

Evaluation of Social Media Customer Engagement: A Content Analysis of Automobile Brand Pages

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Abstract : The dramatic technology led changes that continue to take place at the market place has led to the emergence and implication of online brand pages on social media networks. The Facebook brand page has become extremely popular among different brands. The primary aim of this study was to identify the impact of post formats and content type on customer engagement in Facebook brand pages. Methodology used for this study was to analyze and categorize 9037 content messages posted by 20 automobile brands in India during April 2014 to March 2015 and the customer activity it generated in return. The data was obtained from Fanpage karma- an online tool used for social media analytics. The statistical technique used to analyze the count data was negative binomial regression. The study indicates that there is a statistically significant relationship between the type of post and the customer engagement. The study shows that photos are the most posted format and highest engagement is found to be related to videos. The finding also reveals that social events and entertainment related content increases engagement with the message.

Keywords : content analysis, customer engagement, digital engagement, facebook brand pages, social media

Conference Title : ICWSM 2015 : International Conference on Weblogs and Social Media

Conference Location : Kuala Lumpur, Malaysia

Conference Dates : August 24-25, 2015