



## **An analysis of Facebook posts**

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<p><b>Abstract:</b></p> <p>Nowadays social media takes an important role in building brands. Social media Marketing has become the strong tool in Marketing strategy for businesses. This study investigates which content types and media types a company called TIKI posts on their Facebook fan page. The purpose is to show how the case company interacts with their followers. The theoretical framework presents the features of social media marketing, especially on Facebook. Additionally, the concepts of content type, media type and customer engagement are explained in the literature review. The case company's Facebook fan page is analyzed by conducting a content analysis of posts. The most frequently posted content is promotional and a photo is the most frequently posted media type. Besides that, some very specific content of each post is the main reason to keep customers to review and engage with the posts.</p>	
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# 1. INTRODUCTION

Recently, social media has had a dramatical development and the number of social media users is increasing annually. In 2018, the number of people using social media was 3.196 billion, which has increased 13% annually (Duc Le, 2018). Therefore, social media channels are “golden platforms” for marketers to optimize marketing activities. Facebook is known as one of the most popular social media channels. Social media is a place not only for advertising products and branding, but also for customer relationship management. Furthermore, social media can help marketers to approach and understand customer’s behaviour, gain valuable insights on the way’s customers interact. In 2019, there were 7.676 billion people using digital technology, which included 3.256 billion of mobile social media users (Hoang Dung Quy, 2019).

According to statistics from the Vietnamese Internet center, until 2018, Vietnam had 64 million people using the Internet, about 67% of Vietnam’s population (Duc Le, 2018). There is research showing that Vietnam is ranked 16th of the most internet using countries in the world. Vietnamese tend to get news from the Internet and connect to social networking platforms, such as Facebook, Twitter and LinkedIn. The average amount of time that Vietnamese people use internet is nearly 7 hours per day (Hoang Dung Quy, 2019). E-commerce has also become a trend in Vietnam, attracting many e-commerce corporations to the country. Internet has becoming a tool, which is used by most of people, but especially the young generation. Internet allows people to find information, connect to their friends, and it helps them to have more spare time after a working day (Kemp & Moey, 2019). Facebook has become one of the most popular social media channels also in Vietnam (Hoang Dung Quy, 2019). The number of Facebook users was 61 million users per month in Vietnam (Hoang Dung Quy, 2019)

The case company in this study is TIKI, which is a Vietnamese e-commerce marketplace. The TIKI Website was launched to sell English books on the Vietnam market. TIKI has been successful at growing their business by providing “attractive pricing and improve customer service” (Ha Nam Khanh Giao, 2020). As a result, TIKI.vn was recognized as “the Number 1 online bookstore in Vietnam” (Ha Nam Khanh Giao, 2020). Further than that, TIKI started to become one of the biggest e-marketplaces, not only with books but also with a variety of products such as comestics, fashion and electronics. TIKI is considered as one of the biggest in terms of e-commerce in Vietnam. TIKI's communication strategy utilizes benefits of social

media so it is obvious that TIKI's marketing strategy covers most of the social media channels, including Facebook.

## **1.1 Research aim**

TIKIS official Facebook site has been attracting many followers and thus it is interesting to better understand what types of post TIKI is posting on Facebook and what type of reaction do the most popular posts create. There are two main research questions this study aim to answer. They are:

Question 1: "What types of post are on the brand's Facebook page?"

Question 2: "How does the followers respond to these brand posts?"

All data were collected within a specific period of time, from 1st of August 2020 to 31st of October 2020.

## **1.2 Structure**

There are 5 chapters in this thesis, including the Introduction, Literature review, Methodology, Results, Discussion and Conclusion. The Introduction is the first chapter to provide the general background and aim of the study. The second chapter is a Literature review, which presents relevant literature regarding social media marketing. The next chapter presents the method. In particular, how data was collected and analysed is presented in this chapter. Then Results are presented according to the two research questions. Discussion and Conclusion is the last chapter. This part will provide the key points of the thesis.

# **2. LITERATURE REVIEW**

## **2.1 Social media Marketing**

Social media Marketing (SMM) is one of the Internet Marketing forms that utilizes social media platforms as a marketing tool. The aim of using SMM is to produce different interesting contents in order to enhance the level of interactions between businesses and customers. In other words, SMM supports businesses to gain not only potential customers but also loyal customer (Rohit et al., 2013).

According to Bowden and Lewis's 2009 study (cited in Sudarsan Jayasingh & Vankatesh Rajagopalan, 2015), social Media platforms allow users to create personal pages, where they can interact and exchange their personal content with others. Social media aims to facilitate interactions, collaborations and the sharing of content, which is characterized in several forms: online applications, platforms and media

In social media marketing, there's a typical flow of customer's reaction to a specific communication message regarding products or services. The social feedback cycle model indicates a customer's reaction from awareness to sharing that experience to their community. This is also known as word of mouth (WOM). The returning loop is illustrated in figure 1.

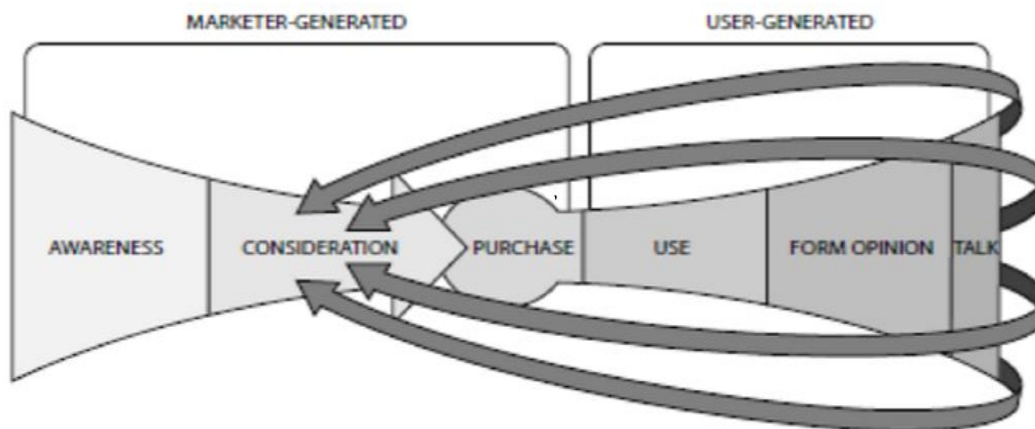


Figure 1: The social feedback cycle (Evan & McKee, 2010)

## 2.2 Social network sites

In 2018, there were around 3.2 billion active social media users (Duc Le, 2018). This means social media plays a big impact on society. In addition, this development has also had a huge impact on corporations. Companies have realized that they need to have a correct social media

strategy in order to stand out in the rapidly changing digital market (Saravanakumar & SuganthaLakshmi, 2018). The content of social media posts can be updated images, sharing messages, etc. Then customers can discuss, comment, vote, like and share these posts. These actions create chances for a company to interact with their customers. In other words, social media marketing has multi-features and users can actively participate in social media communities. This means brands and companies can communicate better with their customers, and intensify their interaction with them (Saravanakumar & SuganthaLakshmi, 2018). Additionally, it allows corporations to market their products or services, build brand equity and gain loyalty from customers.

There are two main features of social media that businesses should consider (Hua Hu & Ding Lin, 2013). **Integration:** Social media allows users to connect to communities around the world. **Time effectiveness:** Social media allows users to send and receive information immediately.

## 2.3 Facebook

Facebook is a platform that connect people through their community. Besides that, it is also a place where individuals and businesses are able to interact. A brand page is created on Facebook for companies, brands and organizations (Seoudi, 2019). Marketers on social media usually update information to a Facebook brand page wall. This action can help to increase the number of visitors who have an interest in the company. A Facebook brand page is also a place for marketers to build online events to increase interaction with customers. Businesses can hold some events, for example: take a picture competition, make videos or a writing competition. This can be a marketing campaign where the company allows fans and also these fans' communities to know which events will be executed and, thus, potentially attract more new visitors or potential customers to the fan page. Both brands and brand fans can interact with each other by liking, commenting and sharing brand posts (Luarn et al, 2015).

Facebook page admins can manage their page by multiple tools, which Facebook offers. Brand page admins have the right to access Facebook insights as well as monitor the behavior and reactions of followers to brand posts. Hence, admins of brand pages have all supportive insights to analyse visitors' characteristics as such as age. The more customers interact on the brand pages, the more friends, families, colleagues are also activated (Sabate et al., 2014). On the brand page, an effective post is the one that can make followers share the post, this means



information of the brand spreads through followers in their Facebook network (Bonsón and Ratkai, 2013; Bortree and Seltzer, 2009; Men and Tsai, 2012, cited on Luarn et al, 2015).

There are several types of post that brands can create, such as status, photo, video and link with different concepts depending on the purpose, such as advertising, educating, or creating a survey or a minigame. Facebook allows users to hit a like button and also emotion icons to express their feelings to the post, such as love, laughter, wow, angry and sad. Moreover, consistent posting content and posting timeframes are important elements for successful brand posts. According to Gensler (2013, cited in Seoudi 2019), brand posts can make a relationship between brand and customers more sustainable.

## **2.4 Media types of posts**

According to De Vries, there are four media types of a post, they are text (status), photo/ album (image), video and link. Brand page admin manages which media type of post should be displayed (DeVries et al., 2012). Vividness and interactivity are elements used to evaluate the post. The combination of text and photo formats can deliver more vivid information on a product or service compared with texted message information (Van Der Heide et al., 2012; Wang et al., 2010). Besides, video posts can attract people because of more vivid and clear information shown in the video (Xu et al., 2009).

According to Seoudi (2019), emotions of post content can be appealed by vividness and interactive posts boost viewers to take some action such as liking, commenting or sharing. In other words, vividness and interactivity of post can attract customer's attention. Besides that, Facebook allows companies to have other forms of post such as contests (minigames), questions and quizzes, in order to increase interactivity (DeVries et al., 2012). Moreover, photo brand posts drive to a higher interaction because photos can touch people on an emotional level that leads users to interact by liking, commenting or sharing (Huber et al, 2011)

## **2.5 Content types of posts**

According to Luarn et al (2015), there are four content types. They are informational, entertainment, remunerational and social posts.

Information posts include shared information about any specific products of the brand. The brand can introduce their new launching products or services through information-type posts, in order to raise customer's awareness. In other words, informational post enhance users and followers to interact first and make purchasement later (Seoudi, 2019).

Entertainment posts aim to entertain brand page followers to gain followers' interaction such as likes, shares and comments. In other words, entertainment post can raise the brand awareness through the degree of customers' / followers' engagement. According to Raney (2003), "the higher level of entertaining content, the higher possibility of revisit a brand page, compared to post without entertainment features".

Remuneration posts include promotions, discount coupons as well as sale offers (Luarn et al., 2015). This type of content intends to promote a brand's image and its products / services. The brand and followers can their benefit from "Remuneration" type of posts. As a result, brands can increase sale through promotion, while followers / customers gain specific types of rewards with financial benefit (Seoudi, 2019).

Social posts are designed to offer brand followers to communicate and respond to the brand's survey (Cvijiki and Michahelles, 2013). This kind of content aim to increase interaction between the brand and the followers/ customers. Brand and customer interaction not only helps to spread brand informative messages but also to raise brand awareness. According to Daugherty et al. (2008), Facebook has features to connect like-minded users, who have similar interests, so that they can share and interact with their community about topics they find interesting and important.

## **2.6 Consumer Brand Engagement**

According to Van Doorn et al (2010, cited in Sudarsan et al, 2015), consumer engagement (CE) in social media is to describe as customers' behavioral performance toward a brand or firm. The level of customer engagement is an effective method to spread a brand's message as word-of mouth (WoM). As mention above, customers can interact with brands by liking, commenting and sharing. Moreover, customers can express their feelings through emoji icons such as "Like", "Love", "Haha", "Wow", "Sad" and "Angry". Brand page administrators can easily manage how their followers react to each brand post, so that admins have the right content strategy for further posts.

Customer engagement is one of the core indicators to evaluate success of a brand page. Customer engagement shows a customer's participation in responding and communicating to brands' created content. Customers are now actively seeking and interacting to brand post content (Brodie et al., 2013, cited in Seoudi, 2019). Besides, “successful communication can turn a mere consumer into a customer of a particular brand” (Seoudi, 2019) or it is said that “customer engagement as a sequential psychological process that customer move through to become loyal towards a brand” (customer engagement...). This shows that customer engagement is an important indicator that brand page administrators always focus on in order to have a more effective Facebook marketing strategy. In other words, it become the company's indicator of performance in terms of social media.

According to Seoudi (2019), there are five dimensions in customer enagement behaviours, they are valence, form and modality, scope, nature of impact and customer goals (customer engagement). Vivek's study (2012) presents that “value, trust, effective commitment, word of mouth, loyalty and brand community involvement are potential consequences”. However, brand page performance is not shown by the number of “Likes” on band page. In contrast, the total number of followers on a brand page is an indicator to show the effectiveness of a brand page (Seoudi, 2019). In a study of Menezes (2013), it is shown that “customer reach has a significant negative impact on customer engagement”. In 2012, Allen on SocialBakers presents that more followers on a brand page means lower customer engagement rates. In other words, “number of fans on brand page doesn't influence brand engagement” (Seoudi, 2019)

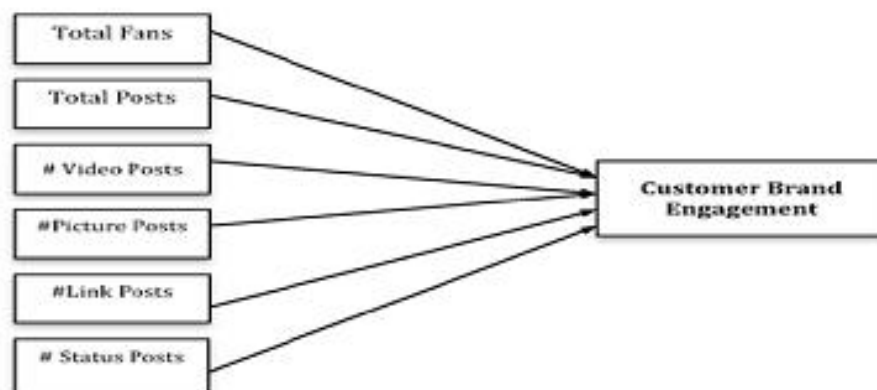


Figure 2: Framework of customer engagement (Sudarsan Javasingh, Venkatesh, Rajagopalan, 2015)

### **3. METHOD**

This study is conducted by using content analysis on TIKI's brand page in Facebook. Content analysis is a type of analysis of content in print media, other writings, broadcast media, other recordings, and online media (Know Your Audience, 2012). The results of this type of analysis can be in numbers or percentages, but also as verbal transcripts. The aim is to answer the two research questions "What types of post are on the brand's Facebook page?" and "How does the followers respond to these brand posts?".

#### **3.1 Data collection and analysis**

Data was gathered from Tiki's Facebook brand page by using content analysis to answer the two research questions. The data was collected by registering the number of posts, types of posts, time of posts etc. The dataset contains 242 TIKI brand posts, which are posted by the brand during the period August 1, 2020 until October 31, 2020. These posts were gathered by the author and manually categorized. The collected data include the number of followers and likes of TIKI's Facebook fanpage, the number of comments, shares and likes or emotions from the followers. After gathering all posts, they were categorized into types of posts as such status, pictures, links, videos, offers, music, slideshows and others. Additionally, the data were collected and categorized into content types, they are: Promotional, Informational, Social, Entertainment. As mentioned in the literature, each type of content has a specific purpose to raise sales, raise awareness, raise interaction and raise entertainment value, respectively.

At the observation time, the TIKI Facebook page had almost 3 million (2,952,922) people liking the page. In addition, there was 3,132,381 followers. All general information of TIKI is presented on the main page. See figure 3 for the main page of TIKI Facebook.

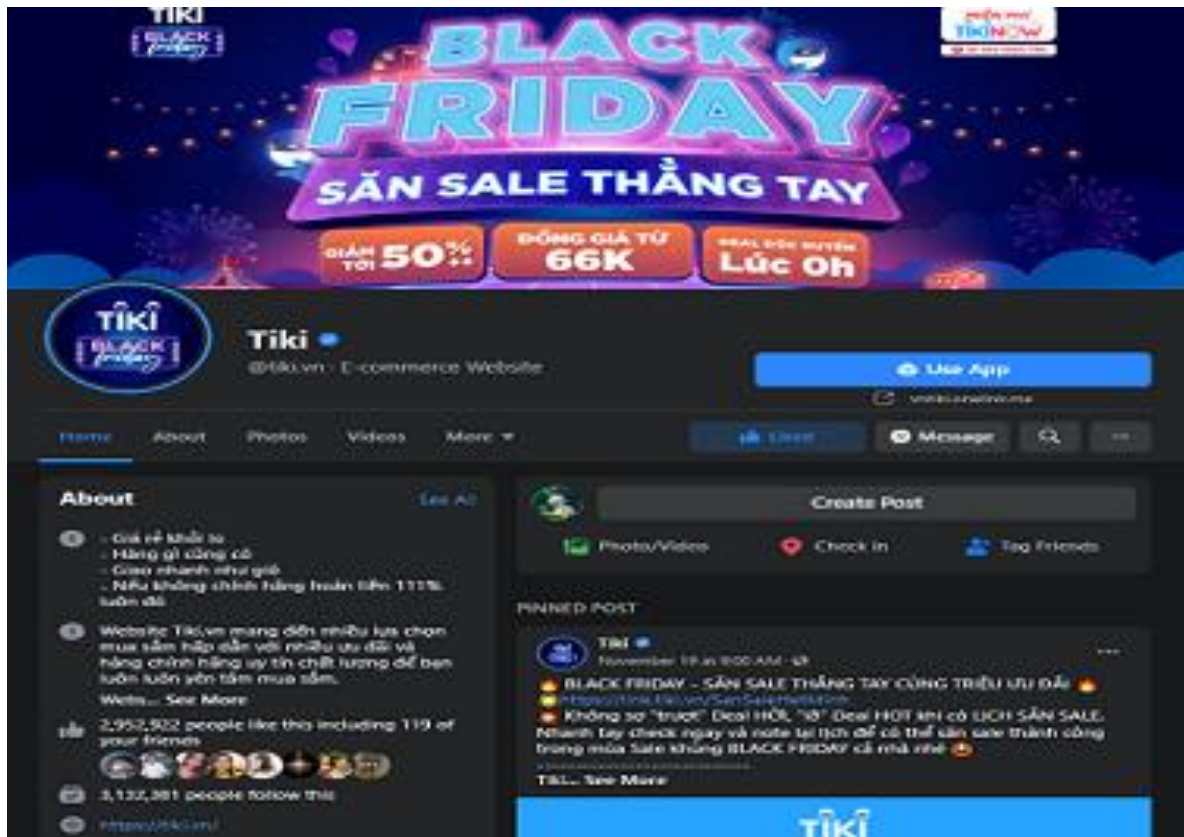


Figure 3: TIKI Facebook page

## 4. RESULTS

The results are presented according to the two research questions.

### 4.1 RQ1: What types of post are on the brand's Facebook page?"

#### 4.1.1 Content type

The TIKI brand page usually interacted with their followers by posting content daily. There are four types of content posts on the brand's Facebook page. See table 2. Most of the post were of promotional character with 127 posts, which was more than half of the total posts during the observation period. The second most of content posts had a social feature to raise interaction, which was 89 posts. The other types of content were informational and entertaining posts,

which were 23 and 12 posts, with purposes to raise awareness and entertainment value, respectively.

Table 1: Summary of content types from 1st Aug to 31st Oct 2020

<b>Content type</b>	<b>Number</b>	<b>Purpose</b>
Promotional	127	Promote sales
Informational	23	Raise Awareness
Social	89	Raise interaction
Entertainment	12	Raise entertainment value

#### **4.1.2 Media type**

There were also four typical media types that TIKI used to create their brand posts. Table 3 presents the total posts of each media type during the observation period. The table shows that all of TIKI's posts are presented by four different media types. The most common type of media was status (text), with 242 posts. Second, pictures were in more than half of the posts. Third, there were 46 posts with livestream. Lastly, a video was presented five times during the observation period.

Table 2: Summary of media types of post from 1st Aug to 31st Oct 2020

<b>Status</b>	<b>Picture</b>	<b>Video</b>	<b>Livestream</b>
242	191	5	46

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### 4.1.3 An example of a social post

Tiki made 89 social content posts within a month (August 1<sup>st</sup>- Oct 31<sup>st</sup>). Most of the posts with social content were presented by livestreams and videos. The post in figure 4 was a social content post with media type as a livestream and status. Each livestream had a period of time from 40 minutes to 3 hours, depending on the event’s content. Basically, there was at least one person interacting with the viewers/ fans/ followers during the livestream. The star in this livestream was a famous artist. This meant that followers can pay attention easily when they see the livestream in the newsfeed. The TIKI brand post focused on content of status as well as dynamic icons to make the status more eye- catching.

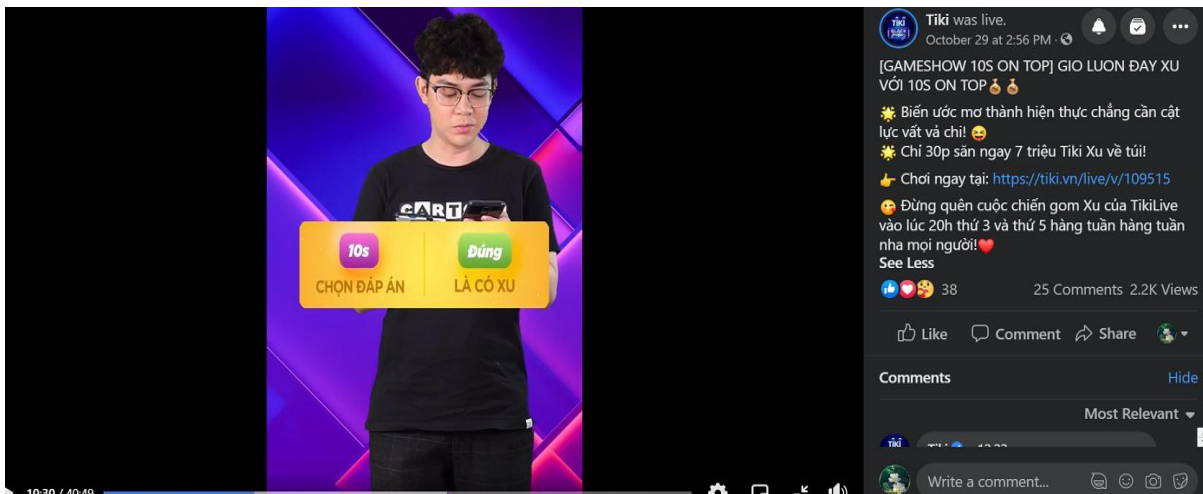


Figure 4: An example of a Social post with livestream

### 4.1.4 An example of a promotional post

There are 127 promotional posts within observation period. It is obvious to see that promotional content type of posts was used to promote TIKI’s products. Promotional posts were presented by different media types such as picture, video and livestream. Additionally, these 3 media types always come along with a status, which described the messages of the posts. The message of this post (see figure 5.) was about the promotional sale campaign, with varieties of offers. There was a “Big sale” campaign for buying books online 2020, with discount from 40% to

70%. The picture and status had high vividness due to that the media post type is photo, and the main message was captured in the center of the photo, which was clear, colorful and eye-catching. In particularly, dynamic icons are used in the status, which probably attracted most of the viewers to read the message. The customer target groups of the post ought to have been the ones caring about books, and between 13-60 years old living in Vietnam.



Figure 5: Example of promotional post with picture

#### 4.1.5 Entertainment post with media type as photo and status

Figure 5 is an example of entertainment post with media type of photo and status. The main purpose of an entertainment post is to entertain people (Seoudi, 2019). In this post, TIKI successfully delivered a funny and informative message of TIKI. In each status, the tiki.vn link was mentioned on the status. Besides that, the funny way of using words was always applied to TIKI's status. Another reason this post got high interaction was its vividness and colorful design. However, TIKI brand post always stucked to its brand's color, blue was the main color in this post. This can drive followers to easily recognize TIKI's brand.



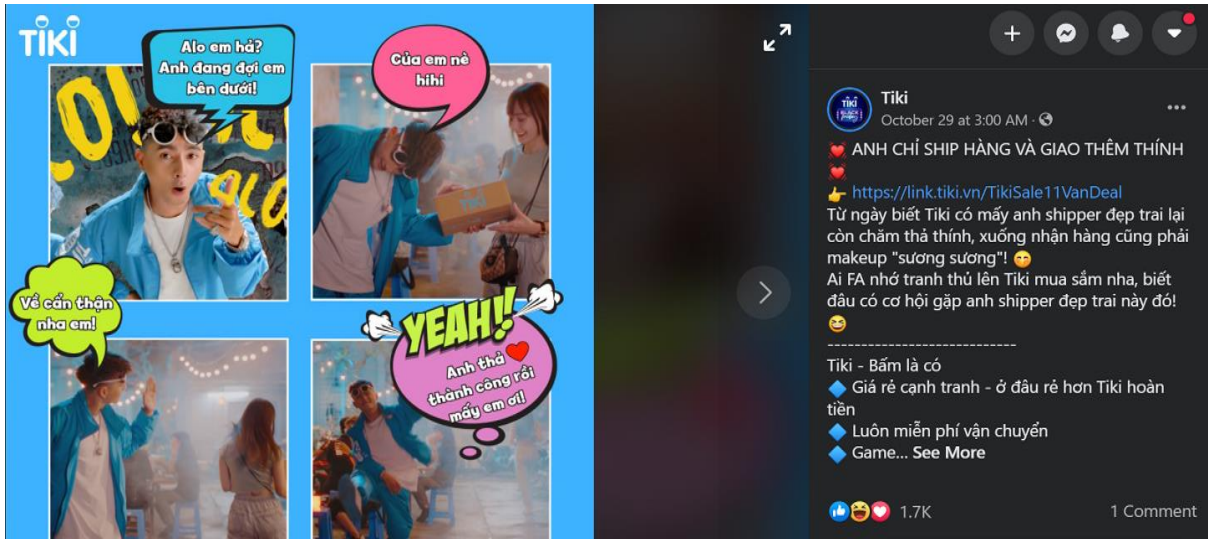


Figure 6: An entertainment post with picture

#### 4.1.6 Informational post with media type as photo and status

Figure 6 is an example of an informational post with media type such as photo and status. The main purpose of an informational post is to deliver an informative message that the TIKI brand posts their followers to follow. Additionally, this kind of post gave followers more clear information about TIKI’s services, which upgraded TIKI’s customer service. Like in many other posts, clear and also funny word messages were presented in the post.

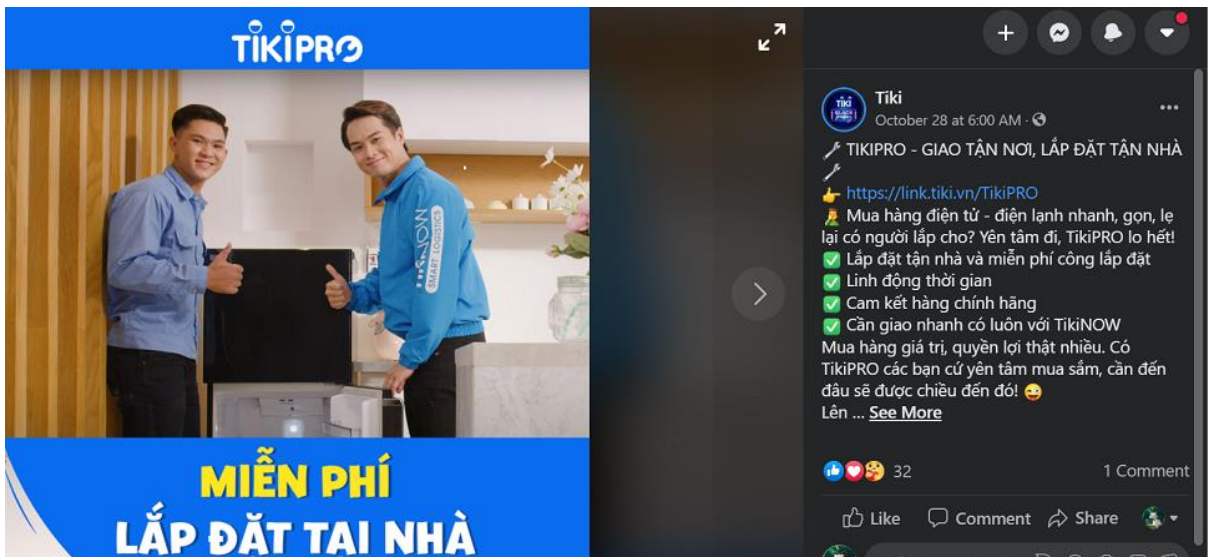


Figure 7: Informational post with photo

## 4.2 RQ2: "How does the followers respond to these brand posts?"

### 4.2.1 The highest number of emotional emojis and liked posts

The post that had the Highest "Haha" emoji, Highest "Love" emoji, Highest "Like", was the post in figure 8. This post was an announcement of a big event in August, which offered one of the biggest sale occasions of the year. Besides that, the content was interesting and funny enough to get attraction from followers. The post impressed viewers by using "Dzứt Cô Hồn" phrase, this is known as a funny slang in Vietnamese. Therefore, it is easy to understand why the post get the highest number of like and highest interaction with "haha" emoji and "Love" emoji.

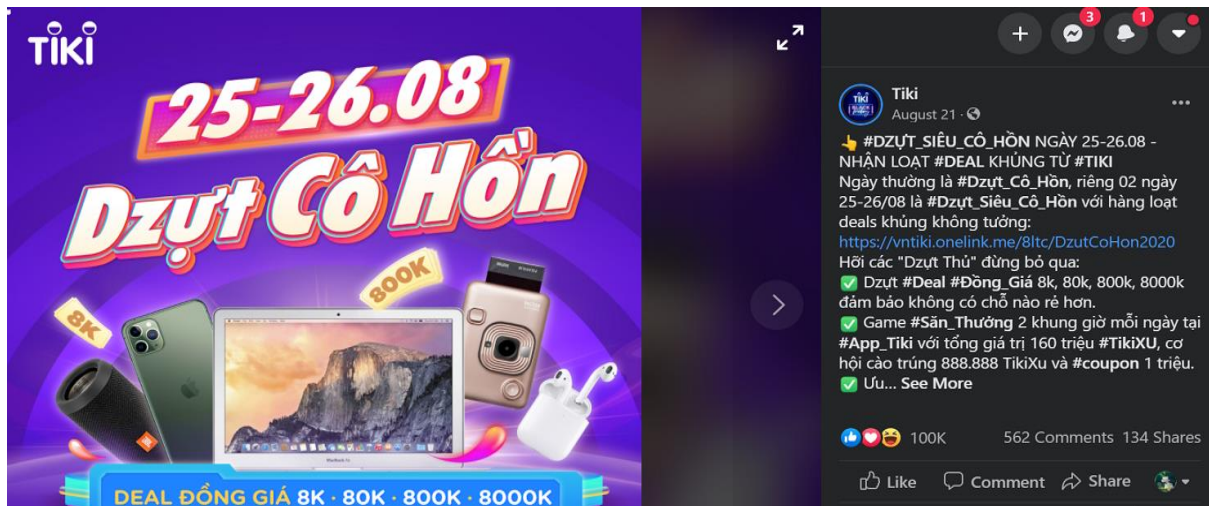


Figure 8: Post with the highest likes and emojis, "Dzứt Cô Hồn" from TIKI Facebook page on 21st Aug 2020

### 4.2.2 The highest number of comments in posts

Figure 9 is the post with highest number of comments. The reason this post had the highest number of comments is the presented livestream. As the way livestream worked, the post attracted followers to interact with the brand's livestream. Besides that, the title of the post was "The more viewers, the more valuable presents". It is quite clear that this was TIKI's marketing strategy to catch as much interaction as possible in the livestream. The purpose of a social post is to raise interaction of followers through a high number of comments (Seoudi, 2019).

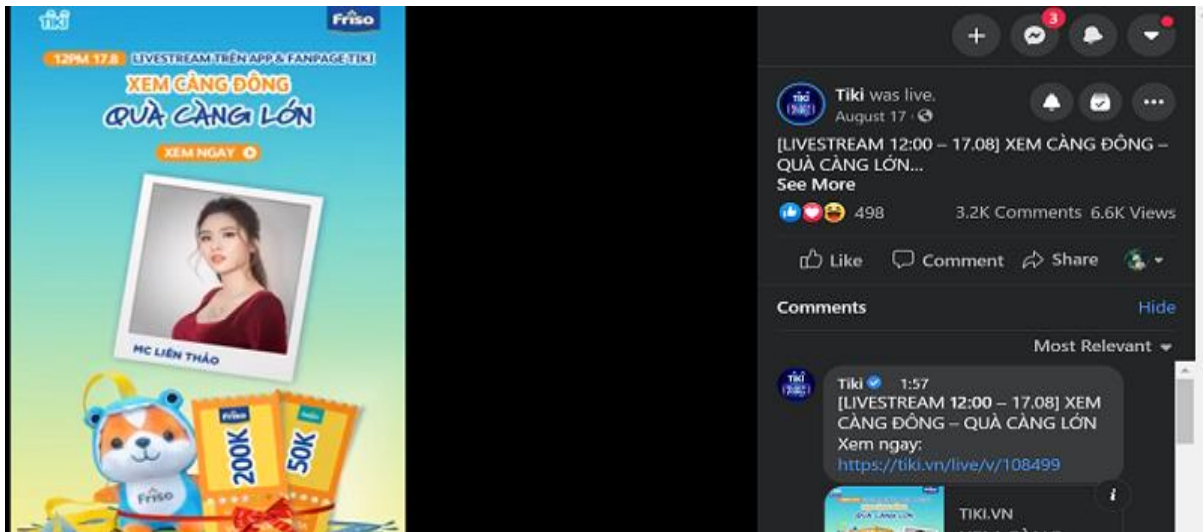


Figure 9: Post with highest number of comments from TIKI Facebook page, on 17th Aug 2020

#### 4.2.4 The highest number of shares in posts

The post (See Figure 10) with the highest number of shares was an informational post with media type as photo and status. The reason this post got the highest number of shares was the message to call for sharing the post, in order to donate for “Middle of Vietnam in Flood season”. Additionally, the rule to donate was that each share equaled 5.000 VND that was paid by TIKI.

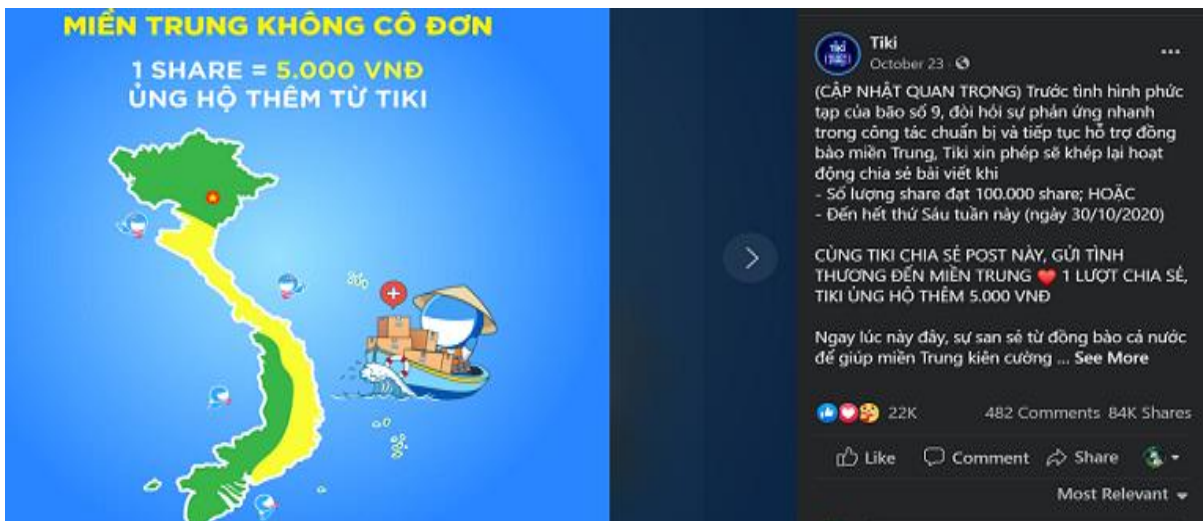


Figure 10: Post with highest number of shares from TIKI Facebook page, on 23th Oct 2020

## 5. DISCUSSION AND CONCLUSION

The target of this study was to better understand how TIKI uses Facebook to interact with its followers. The study explored content type and media type of the posts that TIKI used to activate Facebook users on the TIKI's brand page.

After analyzing the elements that build a successful post, the results showed that most of the promotional posts were presented by photo and status. This was TIKI typical Marketing strategy in Facebook. Besides that, social posts were shown by livestream and videos. Additionally, there was at least one famous artist, that made followers interested and excited to interact with TIKI's posts. In other words, this kind of post was a great chance for users to interact directly with the artist, who may have been their idol. Also, entertainment posts and informational posts were posted during the observation time. According to Luarn et al. (2015), brands will use different content types in posts that depends on different targets of each post.

It can be concluded that all posts of the TIKI brand page had vividness included, which is an important influence on the customer engagement (De Vries et al., 2012). Furthermore, the analysis result showed that a photo was the main media type in TIKI's brand postings. According to the research of Seoudi (2019), picture posts can provoke followers' emotion and attract specific group's attention.

The results indicated that the customer engagement linked with interactivity values was able to make a successful brand post (Seoudi, 2019). Social posts with livestream and video played an important role in increasing interactivity level for TIKI posts. The study, thus, suggests that a higher level of interactivity, the more customers are likely to take action and engage with brand posts. The post with the highest number of comments was a social post in livestream form. On the other hand, the post with the highest number of shares was an informational post with photo and status. This indicates that the main messages of each post play an important role whether the post is a success or not.

Further studies should widen the scope of this study. It is important to understand the engagement ratio and the level of reach for each post. These two variables can indicate the effectiveness of the post in terms of data. This study only analyzed the publicly available



numbers on Facebook. In order to expand the analysis, further research could get Facebook data from the case company and based on that engagement would be collected and analyzed.

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