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TO UNDERSTAND THE IMPACT OF HEDONIC CONTENT OF A BRAND SOCIAL MEDIA ACCOUNT ON FOLLOWER ENGAGEMENT

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ABSTRACT

The inclination of customers to interact with a brand through social media created the concept of customer engagement. Brand experiences help brands with customer satisfaction since consumers are hedonically motivated with the basic needs for sensory, emotional and social stimulation in which brand pages provide. Therefore, the aim of this study is to gain knowledge of understanding the impact of hedonic content in a brand social media account on active and passive participation of followers, and to know the oral impact of hedonic content on follower engagement. This study states that Saudi women have a strong following for beauty/make-up brands on social media accounts mainly because of the glamorous and catch posts and tutorials they get to see. Therefore, it is important to know the extent to which this hedonic content can actually influence follower engagement. A survey-based quantitative approach is used with Huda Beauty's fan page followers to test the proposed hypothesis. The data was collected by distributing the online survey and analysis was made using two different correlation tests. The findings demonstrate a strong relationship exists between the impact of hedonic content in a brand social media account on both active and passive participation of followers. This study aims to come up with interesting insights that will be helpful of brand managers in planning effective social media marketing strategies.

1. INTRODUCTION

Social Media provides users with a lot of different online services to communicate this result in having new styles of communication [1, 2]. Nowadays, customers are privileged in the ways they can connect with each other. They can actively engage and participate in brand communication.

There are many social-networking sites companies that offer a variety of options of communication for their customers. In brand communication, fan pages are an essential online service because it helps businesses in integrating and interacting with their customer base and it helps provide with an amount of interesting content. Fan pages play a significant role for businesses in the marketing communication department [3].

Word-of-mouth (WOM) marketing has a huge impact on brands and both online and offline buying behaviour including electronic word-of-mouth (eWOM) that exists in numerous online platforms. eWOM is considered as an enhancement of the common WOM communication. Since social networking sites are becoming very popular, eWOM should take into account the posts published from other sources. Social networking sites can be used as an effective tool for eWOM between consumers due to the important sources of product-related information given to the fan base [4].

However, social media platforms can have a negative impact besides its positive impacts. Brands are able to get instant and honest feedback through their social media platforms from their customers. However, they can also face online trolls who obstruct their brand image by spreading negative WOM [5, 6]. There are a lot of individuals who spread negative emotions in order for their need for attention and publicity. These individuals, the trolls, intentionally spread negative WOM to cause disturbance and damage a brands image. Such incidents can be handled by experienced social media managers that know how to deal with such challenges. Any online brand community provider should try their best to encourage participation in their social media platforms and try to create a thriving community for their consumers. In order for these brands to sustain their online brand community, they need constant participation from their consumers [7, 8].

Active participation contributes in building customer-brand relationships. The social interactions in brand pages helped build and develop virtual brand communities. Brand communities are the consumer's engagement that happens online due to consumer's interest in certain brand or products. Even though the significance of these virtual brand communities is frequently increasing, there is still inadequacy of research that analytically determines the impacts of consumer behaviour correlated with participation in a virtual community [9].

Passive participation is when users are aware of and constantly looking in a brand's social media platform, by either watching, reading the content, and by going through comments made by other users. However, passive participation can be beneficial for a brand in the aspect of building new-users base. Passive participants can be considered as silent engagement or as passive encouragement, which plays a significant role of participation experience [10].

However, in research most passive participation is looked at as "lurking behaviour" which received low attention, because they consider online brand communities that are made up of only active users, and referred to passive participation as non-productive. Besides, active participants can engage in passive practices, like browsing and lurking. Active and passive participants appear to have the same effect on brand experience. Passive participation has a positive impact on brand experience in social media brand community because it contributes to consumers' brand experience. In online consumption communities, the relationship-advancements seem to follow a method suggested by meta-analysis of computer mediated communication, in which membership starts with absolute browsing or lurking behaviour and steadily progress to somewhat active participation. Virtual community members demonstrate different social interactions modes in accordance with their activities and the amount of time they spend in communicating. Overall, rather than being only passive recipients of consumption behaviour, members of virtual communities of consumption participate in active multidimensional interactions [11]. Therefore, this study aims to determine the impact of hedonic content in a brand social media account on

active and passive participation of followers, also identify the oral impact of hedonic content on follower engagement.

2. METHODOLOGY

2.1 Hypothesis Development

This research hypothesized that the hedonic content of a brand's social media account followers engagement has an impact on active participation and passive participation.

2.2 Population and Sample

The sample population of this study were Huda Beauty's fan page followers who live in Saudi Arabia. The focus on this target sample was because of the relation of that sample with the study that required customers who follow the fan pages of Huda Beauty in order for them to relate to the questions asked in the questionnaire. In all, 205 responses were obtained that could be used for further data analysis.

2.3 Questionnaire Construction

The design of the questionnaire used for this research is the Google Forms online based questionnaire. A Likert scale, that range from strongly disagree to strongly agree, recorded all the responses of the questionnaire. The first question asked in questionnaire was if the respondents are following Huda Beauty Fan Pages or not. If the respondent answered yes, they are able to answer the following reacted questions. If the respondent answered no, then they was also able to answer the following questions but without any relations. The point of this question was to know how many respondents do follow Huda Beauty's fan pages and how many respondents do not follow Huda Beauty's fan pages.

2.3.1 Hedonic Content

Three questions in the survey is about hedonic content, the questions were designed to analyse the content published on the pages of the Huda Beauty brand. The purpose of these questions is to understand if the hedonic content dimension is positively related to followers' active participation on fan pages and to understand if the hedonic content dimension is positively related to followers' passive participation on fan pages. The questions tested the level of, the content published on the fan pages of Huda Beauty, it being visually pleasant, exciting and inspiring.

2.3.2 Active Participation

Four questions in the survey were about the active participation of followers on Huda Beauty's fan pages. The questions were designed to analyse the impact of hedonic content on active participation on fan pages. The questions included in this part was to test the level of active participation on Huda Beauty's social networks, by asking how often does the respondent post, like, share posts, or comment on Huda Beauty's social media accounts.

2.3.3 Passive Participation

Three questions in this part were about the passive participation of followers on Huda Beauty's fan pages. The questions were designed to analyse the impact of hedonic content on passive participation on fan pages. The questions were to test the level of passive participation on Huda Beauty's social networks, by asking how often the respondents read posts, watched photos/ videos, and read comments of other followers on the pages of Huda Beauty.

2.3.4 Demographics

The demographic components that were used in the survey were age, occupation, monthly income, and gender. The purpose of these questions is to determine which factors are affecting the respondent answers.

2.4 Data Collection

In this study, the information was gathered by a Google Forms online questionnaire. The online questionnaire helped reach the targeted sample in the most convenient way. An ethical approval required from the Effat University Research Ethics Institutional Review Committee (REIRC) was seized before sending out the questionnaire in order to get an approval for the information that was going to be collected for this research.

2.5 Data Analysis Techniques

The primary data gathered and analysed for this research was used by a quantitative approach. The survey reached the targeted sample and the information was collected from their answers. The objective of my study was to know the impact of hedonic content on active participation in the social media brand pages and to study the impact of hedonic content on passive participation in the social media brand pages. In order to study this, a survey was administered over 500 target respondents, however only 205 completed questionnaires were returned. Later on, the survey results were analysed on SPSS 25 and One-way Anova test was used to understand the cause-effect relationship between hedonic content and active participation and passive participation.

3. RESULT AND DISCUSSION

The primary test, ANOVA, used in this research is to help determine if any significant differences exist between the impact of hedonic content of Huda Beauty's social media accounts on active participation and the impact of hedonic content of Huda Beauty's social media accounts on passive participation of followers. As shown in (Table 1) and (Table 2) the significance value is .000 for both active and passive participation which is less than threshold value of significance value of 0.05. Therefore, there is a significant dependence of active participation and passive participation on the hedonic content of Huda Beauty's social media accounts follower engagement. The value of F in Active Participation equals 43.371 and the value of F in Passive Participation equals 43.509 which indicate that the hedonic content has an impact on both the active and passive participation.

Table 1. One-way Anova test results of the impact of hedonic content on active participation

AP	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3954.766	10	395.477	43.371	.000
Within Groups	1768.990	194	9.119		
Total	5723.756	204			

Table 2. One-way Anova test results of the impact of hedonic content on passive participation

PP	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2455.369	10	245.537	43.509	.000
Within Groups	1094.807	194	5.643		
Total	3550.176	204			

The responses obtained from the analysis suggest that hedonic content influences both active participation and passive participation more and less equally. However the impact of hedonic content on passive participation is slightly higher than the impact of hedonic content on active participation and thus both the hypothesis are accepted.

As shown in Table 3, the correlations test shows that the hedonic content has a strong relationship with active participation of .805 and the hedonic content has a strong relationship with passive participation of .802.

Table 3. Results of the Correlation Test

Correlations		HC	PP	AP
HC	Pearson Correlation	1	.802**	.805**
	Sig. (2-tailed)		.000	.000
	N	205	205	205
PP	Pearson Correlation	.802**	1	.811**
	Sig. (2-tailed)	.000		.000
	N	205	205	205
AP	Pearson Correlation	.805**	.811**	1
	Sig. (2-tailed)	.000	.000	
	N	205	205	205
**. Correlation is significant at the 0.01 level (2-tailed).				

In order to know that an Independent Sample Test was obtained, first it was used on active participation in which the test variable was active participation and gender. This test tells the level of participation amongst males and female are not the same. As shown in Table 4 and Table 5.

Table 4. Results of gender differences for Active Participation

		Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variances	F	5.372	
	Sig.	.021	
t-test for Equality of Means	t	3.804	4.777
	df	203	21.354
	Sig. (2- tailed)	.000	.000
	Mean Difference	4.94212	4.94212
	Std. Error Difference	1.29932	1.03461
	95% Confidence Interval of the Difference (Lower)	2.38022	2.79269
	95% Confidence Interval of the Difference (Upper)	7.50401	7.09154

Table 5. Results of gender differences for Passive Participation

		Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variances	F	2.762	
	Sig.	.098	
t-test for Equality of Means	t	4.656	5.659
	df	203	20.919
	Sig. (2- tailed)	.000	.000
	Mean Difference	4.68742	4.68742
	Std. Error Difference	1.00674	.82830
	95% Confidence Interval of the Difference (Lower)	2.70241	2.96447
	95% Confidence Interval of the Difference (Upper)	6.67243	6.41037

The results of the tests have confirmed the positive relationship between what was hypothesized. Correspondingly, brand managers should come up with interesting insights in planning effective social media marketing strategies for their brand.

3.1 Overall Discussion

Social media plays a significant role in the marketing world of brands. Brand pages have become a commitment for customer-relationship, interaction and brand communication. Brands engage with customer in social media by the essential mechanism of brand posting and the customers' tendency to interact with a brand through social media developed the concept of consumer engagement. Moreover, social media interaction is consisted of two types: active participation and passive participation. Both interactions could be either direct communication or by posting/liking/sharing posts. Social media has enables customers to interact, both actively and passively, in brand communication. Nevertheless, social media brand page's effect on brands still cannot be precisely determined due to the lack of research that are able to provide closer understandings of the differences between active social media use and passive social media use. Correspondingly, this research aims to contribute in a comprehensive study on the impact of hedonic content in a brand social media account on active participation of followers, the impact of hedonic content in a brand social media account on passive participation, and to have a better understanding of the oral impact of hedonic content on follower engagement.

4. CONCLUSION

This research is a contribution to the field by focusing on the deficiency of relevant researches on the impact of hedonic content in a brand social media account on active and passive participation of followers. The findings of this research signify that hedonic content in a brand social media

account has a positive impact on both active and passive participation of followers. Therefore, it is important to know the extent to which hedonic content can actually impact follower engagement. The purpose of this research is to come up with interesting insights that will be helpful for brand managers in planning effective social media marketing strategies.

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