



## **Abstract**

This research aims to determine whether online customer engagement through blogs in Indonesian cosmetic industry is effective or not. The indicator to measure the effectiveness of online customer engagement is by using the brand awareness and purchase intention as the outcome of the engagement. The population of this research is Indonesian cosmetic customers and they read blogs. The reason of using the population is to measure how far those customers are attached to the blogs and to determine to what extent it will influence the variable of brand awareness and purchase intention. The result of this research revealed that online customer engagement through blogs is effective. In general, the result indicates that the respondents have brand awareness and purchase intention on a particular brand after getting engaged to the blogs. However, there is a number considerations that have to be taken into account to make the online customer engagement becomes more effective. The customers who are female, occupied as employees or students, having Undergraduate education background, earning IDR 1.000.000 – 5.000.000 for monthly income, rarely and sometimes make a cosmetic purchase via online and beauty care customers are more engaged to blogs. As a result, those customers with the aforementioned characteristics have more potential as the market segment to implement online customer engagement.

Key words: online customer engagement, brand awareness, purchase intention