

Social Media Content Analysis

“Study on Brand posts of Electronics Companies”

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Abstract:

Social Media is considered as a first-rate open communication platform to connect directly with customers. One of the most noteworthy customs to connect with the consumers through these Social Networking Sites (SNS) is to create a Facebook fanpage with brand contents and to place different posts periodically on these fanpages. According to different posts or contents placed on the fanpages, consumer responses in different manners. Usually users click like button on particular brand fanpages and then put like, comments or keep sharing on particular posts of fanpages. These types of consumer activities in fanpages reflect brands' post interactivity and engagement. Most importantly, in measuring social networking sites' effectiveness, corporate houses are now analyzing metrics in terms of calculating engagement rate, number of comments/share and likings in fanpages. So now, it is very vital for the e-marketers to identify the effectiveness of different contents or posts of fanpages in order to increase the fan engagement rate in the fan pages. In the study the authors have used the Netnographics technique and analyzed total 1325 brand posts from 17 international brands of Electronics companies. Data of 8 months (From September 2015- April 2016) have been collected for analyses, which were available online from Brand' fan pages. Finally the authors analyzed the descriptive statistics (Post frequency, post engagement metrics) of different posts in each Brand fanpages. The study elaborated the types of post in fanpages and their implication on generating users' engagement activities. Findings discovered two types of post (Image with details and feature video post) most effective in producing user engagement. The descriptive statistics will guide the e-marketers of Electronics companies to have a comprehensive idea on social media content strategy.

Key words: Social media, Social networking sites, social media content analysis, social media metrics analysis, online marketing.

Introduction

Facebook brand pages is a current marketing tool and presently it is being unified as one of the foremost components in the brand's marketing campaign to reach out to customers and fans. To appliance a successful social media marketing policy, it is domineering for the marketers to discern and understand the user's behavior towards different posts on brand pages (Zoha, 2016). It is significant for the marketers to understand what types of contents inspire users to be engaged

in a particular page To keep the brand pages active and to promote the corporate fan pages it is vital to understand the behavior of the consumers online and marketers should also identify the motivational factors that encourage consumers to be engaged in fanpages. It is notable that users or fans of the brand pages tend to exhibit various brand related engagements and buying actions. The purpose of this research is to examine the fanpage posts that influences customer engagement on a Facebook brand page. In order to have a successful social media marketing campaign, it is vital to realize the behavior of customers on the brand pages and what drives them to engage on a Facebook Brand Page which ultimately should direct them to purchase of the brand's products or services. (BEJTAGIĆ-MAKIĆ, 2013).

In this study the authors explored the descriptive statistics of 17 Electronic companies, that will help the companies to get a clear idea about the types of contents and their variations in generating different consumer actions or engagement (Like, comments or shares).The study is based on the posts of Electronics companies to identify the posts frequency and post responsiveness. The filtered descriptive statistics from the fanpages will support an advanced knowledge for the e-marketers of the Electronics companies to take improved decision on fanpage content strategy.

Literature Review

1. Social Media Overview

When arguing advertising and marketing strategy the discussion would be lacking without considering the use of social media (Parson, 2013). Users of Social media follow different brands on fanpages and more than 50% users monitor brands on social media (Lisette de Vries, April, 2012). Today consumers are not only receiving product knowledge from online, they are also dynamically engaged in devoting their actions in brand communications activities. The advent of social media has transformed the consumers' role in storytelling from that of an inactive listener to a livelier active participant (Sangeeta, November,2012). There are diverse types of consumer brand-related activities and each one infers a diverse level of involvement (Prof. Peter Leeflang, 2012). Social media marketing is different than traditional methods of marketing; therefore, it involves distinct devotion and strategy building to achieve brand image and loyalty (Erdogmus, 2012). Among a number of SNSs, Facebook is currently the world's most successful SNS (Social Networking Sites) (Aikaterini, 2013). Research findings show managers that Facebook fan page content should deliver valued information and foster user interactions in order to advance user attitude and loyalty. (Carla Ruiz-Mafe, 2000). To improve consumer brand familiarity, marketers are increasing engagement in brand communities by using social media allowing them to interact directly with customers (WIMMALA, 2014). One study reconfirmed that content-oriented needs and social interaction value of relationship-oriented needs had positive impacts on fan page usage intensity and fan page engagement, respectively (Ho, 2013). Thus, these fan pages in SNSs are performing as a cost saving marketing tool for companies to achieve viable customer relationship management with their online consumers, which can increase the sales volume through improving the purchase intention of consumers. (Kevin K.W. Ho E. W.-T., 2013). Many firms create their fan page in SNSs, which is a designated with the information related to the firms or their products, with a view to develop their brand (Ho, 2013).

2. Facebook fanpage:

From Brand pages or fanpages companies can profit from a range of technical features (Boyd, 2007). Previous investigation highlights that these technical features allow for a viral spreading and an interactive dialogue of information (Gallaugher, 2010). A firm can start the communication with users by disseminating a company wallpost in the pages, i.e., writing on a fan page's message board (so-called "wall"). Thus, companies can select the variety of media types (e.g., status, link, photo, or app wallpost) in order to extend information the most ample way (Yu, 2011). The users of Facebook can interact with a company, for example by sharing a company's wallpost. These user shares and comments are recorded directly below the corresponding company wallpost in reverse sequential order. Besides, some fanpages even permit users to create own user wallposts. In both cases, companies can moderate and even mediate the dialog with users (Gallaugher, 2010). Moreover, users can recommend company posts by liking them (Joinson, 2008) and thereby insisting them in real time into the news feeds of their connected friends (Debatin, 2009). Further this, users can dynamically spread company posts among their friends via Facebook's executed "share" button.

In the context of Twitter, Kwak et al. (2010) found that 50% of the viral spreading happens within an hour and 75% within less than one day. In the case of Facebook, it has been revealed that 70% of all likes on wallposts happen within 4 hours and about 95% are received within 22 hours (Miller., 2011). Therefore, the majority of users' responses on company posts and company comments can be expected to ensue within one day. Besides, users can "like" a whole fan page (instead of liking a single company post) and become overtly a fan of this company. This "opt-in mechanism" for enduring communication forms a close interaction to the company's fans (Harris, 2011). As every company wallpost is repeatedly pushed into the news feed of all fans, they can be simply kept up-to-date and a huge audience can be grasped. (Debatin, 2009). However, the success of company fan pages varies and is not guaranteed (Chui, 2009). Therefore, multiple authors emphasize the necessity to measure whether companies' efforts within Facebook are successful or not (Culnan, 2010). In the setting of business companies, it has accordingly been proposed to draw on the number of unique users to enumerate the reach of page (Drèze X. a., 1998). Previous research directly related to social sites proposes to measure the success of a page by its number of active users (Hoffman, D.L. and Fodor, M., 2010). With respect to fan pages, Facebook provides a key metric for companies, that is the number of active users. In accordance to Facebook (2011b), the authors define the number of active users as the number of unique users (including fans and nonfans) that have directly visited the fan page, interacted with a company wallpost in their own news feed (i.e., without directly visiting the fan page), or reacted on a company wallpost (e.g., liked, shared, or commented). Therefore, the practice of the full array of technical features is considered and a complete key metric for the devotion and the viral influence that a fan page generates (i.e., the complete extent of marketing energies within Facebook) is provided.

3. Overview of Fanpages content Analysis:

Many studies have been conducted on fanpages contents in terms of generating like, comments or shares. One study Outcomes recommended that the richness of the content (inclusions of images and videos) increases the impact of the post in terms of likes. On the other hand, using images and a suitable publication time are significantly influencing the number of comments, while the use of links may decline this metric (Ferran Sabate, 2014). The findings specify that brand post vividness has a significant positive effect on brand post shares, but not on brand post likes. Brand post interactivity has a significant negative effect on both brand post likes and brand post shares. Brand post novelty and brand post consistency have a significant positive effect on both brand

post likes and brand post shares. Finally, brand post content type has a significant positive effect on brand post likes, but not brand post shares (Tafesse, 2015). Results suggest the more richness of the content; the more likes and comments it gains. Besides, linking among four benefits components, a hedonic value is the most effective content that affect word-of-mouth most. As for publication time of the content, it is partly significantly influencing word-of-mouth (Tu, 2014). The results demonstrated that the posts on brand pages which with remuneration (content type), request for users to interact (medium interactivity), photos (low vividness) and posting during business hours (posting time) exert a significant effect on liking, commenting and sharing behavior (online engagement) (Lin, 2014). One study showed that photo and app wallposts have more impact on the number of daily active users than status and link wallposts. Therefore, companies should consider the usage of photo and app wallposts to increase the figure of active users (Johannes Huber). One study on Facebook online users show that sociability is positively related to the willingness to share fan page information. The internal and external rewards are significantly correlated with information sharing behavior (Liu, 2012). The results show that, there is a significant difference between the involvement of the Facebook fans and the argument quality of the posts (Hui-Yi Ho, March 2013).

4. Requirements to Measure Fanpage Metrics:

Despite the promising openings to market products and to get in contact with (potential) customers, the success of fan pages differs and is by far not guaranteed (Chui, 2009). Thus, it is essential to measure whether a company's energies to inspire the interaction with existing and potential customers via fan pages in social sites are successful or not (Culnan, (2010)). For this purpose Facebook offers a key metric called "number of active users" that includes prior research on the measurement reach and the success of social sites in general (Drèze X. a., 1998) . Prior work mostly researched user activity in social sites in general (Cheung C. a., 2010) or private user-to-user activity (Schoendienst, 2011) . Even though a few studies take a look at fan pages and companies within SNS (Yu, 2011), the driving factors behind the number of active users on fan pages are still unexplored. Thus, the authors empirically investigate – from companies' fanpage perspective – the contents enhancing the number of active users on fan pages considering the different contents and posts' features that companies are using to stimulate users' activity and engagement on their fan pages.

Study Design:

Different contents on fanpage encourage the users to act differently. After exploring all the contents of the electronic companies' fanpages, author discovered important issues. In this paper the authors identified the effect of video and image contents on the consumer actions. Fanpage users' engagement involve in liking, sharing and commenting on the posts. After investigating, the authors discovered that all the video posting are not same. in case of electronic fanpages, some videos are created to show exactly product feature, showing know-how feature, describing details on how to use product. in this article author indicated this type of videos as **feature video**. Simultaneously, there are some video that is created just to attract users in a commercial way with an entertaining feature. these videos are neither describing the products' nut and shell nor the using feature. This videos dont show or describe anything about how to use products. These videos are combination of music , human enteratining elements. Author in this paper indicated this types of videos as **entertaining video**. Similarly, in the fanpages there are different types of images, some posts are only image containing product design or picture. Or the image may be just a profile picture or changing the cover photos or posting companies logos .The author in this paper indicated such types of image as **Only Image**. These types of image

don't contain product details or any texts. Besides these, there are some images that contain details product links with a brief text. The link associated with these images may redirect the users to another social sites or company sites. These images indicate the details of product features through brief texts. The authors are indicating these images as **Image with Details** for the purpose of analyzing.

The authors have investigated 17 global electronic brands' fanpages and the posts related to video and image. Calculated the number of video and image posting on each fanpages during the last 9 months. Also calculated the number of comments, like and sharing for each posting. Finally the authors explored different posts' impacts on consumers engagement activities (Like, Comment, Share).

Operationalization of Variables:

In this study the authors explain brand post popularity or consumer engagement activities as the number of likes, comments and shares of each brand post.

Table 1: Variable clarifications

Variable Name	Characteristics
Only Image post	<ul style="list-style-type: none"> • Profile/cover pictures post • Products' image post
Image with Details post	<ul style="list-style-type: none"> • Image with details text about product • Image with a link or products' details • Image with a link to other social site • Image with a link to company the authors bsite
Feature Video	<ul style="list-style-type: none"> • Video demonstrating all parts of a product • Video about tips and user manual. • Video describing products' technical issues • Video related to upgrading issues
Entertaining video	<ul style="list-style-type: none"> • Videos that do not show product features exactly • Video demonstrating company image • Other entertaining video not related to products

Methodology:

Sampling Technique: Non-probability sampling technique is used to select Brand pages. The authors selected those brand pages which are active in posting content regularly (post contents on daily basis) on fanpages. Also Fanpages was selected according to the number of Followers, PTA- People Talking About metrics and Page Growth rate) in fanpages of Brands. The descriptive statistics of sampled fanpages are shown on Table 1. Finally data is collected by Netnographics analysis from selected fanpages. Collected data record through Netnographics is summarized in Table 3. Finally a descriptive statistics and analysis is shown for four selected types of posts (Only Image, Image with details, Entertaining video and Feature Video) by using SPSS.

Table 2: Selected Fan-pages statistics

Name of fan page	Number followers	PTA metrics	Growth rate
ACER	4296410	53,452	23.0%
BLACKBERRY	3838731	35,537	54%
DELL	5984022	31,664	26%
ELECTROLUX	5238790	33,562	23%
IBM	4568503	41,235	43%
INTEL	4123565	37,056	39%
LENOVO	3785697	39,236	26%
LG	5685696	32,235	34%
MICROSOFT	3965233	49,487	46%
NOKIA	6875235	53,234	51%
OPPO	5684712	55,852	52%
PHILIPS	4652153	36,524	36%
PLAYSTATION	5236478	51,159	47%
SAMSUNG TV	4589632	36,154	41%
SAMSUNG Ele	5698452	52,123	43%
SONY EXPEDIA	5687456	56,254	56%
XBOX	3568452	42,753	54%

As on September. 2015

Table 3: Collected Data from Fanpages from the month of September 2015- April 2016

Company Name	Only Image posts	Image with Details Posts	Feature video posts	Entertaining Video posts	Total Posts	Total Comments	Total Likes	Total shares
ACER Malaysia	22	80	3	3	108	2168	37388	2710
Blackberry	4	54	6	0	64	1931	35812	4656
DELL Malaysia	5	26	2	4	37	58	888	95
Electrolux	13	61	3	0	77	154	6073	1182
IBM	5	41	10	12	68	1390	37874	5955
INTEL	19	77	30	22	148	15829	3752768	61319
LENOVO	11	35	9	33	88	4653	434453	11818
LG	0	44	12	4	60	2823	114109	4828
Microsoft	2	20	10	19	51	24597	373619	124278
NOKIA	9	19	13	0	41	10609	142587	6455
OPPO	6	39	13	7	65	4235	212953	12183
PHILIPS	7	11	0	3	21	1158	250508	1983
PLYSTATION	14	49	39	7	109	71626	894218	129318
Samsung TV	18	48	3	5	74	10413	2206566	28044
Samsung Elec	0	41	21	53	115	61126	1662850	100581
SONY EXPEDIA	29	107	8	14	158	22483	1716800	37639
XBOX	3	31	26	1	61	22072	301220	23166
TOTAL	167	783	208	187	1325	253226	12107486	548844

Descriptive Analysis of the Variables:

1. Only Image postings:

The authors explored total 17 International fanpages for the duration of 9 months to collect the number of only image posting on their pages. The number of posts, total likes, comments and shares against each company's posts are shown in Table -1 and the descriptive summary is shown in table-4-a.

Table 4: Only Image posting Statistics

COMPANY NAME	ONLY IMAGE POSTS	TOTAL COMMENTS ON IMAGE POSTING	TOTAL LIKE ON IMAGE POSTINGS	TOTAL SHARE ON IMAGE POSTING
ACER	22	447	8388	540
BLACKBERRY	4	800	8420	423
DELL	5	13	197	5
ELECTROLUX	13	43	976	160
IBM	5	352	13813	1290
INTEL	19	2511	578970	4498
LENOVO	11	516	22020	528
LG	0	0	0	0
MICROSOFT	2	132	1534	86
NOKIA	9	3346	45551	1087
OPPO	6	274	27550	450
PHILIPS	7	828	185839	1226
PLAYSTATION	14	10004	54772	3734
SAMSUNG TV	18	1976	426274	5969
SAMSUNG ELE	0	0	0	0
SONY EXPEDIA	29	6165	446340	7842
XBOX	3	1544	71234	1508

Table 4-a : Descriptive Statistics

Variable	N	Minimum	Maximum	Mean
Onlyimage	17	.00	29.00	9.8235
Totalcom	17	.00	10004.00	1703.0000
Totallike	17	.00	578970.00	111286.9412
Totalshare	17	.00	7842.00	1726.2353
Valid N (listwise)	17			

Interpretation: Data were collected from those fanpages which are active in posting contents. Standard deviation of users are also high (SD= 1204673.14255). Per day image postings varies from 0-29 and average comments goes around 1703. According to descriptive value, image posting generate more likes compared to comments and sharing.

2. Image with details:

The authors have collected data on Images containing details (Image with texts or links) information about products from Fanpages. Collected data from fanpages through Netnographics is shown in Table 5 and the summarized descriptive statistics is shown in Table 5-a.

Table 5 Image with Details post Statistics

Company Name	Total post	Total comments	Total Like	Total Share
ACER	80	1640	28300	2138
BLACKBERRY	54	998	23253	4114
DELL	26	41	648	89
ELECTROLUX	61	140	4922	914
IBM	41	555	16335	2707
INTEL	77	9024	2971974	27261
LENOVO	35	1337	189434	1572
LG	44	2270	98943	3088
MICROSOFT	20	4901	84036	19075
NOKIA	19	5259	77790	3408
OPPO	39	2096	148009	4058
PHILIPS	11	287	63264	635
PLAYSTATION	49	25361	410607	34646
SAMSUNG TV	48	8102	1770240	20836
SAMSUNG Elec	41	16858	735595	12736
SONY EXPEDIA	107	14140	1188828	23840
XBOX	31	8200	109014	4256

Table 5-a : Descriptive Statistics

	N	Minimum	Maximum	Mean
Imagewithdeatil	17	11.00	107.00	46.0588
Totalcom	17	41.00	25361.00	5953.4706
Totallike	17	648.00	2971974.00	465952.4706
Totalshare	17	89.00	34646.00	9727.8235
Valid N (listwise)	17			

Interpretation: Image with Details Information is more active in generating engagement rate compared to Only Image postings. Per day Details Image posting varies from 11- 107 and it is more effective in producing comments at an average rate of around 5954, much higher than only image contents. This content is also more responsive to generate likes compared to shares and comments. Besides, Image with details posts are also more effective in generating shares than Only Image posts.

3. Feature Video Posts:

From Fanpages of 17 companies the authors collected data on the videos containing products' details descriptions and specifications. Collected data summery from fanpages is shown in Table 6 and the descriptive statistics is shown in Table 6-a.

Table 6: Feature video posts statistics

Company Name	Total post	Total comments	Total Like	Total Share
ACER	3	44	359	32
BLACKBERRY	6	133	4139	119
DELL	2	4	17	1
ELECTROLUX	3	11	175	108
IBM	10	371	4427	1072
INTEL	30	3323	160796	25235
LENOVO	9	692	60236	1915
LG	12	456	12062	1397
MICROSOFT	10	8813	134775	82628
NOKIA	13	2004	19245	1960
OPPO	13	1573	29627	6812
PHILIPS	0			
PLAYSTATION	39	35110	416412	89219
SAMSUNG TV	3	131	3466	528
SAMSUNG Elec	21	27680	655749	66610
SONY EXPEDIA	8	121	3606	534
XBOX	26	12220	120024	17276

Table 6-a: Descriptive Statistics

	N	Minimum	Maximum	Mean
FeatureVideo	17	.00	39.00	12.2353
Comment	17	4.00	35110.00	5792.8750
Like	17	17.00	655749.00	101569.6875
Share	17	1.00	89219.00	18465.3750
Valid N (listwise)	17			

Interpretation: Feature Video contents are more active in producing share compared to image contents. Posting of feature video varies from 0 to 39 per day and because of its' interactivity, this contents is responsive towards sharing factor. Per day this content can produce maximum 655749 likes, which is comparatively higher than Only Image postings. Besides, Feature video posts generate most comments compared to Image posts.

4. Entertaining Video Posts:

In this part the authors collected video postings that are not describing products features or user's manual descriptions in details. Data collected on each variable from the fanpages is recorded in Table 7 and the Descriptive statistics generated from the collected data is shown in Table 7-a. Finally the interpretation derived from the descriptive statistics is also described.

Table 7: Descriptive statistics of Entertaining posts

Company Name	Total post	Total comments	Total Like	Total Share
ACER	3	44	359	32
BLACKBERRY	0	0	0	0
DELL	4	0	22	0
ELECTROLUX	0	0	0	0
IBM	12	112	3299	886
INTEL	22	971	42028	4325
LENOVO	33	2180	163509	7842
LG	4	97	3104	343
MICROSOFT	19	10751	153265	22489
NOKIA	0	0	0	0
OPPO	7	128	4814	364
PHILIPS	3	43	1405	122
PLAYSTATION	7	1151	12428	1719
SAMSUNG TV	5	204	6586	711
SAMSUNG Elec	53	16588	271506	21235
SONY EXPEDIA	14	538	7725	1141
XBOX	1	108	948	126

Table 7-a: Descriptive Statistics

	N	Minimum	Maximum	Mean
Comment	17	.00	16588.00	1936.1765
Like	17	.00	271506.00	39470.4706
Share	17	.00	22489.00	3607.9412
EntertaingVideo	17	.00	53.00	11.0000
Valid N (listwise)	17			

Interpretation: Entertaining video is less effective in generating user engagement compared to other three posts (Only Image, Image with details, Feature Video). Though Per day entertaining video posting rate ranges from 0- 53, it can generate insufficient like, comments and shares compared to other three posts. According to fanpages data, Electronics companies like to post more Entertaining video than Feature video posts.

Discussion:

In Facebook fanpages, as a user or follower of particular fanpage clicks on like or comments on any posts or share any post of fanpage, this user's actions may instantly shown on that users' newsfeed and the users' connected friends can see those actions also. So, through this actions the friends or connected network of the fanpage users may also become a follower of that fanpages because of WOM (Word Of Mouth) effect. So the fanpage can get new fan and with each new fan, the company not only gains a new potential active user but can also reach the fan's private network due to Facebook's technical features. So, it is imperative for the e-marketers to get active users in order to get new users base and to get active user, fanpage content strategy is the most vital technique that marketers cannot avoid (Tafesse, 2015).

According to the previous findings, within the users' engagement activities in brand pages, shares carries more values since it contains users' self- featured contents (Zoha, 2016; Liu, 2012). Besides, how to engage users in social media is the vital challenge now for the retailers (Harris,

2011; Johannes Huber). The present study revealed that Feature video is most effective in generating shares and engagement. Thus, this findings is a prolific and time required information source for the e-marketers. Besides, the study is specialized only on Electronics companies that provide the exact content outcome of electronics companies. This specialization will give the e-marketers of Electronics firm to get an idea on descriptive data of posted contents and associated users' actions in fanpages. Although several previous studies conducted social media content analysis (Parson, 2013 ; Lin, 2014; Lisette de Vries, April, 2012; Tafesse, 2015; Tu, 2014), none of the analysis was based on specializing on Electronics companies. Thus the study adds a new value to the social media content strategy especially for global Electronics companies.

Conclusion:

From the collected data of the global Electronics companies, it is evident that most of the companies tend to post images with details most frequently. Image with details post is most effective in generating Likes compared to other posts. On the other hand, Entertaining video post is the second most frequently posted content. But it don't have any vital role in generating like, comment compared to other posts. In case of Share, entertaining video is having second position to generate. Feature video is the third most frequently posted content and it is most effective in generating Comments as well shares. The forth frequently posted item is only Image posts, and these contents have a lower visibility in generating like, comments and shares compared to other three posts. The four types of Posts (Only Image post, Image with Details, Feature Video posts and Entertaining Video) have different impact on producing consumer engagement in fanpages. Image with details have more contribution in generating Consumer engagement than Only Image post. Feature Videos are more effective in generating engagement than Entertaining video. The Standard Deviation of brand posts and engagement activities are also high. So, most mangers of electronics fanpages are advised to post Images with details and Feature Video more frequently compared to only image post or entertaining post. Though the study revealed a new era in the fanpage content analysis, there remains some limitations that open for future research opportunities. Though, the data was collected from fanpages on daily basis, the impact of post frequency and valence of comments (negative or positive) were not explored. So in future it is possible to explore the moderating effect of post frequency and valence in determining the relationship between posts and engagement action. Besides, the study is based on Electronics companies' fanpages only and it will be worthwhile if the same study can be applied to other types of fanpages also.

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