

Content Marketing: the influence of content strategies on consumer online engagement behavior

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Received: 28/03/2020 ; Revised: 01/04/2020 ; Accepted: 09/04/2021

Summary:

Having recognized the value creation potential of social media as highly interactive marketing tools, most companies today manage official accounts on online platforms such as Facebook. The study focuses on the importance of brand content strategies in enhancing user online engagement behavior. Content quality comprising both content characteristics and content domain were considered to be the influential variables.

This research adopts a mixed approach, drawing in a first step, on a content analysis for a dataset of 526 collected Facebook brand posts, followed by structural equation modeling to establish the links between the studied variables using Amos 24. Results show that vividness, interactivity and information value of brand content have a positive significant impact on fans online engagement behavior (Likes, comments and shares).

Keywords: Brand content strategies, consumer engagement behavior, Content characteristics, Content domain

Jel Classification Codes: M31, M37

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I- Introduction :

The marketing game has obviously changed. The rise of brand content is leading to a shift in the culture of brand communication which has long been conceived as a matter of conveying messages, actually, it is increasingly becoming a matter of creating programs and editorial content, this paradigmatic shift implies the acquisition of new reflexes. (Bô & Guével, 2010), the challenge is no longer to "say", but to "create", to bring a direct benefit to the target: to inform, entertain, help, learn things. What we are looking for here is a maximum level of commitment and experience, as memorization in this context is not obtained through repetition, but through involvement. (Bô & Guével, 2010).

The power is all in the hands of customers since online social networks have emerged more as a platform for user generated and distributed content (UGC), or can be seen as a two-way communication platform (Perreault, M. C & Mosconi, 2018). UGC represents the sum of all ways in which people make use of social media (Kaplan & Haenlein, 2010, p. 61), this definition is usually applied to describe the various forms of media content that are publicly available and created by end-users. The Stake is such that much of the user-generated content is brand-related, and then capable of shaping the consumer perception of brands and products (Smith, Fischer, & Yongjian, 2012) due to credibility perception differences (Digout & Laurent, 2016); (Barreto, 2013); (Paquette, 2013).

While companies cannot control user-to-user messages directly, they may be able to influence the content conveyed by fans and the frequency of their contributions (Barreto, 2013).

As the brand content pushes the users to participate by sharing, commenting and replying to company's stimuli, these actions provide an indication of the level of users brand engagement. Ultimately, online engagement leads to a close relationship with the brand and become an ambassador who generates earned media for the company (Smith, Fischer, & Yongjian, 2012).

Most authors in this area agree that social media engagement needs more attention from researchers (Van Doorn & Al, 2010), stating that there is a gap and a requirement for further investigations of how social media marketing influences customer engagement (Farook & Abeysekara, 2016). Previous studies have explored the concept focusing mainly on its strength and few have explored the nature of the engagement behavior and the link between content strategy and metrics (Perreault, M. C & Mosconi, 2018). For the cited authors, focus should be put on how to measure engagement and which content strategies promote engagement.

I.1. Objective of the Study:

In the light of the elements mentioned above. It becomes important to put more focus on the content marketing strategy and its ability to federate customers around the brand and stimulate active online participation. Thus, we aim, by this study to address this gap by answering the following research question: Do content quality dimensions (namely interactivity, vividness and content type) on a Facebook brand page exert an influence on consumer engagement behavior (i.e. like, share and comment)? Consequently, what would be the main features of brand content that drive more engagement from the online community on Facebook? And finally, how can community managers stimulate the participation of fans using Facebook posts?

I.2. Literature review and hypothesis development:

I.2.1. the concept of Brand Content:

Brand content is becoming the most important tool of a firm's digital strategy (Patruti-Baltes, 2016). It took on a new dimension since the phenomenal growth of digital social networks such as Facebook (Oliveri, 2017). Whereas brands used to distribute their content directly in packaging, magazines, traditional advertising, radio, television, etc., today they can count on their customers to co-create value as they have become truly federated partners in what is known today as online brand communities, they can now like or share the content they create. The opportunities for sharing have become infinite and are distributed on all media, through a plenty of supports: computers, smartphones, tablets, connected objects, televisions, etc...

Despite its importance, Brand content is a new concept in marketing studies (Bô & Guével, 2010), and no consensus has been made so far for what should be understood under the expression "brand content". Jamet (2013, p. 2) considers brand content as *"a content produced by a brand, for communication purposes... revealing the intention of the brand which commits itself on a ground of expression through a rich media creation to get in touch with the audience"*. The concept can also be defined through its functions: *Informative, practical, or entertaining* (Kapferer, 2012); (Bô & Guével, 2010).

In other words, we are dealing with a new paradigm that aims to create an editorial strong experience that engages customers to relate the brand, and it is "new" for three main reasons: firstly, it is a form of communications that do not seek only to convey or transmit a message but are in themselves an experience that brings a benefit in itself. Content is not only a means to an end, it is also an end in itself as it satisfies the user's need for information, entertainment, and sociability. Secondly it does not only talk about the products, but about a domain of mutual interest between the brand and its public. (Kapferer, 2012, p. 142) And finally, it goes beyond the commercial relationship and considers the user not as a potential buyer, but as a member of a whole community.

I.2.2. Brand content dimensions:

Content is key in establishing the topics that the brand wants to communicate to its fans. The content strategy is a function of the brand positioning and will be the vehicle for the intended brand messages, thus increasing fan engagement in directions desired by the brand (Rosenthal & Brito, 2017).

According to recent relevant literature (De Vries, Lisette, Gensler, & Leeflang, 2012); (Adjei & Charles H. Noble., 2010); (Peters, Yubo Chen, & Andreas M. Kaplan, 2013), Content on social media may have three sufficiently distinct aspects. These aspects are: *content volume*, subsuming numbers and volumes, *content valence* for emotions (ex, anger, anxiety, joy) and polarity carried by the content (positive, negative), and last but not least, *content quality* with two categories : content characteristics (interactivity, vividness), and content domain (e.g., education, entertainment, remuneration, information, social, practical) and narrative styles (i.e., evaluation, explanation, endorsement, and embracing). (Kozinets, Valck, Wojnicki, & Wilner, 2010).

In this article we focus on the brand content from the quality point of view, with the relative categories: content characteristics (interactivity and vividness), and content domain (informational, entertaining, practical and social) for which we aim to investigate the role on fans engagement behavior.

I.2.3. Content characteristics:

Interactivity: Interactivity can be seen as “*a measure of a media's potential ability to let the user exert an influence on the content and/or form of the mediated communication*” (Jensen, 1998, p. 201). Some authors (Sundar, Kalynraman, & Brown, 2003) illustrate interactivity using “bells and whistles” approach as a medium’s interface suggests several functions (such as feedback, downloads, etc.) that “offer rich potential for dialogue or mutual discourse“ See (Persaud, 2013), Therefore, while in the literature, interactivity is understood as a characteristic feature of either the medium or the content itself (Tafesse, 2015) the level of interactivity of corporate communication efforts is not predefined by the respective medium (i.e., the internet) or the platform (i.e., Facebook) but rather by the individual execution of communication efforts (Kick, 2015) see (Rafaeli, 1990). Research has shown many beneficial aspects that come along with a high level of interactivity regarding corporate communication efforts such as : Satisfaction (Liu & Shrum, 2002), flow experience (Goldfarb & Tucker, 2011), favorable evaluations of the brand and its products (Maddox, Mehta, & Daubek, 1997), positive effects on relationship building through positivity, trust and commitment (Jo & Kim, 2003), and online engagement behavior (Cvijikj & Michahelles, 2013).

Vividness: Vividness means the representational richness of a mediated environment as defined by its formal features, that is, the way in which an environment presents information to the senses. (Steuer, 1992, p. 11). The brand posts represent various levels of media richness, which is commonly referred to as the vividness of online content (Farook & Abeysekara, 2016, p. 117). Therefore, Brand content on social media as a multimedia content is potentially engaging for users because it contains many vivid characteristics such as pictures and videos that solicit various senses. Agreeing that vivid content have the ability to generate a virtual experience which is similar to a real brand experience, previous studies have shown a positive effect of vividness on audience response in a website content perspective (Coyle & Thorson, 2001) ; (Fortin & Dholakia, R, 2005) and social network perspective (Sabate & Al, 2014). As Facebook brand pages allow marketers to include many vivid characteristics into their posts, including videos, presenting pictures, adding animations, or using different colors which are just some examples of how vividness can be created (Kick, 2015, p. 149).

We therefore conclude that, In addition to interactivity, higher vividness embedded in brand content is supposed to enhance the engagement behavior of the brand community members and accordingly, we formulate our first group of research hypotheses:

H1: Facebook post characteristics have a significant positive impact on the engagement behavior on the brand community.

H1.1: Brand posts with higher interactivity generate higher engagement behavior (Likes, comments, and shares) from the community members.

H1.2: Brand posts with higher vividness features will result in higher engagement behavior on Facebook brand pages.

I.2.4. Content Domain (Type):

Content domain can be explained as content purposively designed by companies to bring relational and transactional values for the community (De Vries, Lisette, Gensler, & Leeftang, 2012). According to relevant literature, it has been classified from two very close points of view. Some authors identified four categories of value embedded in brand content namely: information, entertainment, remuneration and social benefits (Luarn & Chiu, 2015) ; (Wirtz & Al, 2013) while for others, content can either be informative, cultural (practical), or entertaining. (Du Plessis, 2015); (Kapferer, 2012); (Wirtz & Al, 2013). Consistent with this we adopt in our study four main categories for content as it regards Facebook posts: Information, entertainment, practical, and social content.

The content type was shown to be a crucial element in posting strategies, because it strongly influences the level of online engagement (De Vries, Lisette, Gensler, & Leeftang, 2012); (Luarn & Chiu, 2015). As different types of brand content are designed to meet specific needs among community members, the form and intensity of participation triggered, and thus, engagement, is expected to vary accordingly. We therefore expect different content types to have variable impact on user engagement behavior.

H2: The level of community engagement behavior may vary depending on the type of content.

Informational content: Informational posts propose content about companies and related marketing activities (Product specifications and attributes, price, promotions, loyalty programs and distribution points) to help customers make informed choices. This type of content was proved to be highly engaging for customers (De Vries, Lisette, Gensler, & Leeftang, 2012), other studies also showed that users participate in virtual brand communities either because they already had experiences with the product or service of the brand, or because the product is complex, and they wanted to learn more about it, both from the company and other users (Rosenthal & Brito, 2017), Consequently, given the multi-functionality, and complexity of smartphone devices as technological products, we expect informational content to generate more engagement responses from the studied community members than other types of content, as they can “Like” to receive more contents from the page, comment to ask for further information or share in order to be useful to one's own network of friends. Thus, we posit that:

H2.1: Informational Facebook posts have a significant positive impact on fan's engagement behavior.

Entertaining content: Entertaining content such as humor and artistic works offer the audience with enjoyment and pastime (Tafesse, 2015). It was shown in previous research to be influential on customer's engagement (Luarn & Chiu, 2015), because it provides an opportunity for people to distract and divert themselves, by bringing enjoyment and emotional release (Haghirian,

Madlberger, & Tanuskova, 2005). Consistent with this, we propose that fans are likely to engage with posts that contain entertaining elements.

H2.2 Entertaining Facebook posts have a significant positive impact on fan's engagement behavior.

Practical and social content: In addition to informational value, Heinonen (2011) showed that entertaining and social benefits are the main motives for users to participate in OBC's (HEINONEN, 2011).

Wirtz (2013) identified also three basic drivers for OBC engagement: Brand-related Drivers (such as brand identification and symbolic value), Social drivers (by providing a wide set of social and affective benefits) and Functional benefits (information-based support like quality information to reduce uncertainty, expertise, solutions and tips) (Wirtz & Al, 2013). As Facebook users may be seeking for sociability benefits through interactions with brands and other users (Tafesse, 2015), as well as practical noncommercial expertise content as a sign of engagement and care from their brands (Bô & Guével, 2010). We expect practical and social posts on Facebook to elicit fan participation- engagement.

H2.3 Social Facebook posts have a significant positive impact on fan engagement behavior.

H2.4 Practical Facebook posts have a significant positive impact on fan engagement behavior.

I.3. Online customer engagement:

I.3.1 The concept of customer engagement:

Customer engagement has been conceptualized in multiple ways: as a psychological process that will lead to the formation of loyalty; as a behavioral manifestation; and as a psychological state characterized by a degree of vigor, dedication, absorption and interaction (Zheng, Cheung, Lee, & Liang, 2015, p. 92). While the study of engagement in virtual environments is contextually, theoretically, and pragmatically relevant because the relationship/contact of individuals with brands is more and more located in virtual environments (Rosenthal & Brito, 2017, p. 376), the need for research on the concept has been clearly recognized especially when it comes to online brand communities context. (Islam & Rahman, 2017). In fact, Engagement is understood in a very vague and unsystematic way, many marketing scholars with constructs carry the "engagement" label, but yet the definition, dimensionality and operationalization of engagement are inconsistent and mixed (Zheng, Cheung, Lee, & Liang, 2015, p. 92).

I.3.2. Engagement in online brand communities:

We propose an embracing definition that has been provided by Boride & al (2013), for whom "customer engagement on virtual brand communities *involves specific interactive experiences between consumers and the brand, and/or other community members. It is a context-dependent, psychological state ... it is a multidimensional concept comprising cognitive, emotional, and/ or behavioral dimensions, and plays a central role in the process of relational exchange*". (Brodie, Ilic, Juric, & Hollebeek, 2013, p. 108).

Most recently, studies in digital marketing and consumer behavior took a new practical approach in investigating Online Brand community participation focusing on the community management and enhancement of online response behaviors. This line of enquiry seems to be more relevant to online context and it emerged with Stokb rger-Sauer's (2010) study (Dessart, 2015). Accordingly, it arises that there are several levels of engagement, on social media ranging from simple content consumption to content creation. Dimitriu & Guesalaga identified five profiles of customer online behaviors: Brand observers, content seekers, deal hunters, hard-core fans, brand posers and patronizes. (Dimitriu, 2017).

In order to investigate customer engagement behavior on social media context, several metrics have been used in related research, including "like, dislike, shares, comments, visits, views, clicks, save link, identify, put the cursor on a link, or downloads". The most popular amongst them are "like," "share," and "commentary" metrics particularly on Facebook platform. (Perreault, M. C & Mosconi, 2018).

II– Method:

II.1. Data collection:

One of the main contributions of this paper is to empirically test whether social media brand content is able to influence online fans engagement behavior. To do so, data collection was a necessary first step in this process by conducting a content analysis that would allow for comparisons. "Content analysis is a systematic technique for analyzing message content and message handling-it; it is a tool for observing and analyzing the overt communication behavior of selected communicators". (Budd, Thorp, & Donohew, 1967, p. 2), more concretely, "it is a phase of information-processing in which communications content is transformed, through objective and systematic application of categorization rules, into data that can be summarized and compared. (Paisley, 1969, p. 133). This method has been used by researchers interested in examining social media brand communications (Shen & Bissell, 2013); (Tafesse, 2015) and many others. Content analysis is relevant in our case because it enables a systematic and objective way to compare a large sample of brand communications via Facebook posts. Thus, observed brand posts were content analyzed according to a coding instrument that covers all the variables of our conceptual framework. Each brand post was carefully examined and recoded in our coding instrument. SPSS data base file was created to conduct quantitative statistical analysis, and Finally, Amos 24 software was used to elaborate the structural equation modeling (SEM).

As a reminder, "SEM" is based on the notions of latent variables and indicators. Latent variables correspond to theoretical constructs that are not directly observable in reality; they are measured using indicators. These models form a general methodology aimed at specifying, estimating, comparing and evaluating models of relationships between variables (Roussel, 2002). To Hoyle (1995) cited in (Najjar & Najjar, 2013, p. 24) structural equation modeling represents "*a comprehensive statistical approach for testing hypotheses dealing with the relationships between observed and latent variables*".

II.2. Context of study:

We chose Facebook platform as context of the study as it constitutes a very important ground on expression for brands and a relationship management tool that enables businesses to cultivate permanent rich conversation with the target audience aimed at building and maintaining a customer relationships (Islam & Rahman, 2017).

Previous research suggested that brands from different categories should have different community goals regarding their brand pages, as they may not have the same community potential, and, thus, should not be treated as serving the same goals in a brand strategy (Rosenthal & Brito, 2017). Consistent with this, we focus on a single product category which is smartphones devices. All smartphone brands that hold an official Page on Facebook were examined in a preliminary exploration to judge whether they are suitable to our conceptual framework. We finally retained "8" eight brands with regular posting activity (one post/day or more), varied content, and noticeable participation. The retained brands were namely: Condor, Huawei, LG Mobile, Brandt, OPPO, Wiko, Matos and Infinix Mobile. The analysis covered all brand posts that were published

for a three months period spanning the months of November, December 2019 and January 2020. 526 brand posts comprising the final sample.

II.3. Data Coding:

Independent variables: Content characteristics and content type.

Along with previous research: (Fortin & Dholakia, R, 2005) ; (De Vries, Lisette, Gensler, & Leeftang, 2012) ; (Luarn & Chiu, 2015) and others. We have established four different levels for the content characteristic variables (no, low, medium, and high): vividness going from no vividness (Text) to high (vidéo), and interactivity going from no interactivity (Status) to high (Contest with reward).

For the content type variable, we selected four categories of content, namely: Informative, entertaining, practical, and social content. See (De Vries, Lisette, Gensler, & Leeftang, 2012); (Wirtz & Al, 2013); (Du Plessis, 2015); (Kapferer, 2012).

Informational posts are considered as such when they give information about the brand and its marketing activities, entertaining brand posts can be either fun (anecdotes, jokes) or games. Practical posts gather cultural or expertise information such as tips, applications or advice with no commercial intent, and finally social posts category comprises greetings and wishes on various occasions, and events.

Dependent variable: Engagement behavior in brand community

Three metrics (liking, commenting and sharing) were chosen to operationalize online engagement on Facebook brand pages, these metrics were used in relevant previous studies (De Vries, Lisette, Gensler, & Leeftang, 2012) (Luarn & Chiu, 2015); (Tafesse, 2015). So we directly reported for each post, the number of likes, comments and shares.

III- Results and discussion

III.1. Descriptive data:

According to our content analysis, informational content is the most shared type of content by the studied brands, followed by social content and then other practical and social ones. The total number of brand publications during the three month period and comprising our final sample is n=526. Collected data are summarized in the following table

III.2. Reliability and validity of variables:

Before testing the reliability and validity of our observed variables, a test of normality is necessary. According to the Central Limit Theorem (which underlines the central role of Gaussian variables, that can be seen as the overall behavior of a multitude of small phenomena), when the sample size is greater than or equal to 30, then the variables converge towards a central and reduced normal distribution (Suh & Lee, 2005); (Jiang & Benbasat, 2007), however, in order to confirm this assertion, we conducted two additional tests, namely the asymmetry test (Skewness test) and the flattening or concentration test (Kurtosis test).

The obtained values ranged from [-1.1] for the Skewness test to [-1.5, 1.5] for the Kurtosis test. We can then consider that the dimensions have a normal distribution and thus complete our analysis.

The acceptability of studied variables was proven through factor analysis which demonstrated satisfactory reliability and validity for the different used measures. According to the results, the Cronbach's Alpha is acceptable (0.82), same for KMO index (0.62) and the Bartlett test (0.001).

III.3. Empirical adjustment of the model:

The hypotheses put forward in the theoretical framework, focus on the one hand the link between content characteristics and users engagement behavior, and on the other hand, on content type (or domain) and user engagement. Those hypotheses as illustrated below (Figure1) will be validated or rejected according to the results of the tests that we will carry out.

In order to test the fit between the variables, Statistics use a single method based on significance using the χ^2 "Chi-square" test. However, this test is still considered significant in the case of a sample larger than 200 (Tighezza, 2012). We must therefore evaluate the model using adjustment indices which are classified into four types: absolute, incremental, parsimony and information (comparison) indices (Roussel, 2002); (Tighezza, 2012).

If these indices above are respected, it is then possible to conclude that the model fits the data. To do so, our choice will be based on indicators which take into account both the software chosen (AMOS 22 for its compatibility with SPSS) and the sample size.

We can see on Table.1 above that fit indices are poor, and consequently, the model fit is not yet satisfactory. It should then be re-specified (Byrne, 2001); (Hair, Anderson, Tatham, & Black, 2006). As a solution, we choose the highest modification index (MI) and the most logical with the theoretical part, and we carry out the change. In our case, we decided to delete the variable "practical posts", which leads to the following results:

According to Table.2, adjustment indices have significantly improved and the values of the comparison indices in the new model are clearly lower than those of the initial one.

III.4. Structural equation modeling and hypothesis testing:

We tested our model through two main groups of hypothesis. The first group deals with the relationships between the dimensions of the post type, namely vividness and interactivity, on engagement. While the second group tests relationships between the three remained domains of content on engagement after abandoning practical content category in order to improve the model fit indices. As shown in figures 2 and 3 below:

The table below summarizes the significance of standardized regression coefficients of the global model.

The table allows us to draw the standardized regression coefficients β (Beta) on the first column (which must vary between + 1 and -1), the "t" test or Student's "t" which allows us to know if we can reject the hypothesis H_0 with a low probability of being wrong (often 5% or 10%) and the P-value which represents the probability for a given model under the null hypothesis of obtaining the same value or even more extreme value than that observed. The smaller the value of

“P”, the lower the probability of making an error by rejecting the null hypothesis. A limit value of 0.05 is often used.

The results show that interactivity has a significant link with engagement ($p = **$, $\beta = 0.32$ and $t = 3.04$). In other words, the more interactive the post, the more it has an impact on fan engagement. **Hypothesis H1.1 is thus confirmed.** Besides, results show a positive significant impact for the vividness as well with ($p = *$, $\beta = 0.30$ and $t = 3.06$); this direct and positive relationship means that the more vivid the post is, the more it has an impact on the engagement of the virtual community. **This confirms hypothesis H1.2.** In this case, it is important to notice that interactivity and vividness were both shown to have a significant impact on consumer engagement on social media platforms, see (De Vries, Lisette, Gensler, & Leeftang, 2012); (Luarn & Chiu, 2015) and others.

Regarding content types, only informational posts have a positive impact on the engagement of the studied communities ($p = **$, $\beta = 0.41$ and $t = 4.12$). **Hypothesis H2.1 is therefore confirmed.** This result goes along with previous studies findings confirming that consumers do respond more favorably to content that is relevant to the task (i.e., “on brand” or “on topic”) compared to other content types. See (Stephen, Sciandra, & Inman, 2015).

Information is the then the content domain that most interests the studied communities and leads to most participation activities. This category comprises product advertisements, launches of new products, promotions, and so on. Informational posts arouse the curiosity of fans pushing them to put a large number of comments asking for product prices, availability, technical characteristics, experiences of other fans, etc. This indicates to some extent the rationality of Algerian consumers (since they prefer informational publications to other types), also very interested in promotions and discounts. Furthermore, this result also highlights the innovative nature of the consumer, who shows great interest for high technology products and latest trends.

Regarding entertaining content, and in contrast to what has been stated in the literature review, this type of posts showed no significant impact on engagement. **Hypothesis H2.2 is then rejected.**

This result can be explained by the low benefits offered by the studied brands in this category, in addition to an inadequate featuring (interactivity and vividness). Indeed, the majority of entertaining posts in our dataset consist of basic games or questions concerning the places visited by the users, their favorite social networks... etc, including no rewards at the end of the contest. This type of content might be fun, but it lacks motivation and elements that could push the user to participate and interact with. In fact, previous empirical findings (Islam & Rahman, 2017) showed that offering rewards have significant positive impact on engagement behavior. We thus judge the quality of the entertainment category of studied posts to be poor and thereupon invite community managers to be more creative, more enterprising and to plan publications with a higher level of vividness and interactivity. Rewards should be, in such case considered as an investment to engage create more discussions about the brand, and to a greater extent contribute to improve brand awareness and appeal.

Regarding social posts, we note that despite a very significant p-value ($p = **$), there is no impact on engagement since the beta and the t-test are negative ($\beta = -0.42$ and $t = -4.5$). The intensity between the two variables is quite strong but the nature of the relationship is negative. In other words, social posts have a negative impact on fan engagement. **Hypothesis H2.3 is therefore rejected.**

The studied set of social posts consists of wishes for happy events such as the New Year, national holidays, religious holidays, etc. this expresses the brand gratitude to its consumers as well as its commitment to them. However this negative finding indicates that sociability is not among the benefits that the studied sample of consumers would seek for on an official brand page, as they interact more when they find content relevant to their purchase decision.

The engagement of the cyber consumer therefore comes, in our case, from a more functional than symbolic and hedonist relationship with the brand. This can be explained, of course, by the pragmatic and rational nature of the consumer especially while dealing with a relatively high involvement product category like technological devices. Broadly speaking, we also noticed through results the lack of expertise of the brand as it regards choosing and planning the characteristics and domain of Facebook publications.

To summarize findings, we fully confirm the hypothesis group H1 and we partially confirm the hypothesis group H2. As shown below in table.4:

IV- Conclusion:

Brand content is a purposeful and planned approach that aims to satisfy the brand community's need for a valuable online experience, through the creation and sharing of rich, interactive and varied social media content. This study drew on insights from several previous studies to develop a model that investigate the impact of Facebook brand posts on fan's engagement through participation activities of likes, comments and shares. Results of the study confirm that interactive and vivid postings are more engaging for the online brand community than basic content. The findings show also that informative content is the only type proved to significantly impact fans engagement behavior even though previous research have shown the importance of entertainment and sociability in shaping online behavior. The results give insights about how Facebook content is managed by smartphone constructors in the Algerian market who offer a content rich for its features and its informational value, yet, the level of the studied communities' engagement is not sufficiently enhanced to cover users' hedonist and social motives for more participation. Therefore, brands, especially in the electronics industry, can use the analytical framework proposed by the study as well as the results to better target the content of their communications and be more influential on consumer's online engagement behavior.

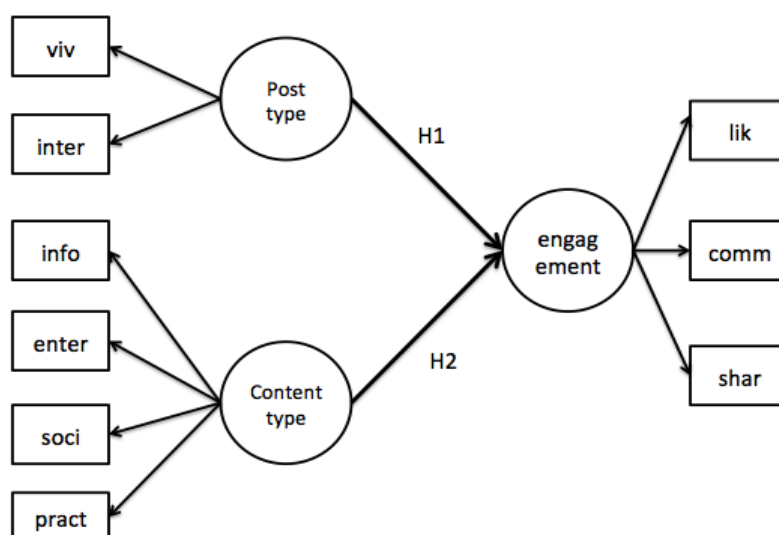
- Appendices:

Table.1: Summary of collected data

| Post Characteristics | Interactivity | | | |
|--------------------------|---------------|---------------|--------------|-----------|
| | No : 230 | Low : 208 | Medium : 38 | High : 50 |
| | Vividness | | | |
| Content type | No : 3 | Low : 258 | Medium : 196 | High : 69 |
| | Informational | Entertainment | Social | Practical |
| Participation activities | 312 | 82 | 110 | 22 |
| | Likes | | Comments | Shares |
| | 283913 | | 41976 | 6398 |

Source: Authors elaboration based on collected data

Figure1. Research model



Source: Authors elaboration

Table.1 The adjustment indices of the measurement model

| CMIN/ χ^2 | Df | NC | SRMR | GFI | TLI | CFI | RMSEA | AIC | BCC | ECVI |
|-------------------|----|-----|------|-----|-----|-----|-------|------|------|------------|
| 55,3 | 24 | 6,7 | 0,1 | 0,5 | 0,6 | 0,6 | 0,1 | 1666 | 1667 | 3,1 |

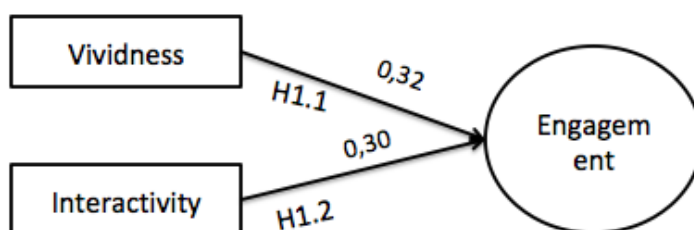
Source: Authors elaboration using Amos Software

Table.2 Structural model adjustment indices

| CMIN/ χ^2 | Df | NC | SRMR | GFI | TLI | CFI | RMSEA | AIC | BCC | ECVI |
|-------------------|----|-----|------|-----|-----|-----|-------|-----|-----|------------|
| 39 | 17 | 2,3 | 0,07 | 0,9 | 0,8 | 0,9 | 0,01 | 320 | 321 | 0,6 |

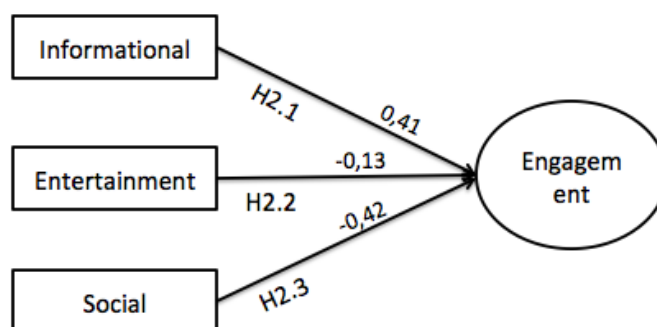
Source: Author's elaboration using Amos software

Figure2. Links between post types and engagement



Source: Author's elaboration based on empirical results

Figure3. Links between content types and engagement



Source: Author's elaboration based on empirical results

Table.3 Standardized regression coefficients

| LINKS | β | t test | p-value |
|--------------------------------|---------|--------|---------|
| Interactivity -> engagement | 0.32 | 3,04 | ** |
| Vividness -> engagement | 0.30 | 3.06 | * |
| Informational p. -> engagement | 0.41 | 4.12 | *** |
| Entertainment p. -> engagement | -0.13 | -0.81 | 0.43 |
| Social p. -> engagement | -0.42 | -4,5 | *** |

Source: Authors elaboration based on empirical results

Table.4 Summary of hypothesis tests

| Hypothesis | Description | Result |
|-------------------------------|-------------|----------|
| H1. Accepted | H1.1. | Accepted |
| | H1.2. | Accepted |
| H2. Partially Accepted | H2.1. | Accepted |
| | H2.2. | Rejected |
| | H2.3. | Rejected |

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How to cite this article by the APA method:

Nadia HACHEMI KEMOUCHE, Waffa HALLIL AMALOU (2022), **Content Marketing: the influence of content strategies on consumer online engagement behavior** , Algerian review of economic development, Volume 09 (Number 01), Algeria: Kasdi Marbah University Ouargla, pp. 397-412.



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