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## Social Media Content Analysis: Study on Brand Posts of Telco Companies

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### Abstract:

*Social media has become more popular in recent years because its interactivity that lead direct engagement from users. Engagement is the first step in building loyalty on social media marketing. Telco companies in Indonesia faced a fierced competition to retain their consumer from shifting, since Indonesian consumer are very priced sensitive but yet expect maximum benefit from their product. This research aims to study how cellular operator as a part of telco industry in Indonesia used their social media and investigate the affordance experience dimension of perceptual, social, epistemic, and embodied gainconsumer engagement. Since cellular operator have their own social media brand page, they don't have a knnowledge from their post on social media that affected engagement from their consumer to the brand. This study uses data collection method by retrieving data from Facebook brand page of five cellular operators with the highest number of users in Indonesia. Total of 923 brand post from are collected from July – September 2019. Four dimation of affordance experience are used to categorized each brand post. The result and discussion from this research are further discussed in this paper.*

**Keywords:** Facebook, social media, content analysis, consumer engagement

### 1. Introduction

The number of internet users and social media throughout the world has increased significantly, this phenomenon is also happening in Indonesia. The increasing number of internet and social media users in Indonesia has shifted the culture of public communication from traditional media to digital media. Social media also introduced new forms of communication between brands and consumers and this can be confirmed by the increasing number of brands in social networking sites (Schivinski & Dabrowski, 2014). The most popular social media used in Indonesia is Facebook. Facebook which was used as a social media has changed its function to become a medium for marketers to communicate with consumers (Jayasingh & Venkatesh, 2015). Facebook was used by companies in interacting with their consumers to reduce the company's marketing, promotion and advertising costs (Aaty & Koshy, 2015).

Industries in Indonesia used Facebook as a means of communicating with their consumers, cellular operator companies is no exception. The cellular operator industry has the potential and important role in the current digital era because its role as a one of main driver for digital economic growth. In Indonesia, cellular operator industry has a high level of competition and consumershifting with a number of churn rate of 26% in 2018. Consumers can easily move from using operator service to another. This causes Indonesian cellular operator companies compete with each other in creating consumer loyalty.

Consumer loyalty can be pursued through consumer engagement to the company. The company can striving to form consumer engagement through creative content that allows consumers to interact and gain brand experience with the company. Content on Facebook's brand page is able to create consumer engagement that can create consumer loyalty and allow repurchases of company products or services (Kotler & Keller, 2016). All cellular operators in Indonesia have official Facebook accounts that are used as communication media with their consumers. On their Facebook account, operator's company already have content on their brand posts, but it is not yet known whether these contents have a relationship to the formation of consumer engagement. Tafesse's research in 2016 has revealed the results that brand post with the dimensions of perception, social, epistemic, and embodied experience on its brand page will have a positive correlation on the formation of consumer engagement. This study aims to researching how operator company in Indonesia used their Facebook to form consumer engagement in their brand posts.

### 2. Literature Review

#### 2.1. Consumer Engagement

Consumer engagement focuses on consumers and their aims to provide superior value relative to competitors by generating, disseminating, and responding to intelligence regarding consumer needs and seeks to build trust and commitment in relationships with consumers (Sashi. 2012). Consumer engagement captures consumer's psychological

and behavioral predisposition to interact with brands and other consumers in social media (Dessart et al., 2016). Hollebeek (2011) used the term “consumer brand engagement” and defined it as the level of an individual consumer’s motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in direct brand interactions. Engagement with a Facebook fan page has a positive influence on consumers brand awareness, word of mouth, and purchase intention (Hutter et al., 2013).

Consumer engagement is considered a dynamic involvement of a consumer with a brand, product, service, or company which is expressed, for example, by the creation of content on social media (Parent et al., 2011). Carvill and Taylor in Aaty and Koshy (2015) identify key reasons why content is important for engaging customers including online recognition, keeping your presence alive and for building relationships with customers to add to credibility, interesting content, contests, advertisements and offers keep the customers engaged. Consumer engagement drives consumers’ affiliative behavior and it is expressed through varying levels of affective, cognitive and behavioral manifestations that go beyond immediate exchange relations (Dessart et al., 2016).

Sashi (2012) examined customer engagement as a practitioner. He formulated customer engagement cycle in 7 stages which are connection, interaction, satisfaction, retention, commitment, advocacy, and engagement. On online, Tafesse (2016) stated that that engagement should have standardized response metrics to observe consumer response, such as brand post “likes” and brand post “shares” to emphasize engagement from consumer.

## 2.2. Brand Experience

Brand becomes an important part of consumer identity because it gives meaning personally to the consumer. The American Marketing Association in Kotler & Keller (2016) revealed that a brand is a name, term, sign, symbol and design that is useful for recognizing the product or service of the seller and differentiating themselves from competitors. A strong brand is the most valuable assets for a company (Hofman-Kohlmeyer, 2017). Hofman-Kohlmeyer also stated that a customer which is loyal to the brand may be willing to pay more for the product with the brand’s logotype because they perceived some unique value. Social media enhance deriving of transactional customers, creating delighted and loyal customer and turning them into fans (Sashi, 2012).

Brand in online advertising perspective, use social media act as a primary extension of online advertising. This implies that brand pages in social media are treated as online advertising platforms and brand posts as individual pieces of advertisements (Tafesse, 2016). Brand page is a platform created and used by companies to communicate and interact with their consumers online through social media (Tafesse, 2015). Brand posts are short and recurring updates made by companies to be shared with followers on social media (Tafesse & Wien, 2017).

Brand building affects many aspects, it can strengthen positive reputation, loyalty and support to the companies. Brand experience is also defined by Brakus (2009) as consumer responses regarding sensations, feelings, cognition, and responses generated by brand-related stimuli that are part of the design and identity, packaging, communication, and brand environment. Brakus also found that brand experience affects customer brand loyalty. Cheng and Khan study revealed that consumer experience with the brand affected consumer satisfaction and loyalty (Cheng & Khan, 2017). Previous study found that customer that had brand experience tend to give their commitment and loyalty to the brand. In social media platform, brand posts represent the brand experience the same way in the offline marketing, where consumer may evoke their feeling, thoughts, and behaviour to the brand through social media.

Social media is considered as a first-rate open communication platform to connect directly with customer (Rahman et al., 2017). Therefore, Rahman et al. also stated that consumer activity in social media reflects brand’s post interactivity and engagement. That is very vital to measure effectiveness of different content or posts in order to increase fan engagement with number of comment/shares and liking in fanpages (Rahman et al. 2017)

Tafesse (2016) identifies brand experience on social media which consist of perceptual, social, epistemic, and embodied dimensions. Perceptual experiences involve sensory components which include the consumer’s eyesight and hearing. Social experience allows consumers to feel the interaction with the company with the formation of a brand community. An epistemic experience involves the consumer’s cognitive and information about the brand.

Embodied experiences involve active physical interaction with consumers. Consumer engagement is consumer involvement with the company that occurs on an ongoing basis with the aim to strengthen brand value in consumer lives through conversation, experience, and online communities on the company’s social media pages (Hollebeek et al., 2014). Consumer engagement is characterized by repeated interactions between consumers and companies that can indirectly strengthen the emotional, psychological, and physical investment that consumers have in the company (Palazon et al. 2015).

The current study explored how this brand experience and customer engagement on Facebook among their users. This study has two research questions which are:

- RQ1: What types of content do telco company post in their Facebook account?
- RQ2: What type of content get the most response to gain customer engagement?

## 3. Methodology

This study used content analysis quantitative techniques. The population and sample of this research were brand posts from Telco Company in Indonesia that are processed using quantitative content analysis technique. Content analysis is a scientific research technique that aims to see the characteristics of messages systematically, objectively, and draw conclusions from the contents (Neuendorf, 2017).

Data is taken from Facebook account brand pages of Telkomsel, myXL, IM3 Ooredoo, Smartfren, and Tri Indonesia in the span of two months from 17 July 2019 to 17 September 2019 with a total number of 923 data. This amount of data consists of brand posts, likes, and shares. The number of brand posts over a two month period is considered to be able to provide a fairly accurate picture of the overall brand post of the company (Tafesse, 2016). All data from this brand post is processed with a content analysis procedure to answer the research objectives.

The data then encoded into the 4 dimension of brand experience which are perceptual experience, social experience, epistemic experience, and embodied experiences which are then carried out by manual coding with the same coding procedure in Tafesse's research (2016). Perceptual experiences post involved anything related to a sensory component of a person such as vision, hearing and touch, this sensory component is triggered by the interaction of consumers with the relevant brand such as logo, sound, character, or product brand that can be seen on their photo and video in their posts.

**4. Result and Discussion**

A content analysis from telco company in Indonesia led to four dimension of brand experience which are perceptual experience, social experience, epistemic experience, and embodied experiences. A total of 923 facebook posts were divided into four categories of brand experience. Overall, all of the telco company in Indonesia has including brand experience content in their posts. Figure 1 shows the exact number of brand posts categories that had been use by Telco Company in Indonesia.

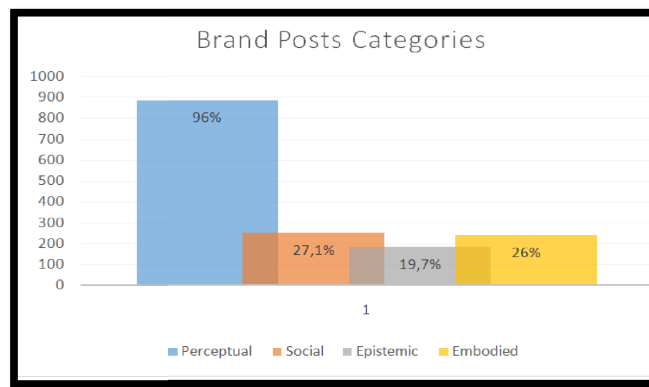


Figure 1: The Exact Number of Brand Posts Categories That Had Been Use by Telco Company In Indonesia

Based on figure 1, Telco Company in Indonesia posted brand posts that contained perceptual experience more frequently than other brand experiences categories. As many as 96% of the content posted by Telco companies in Indonesia has perceptual experience, which includes both photos and videos in it. Social experience category amounted to 27.1%, embodied experience 26%, and epistemic experience only amounted to 19.7% of the total 923 posts. Unbalanced numbers between posts that contain perceptual experience with other dimensions of brand experience proved that telco companies still post lots of content in which there is visual and audio stimulation in their posts.

Brand Posts Categories	Posts Category	Frequency	Percentage (%)	Total Number of Posts
Perceptual Experience	Photo	606	65,6	923
	Video	282	30,5	
Social Experience	None of both	35	3,7	251
	Fans Mention/UGC	8	0,86	
	Celebrity/Influencer Association	55	5,95	
	Fan's Feeling/opinion	93	10	
Epistemic Experience	Brand Community	95	10,2	182
	New Product/Technology	110	11,9	
	Product Features	24	2,6	
	Brand Heritage	0	0	
Embodied Experience	Educational	48	5,2	240
	Brand Events	45	4,8	
	Product Competition	25	2,7	
	Action-including content	154	16,6	
	Online brand games	16	1,7	

Table 1: Descriptive Analysis

Therefore, only 251 posts or 27.1% of 923 posts can be categorized into social experience. In brand posts that had been categorized as social experience, mostly posts contain a brand community. Brand community contains posts that invite brand followers to be part of a wider network of brands, for example, invitations to become members / participants of activities organized by the brand. Another category of content that is also quite widely shared by telco companies in the social experience category is the fan's feeling / opinion content that contains feedback or responses from followers about the brand.

This study also found that the third largest post that had been posted by telco companies in Indonesia contain embodied experience with the total of 26% from total posts. Embodied experience has included interactive content with consumer by providing direct stimulation to consumer to try directly the text message exchange feature between cellphones connected to the operator's network known as USSD technology. This technology is an old technology, but is still used in telco companies because it provides responses and replies in just 4 seconds.

Other findings from the brand post categorization in this study show that epistemic experience is the least brand dimension of experience shared on telco company facebook accounts in Indonesia. The total epistemic experience was 19.7% or 182 posts from a total of 923 posts studied. This shows that epistemic experiences that contain content that arouse consumer awareness of important information related to the brand have not been maximized.

This study revealed that telco companies in Indonesia still use their Facebook accounts for a perceptual experience by sharing photos and videos. Apart from sharing photos and videos, the second content that mostly posts in brand page was content that invited followers to become members of their brand community as part of their social experience. They have involved embodied experience by offering direct experience using service features through cellular networks to their followers. However, it was also found that the provision of information about the brand was still very little posted compared to the others. The four dimensions of brand experience were used by telco companies in Indonesia with different proportions. However, they have taken a brand experience approach in their posts.

Category	Minimum	Maximum	Mean	SD
Like	11	238.000	1.328	12.401
Shares	0	690	6	27
Number of Follower	623.156	5.570.895	3.455.105	2.123.282

Table 2: Descriptive Analysis for Customer Engagement

Table 2 show us the mean from total likes and shares from telco company in Indonesia during the span time of this research. According to table 2, there was a very high gap between number of minimum and maximum likes in telco companies brand post's. The highest number of likes that have been given in their post was 238.000 likes. This number were given to brand post that contain photo, social and embodied experience in it. Content which has the highest like contain mention to celebrity/influencer and also competition that allow customer to win rewards based on brand-related activities.

Another interesting finding from this research were the average number of shares from brand posts content that only has average number 6 from total brand posts which has total 923 posts. This means that follower of the telco company in Indonesia does not shares the content very often. The motivation behind this finding were interesting to be sought out more further. The highest number of share's during this research was 690, brand post contain giveaway from brand to the lucky person that use their services.

#### 4. Conclusions

Research finding shows the evident that telco companies in Indonesia uses facebook to post perceptual experience for their customer more frequently than any else of brand experience dimensions. From the data, photo were the most often to post in telco companies brand posts account. The second experience that had been used by telco companies were social experience, especially for gaining follower to be a member or participate in brand activities. Photo that had social and embodied experience have more contribution in generating likes from followers. While, content that had the most number of share's contain the embodied experience to their follower.

This research reveal that most of the follower or consumer telco companies in Indonesia were not very active to share content from brand posts. This is very unfortunate because shares should be and indication that content were interesting or informative enough to be shared among followers.

#### 5. Recommendations

This research revealed how the telco companies in Indonesia use their brand post facebook account as their brand experience to gain consumer engagement and what categories in brand experience that the most used in their brand posts. Though its answer of aims from this research, but the impact of brand experience towards consumer engagement were not explored. It is possible in the future, that the next research would adding the relationship between posts and engagement. Besides, the study is based on telco companies fanpages. It will be worthwhile if the same study applied to another types of fanpages also.

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