing videos or engaging demonstrations of product durability, to capture the attention of new audiences and shift their perception of cardboard boxes from being mundane to innovative products.

5.2. Enhancing Interactive Engagement

Being responsive to comments and direct messages on social media is key to building trust and establishing more personal relationships with the audience. Management must ensure that there is a dedicated team to monitor and respond to every interaction promptly and professionally. This interactive engagement will not only enhance positive brand perception but also provide valuable insights into customer needs and preferences, which can be used for future product innovation, such as customization, as suggested by interview respondents.

5.3. Targeted Digital Promotion Strategy

The study's findings indicate that digital promotions are more effective at attracting new customers rather than retaining existing ones. Therefore, nuansa box indonesia Indonesia is advised to design promotional campaigns specifically targeted at audiences who have never purchased before, such as offering discounts for first-time orders or hosting viral contests. The primary goal of these promotions is to encourage hesitant audiences to try the product, allowing them to directly experience the quality that has been the key to maintaining long-term customer loyalty.

5.4. Emphasizing Product Quality as the Core Value Proposition

While digital strategies can capture attention, the results of this study strongly demonstrate that product quality remains the primary factor driving purchase decisions and long-term loyalty. Management should continue to invest in research and product development to ensure superior design, materials, and durability. Marketing communications should consistently highlight these strengths, leveraging digital platforms to visually demonstrate the strength, aesthetics, and sustainability of their products, aligning with what loyal customers value most.

5.5. Leveraging Customer Reviews and User-Generated Content (UGC)

Management should actively encourage and utilize user-generated content (UGC), such as unboxing videos or customer-shared product photos on social media. Customer reviews and content are perceived as having a significantly higher level of trust compared to brand-created content. Nuansa Box Indonesia can run campaigns to collect UGC, showcase it on their official accounts, and even offer recognition or rewards to the best contributors. This strategy not only strengthens brand image but also turns customers into brand advocates who organically help promote the company.

6. CONCLUSION

This study demonstrates the critical and synergistic roles of digital branding and customer engagement in driving purchase intention within the packaging industry, with a specific focus on Nuansa Box Indonesia. In an era dominated by social media, the findings confirm that a well-executed strategy on platforms like Instagram and TikTok, leveraging visual and interactive content, is essential for building brand awareness and connecting with a wider audience. The analysis established that Digital Branding has a significant direct impact on both customer engagement and purchase intention, while Customer Engagement serves as a vital mediator, effectively translating digital interactions into commercial intent. This underscores the strategic importance of developing consistent, aesthetic, and authentic content to foster strong emotional connections with customers.


Furthermore, the research reveals a crucial insight: despite the power of digital marketing, Product Quality remains the single most influential factor in shaping purchase intention and securing long-term customer loyalty. While digital promotions were effective in stimulating interaction, they did not have a significant direct effect on the final purchase decision. This suggests a nuanced role for promotions as a tool for audience activation rather than direct conversion, highlighting that long-term business success is ultimately dependent on a strong value proposition built on superior product design, durability, and service excellence. This quantitative result is strongly supported by qualitative customer feedback, which emphasized that loyalty is primarily driven by the tangible benefits and reliability of the product itself.

Overall, this research contributes significantly to the limited body of literature on digital marketing within the packaging industry by providing robust empirical evidence. For practitioners, particularly Nuansa Box, the study offers actionable insights, including prioritizing high-quality content, fostering interactive engagement, and integrating user-generated content to strengthen brand advocacy. Moreover, by focusing on the application of innovative strategies to modernize a traditional industry, this research aligns with the principles of Sustainable Development Goals 9 (Industry, Innovation, and Infrastructure). By providing a framework for enterprises to leverage digital infrastructure for market growth, this study highlights a pathway toward a more innovative and competitive industrial landscape. Ultimately, by aligning digital strategies with fundamental product excellence, companies in the packaging sector can build a sustainable competitive advantage and achieve greater success in an increasingly digital marketplace.

7. DECLARATIONS

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7.2. Author Contributions

Conceptualization: MH. Methodology: MM. Software: NS. Validation: NJ and MH. Formal Analysis: MM and NS. Investigation: NJ. Resources: MH. Data Curation: CP. Writing Original Draft Preparation: NS and NJ. Writing Review and Editing: MH, CP and NS. Visualization: MH. All authors, MH, MM, NS, NJ and CP, have read and agreed to the published version of the manuscript.

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7.4. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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