Analysis of Post Characteristic on Online Engagement and Online Behavior

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Abstract: *Content marketing is one indicator that creates high influences on business performance. The key of content marketing is to deliver valuable content to customers so it can reach customer engagement and customers' download intention. Instagram is one of platforms that is often used by companies to do marketing. On Instagram, companies usually post some contents to interact with their customers. The higher the engagement from customers means that a company can establish good relationships with consumers. The purpose of this study is to discover response differences towards online engagement and online behavior with various content typologies using different posting types. By using Mann-Whitney and Kruskal-Wallis. There are four findings generated from this research. First, there is a difference on online engagement with product awareness content using different types of posts. Second, there is a difference on online behavior with brand awareness content using different types of posts. Third, there are response differences in various content type using video on online engagement. Fourth, there are response differences in various content type using photo on online engagement and online behavior. The output of this research will be used as the recommendation for marketing strategy to reach customers' engagement and download intention.*

Keywords: Social media marketing, Customer engagement, Download intention, Instagram contents, Kruskal-Wallis, Mann-Whitney.
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1. Introduction

Content Marketing is a strategy to make and post content on websites and social media. Content includes photos, videos, blogs, white paper pdf, website articles as online content marketing. The key to content marketing is to deliver valuable content to customers (Weerasinghe, 2019). It is one of a marketing company or brand that will help consumers enrich their lives by sharing informative, entertaining, or insightful content. It can be in the form of personal changes, or maybe in the form of a decision to buy (Ruffolo, 2017).

Social media is a digital space concept where each user can create a profile summary, describing themselves to interact with people from different circles, both within individuals and with companies. Its media has an important role as a communication tool where each user can share information, knowledge and connect with each other. According to Gong (2014) as cited in Sharma (2018). Every day there are 60% of users visiting the social media platform, and 32% of these users are on Instagram (Sharma, 2018). The ease of use of the application and a more concise display by only displaying images and videos are the key to Instagram's success (Pujasari, 2018). Nowadays, where everyone is busy, many people will

prefer to look at visual-based ads such as images and videos rather than words-filled advertisements.

On Instagram, companies usually post some contents to interact with their customers. This action can be called as customer engagement. Customer engagement is a type of relationship between customer and brand. Customers who are highly involved are loyal to the brand and purchase more products (Weerasinghe, 2019). It was found that post content can have an impact on online engagement on social media in the form of likes and comments. The higher the number of likes and comments indicates that a company can establish good and intense relationships with customers (Santoso *et al*., 2017).

There are also some studies (Ahmad & Ilkay, 2019; Bunpis & Haron, 2014) discover that content marketing can influence consumers' online behavior in the form of purchase intentions (Al-Gasawneh & Al-Adamat, 2020). Purchase intention is not always a monetary value. It can be in the form of someone's intention to trade their resources like effort, time, and money to consume a product or service (Jiang *et al*., 2018). In this study, purchase intention is the same as download intention, where someone completes their online transaction by downloading a mobile application. Content marketing in the form of post characteristic is one of the factors that can predict purchase intention (Prentice *et al*., 2019). Thus, it is important to discover what type of post characteristics that drive online engagement and online behavior.

2. Literature Review

In this study, Instagram post characteristics divided into post type and content typology. The first thing that will be discussed is post type.

A post is an article that is uploaded to a website or social media page in the form of videos, images, and words (Santoso *et al*., 2017). There are two types of post type which is video and photo. Miles (2013), has revealed in his research that watching a video helps 52% of people feel certain toward a product. Also, there is a 74% rise in the probability of purchasing a product while shoppers watch videos. While images shared on social media are seen to have higher values compared to any writing. Precise and well-used images make a consumer see the brand and get the message when purchasing (Langton, 2011). The second that will be discussed is about content typology. Chemela (2019) revealed in her research that type of content in Instagram posts have a positive impact with consumer engagement. The content classification that will be used in this research will be adapted from Coursaris *et al* (2013) framework which categorize the content into 7 types; brand awareness, corporate social responsibility, customer service, engagement, product awareness, promotional and seasonal. In this research, the types that will be used are brand awareness, product awareness and corporate social responsibilities since these three types of content generate engagement with consumers (Chemela, 2019).

According to Strauss (2014) as cited in Weerasinghe (2019) Content marketing can be categorized as one of the marketing strategies that can influence customers and prospects by providing useful, appropriate and valuable content. The higher the engagement indicates that a company can establish good relationships with consumers and increase sales (Santoso *et al*., 2017). Hence, the best strategy to reach online engagement is content marketing, since it has evolved along with the rise of social media (Content Marketing Association, 2014). It was also found that content marketing positively influences consumers' purchase intentions and it

can be used by marketers as their strategy to make a new business or increase their sales (Al-Gasawneh & Al-Adamat, 2020). Alalwan (2018) revealed that post characteristic is one of the factors that can predict purchase intention (Prentice *et al*., 2019).

Researchers categorized Instagram posts as content marketing. The post characteristics used in this research were delivered with two types of posts, which are photos and videos. Each type of posts has different content information. Below is the experimental design used in this research:

Table 1: Experimental Design

	Posting	Assessment	Posting	Assessment	Posting	Assessment
Design 1	Video (X1)	Online engagement, online behavior, brand awareness content type	Video (X2)	Online engagement, online behavior, product awareness content type	Video (X3)	Online engagement, online behavior, corporate social responsibility content type
Design 2	Photo (Y1)	Online engagement, online behavior, brand awareness content type	Photo (Y2)	Online engagement, online behavior, product awareness content type	Photo (Y3)	Online engagement, online behavior, corporate social responsibility content type

Hypothesis Development
H1   : There is a difference between video and photo posting on online engagement with brand awareness content type.
H2   : There is a difference between video and photo posting on online behavior with brand awareness content type.
H3   : There is a difference between video and photo posting on online engagement with product awareness content type.
H4   : There is a difference between video and photo posting on online behavior with product awareness content type.
H5   : There is a difference between video and photo posting on online engagement with corporate social responsibility content type.
H6   : There is a difference between video and photo posting on online behavior with corporate social responsibility content type.
H7   : There is a difference in online engagement between brand awareness score, product awareness score, and corporate social responsibility score in a video posting.
H8   : There is a difference in online behavior between brand awareness score, product awareness score, and corporate social responsibility score in a video posting.
H9   : There is a difference in online engagement between brand awareness score, product awareness score, and corporate social responsibility score in photo posting.
H10   : There is a difference in online behavior between brand awareness score, product awareness score, and corporate social responsibility score in photo posting.

3. Methodology

This research used quantitative approach and would be executed using a questionnaire. The sample chosen of this study is people who live in Jakarta, Bandung, and Surabaya, with the age range 15-45 years old and an Instagram user. The questionnaire using 10 point-Likert

scale and divided into two parts. The first part is about the respondent's profile and the second part is about the respondent's response regarding online engagement and online behavior towards various posts presented. There are three images and three videos presented with three different content specifications, namely brand awareness, product awareness, and corporate social responsibility. The questions that will be used in the questionnaire adapted from previous studies (Brodie *et al.*, 2011; Kurniawati, 2017) regarding online engagement and download intention. This research gathered 260 respondents which then processed using Kruskal-Wallis and Mann-Whitney as the data analysis since all the variables are not normally distributed.
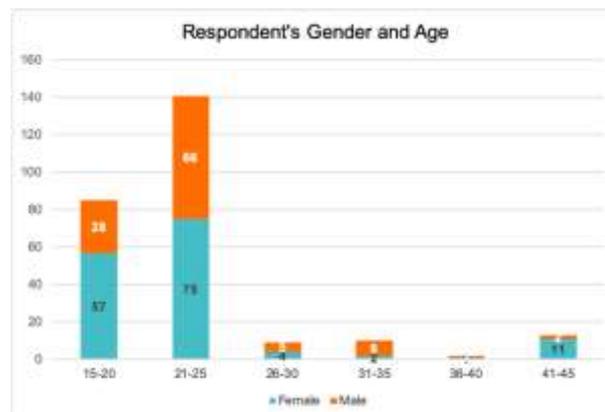
4. Analysis and Discussion

Figure 1: Respondent's gender and age

The respondents gathered in this research is 260 respondents which consist of 57.69% female (150 respondents) and 42.30% male (110 respondents). The respondents in this research are dominated with people from 21-25 years old with 54.23% (141 respondents), followed by 15-20 years old with 32.69% (85 respondents), 41-45 years old with 5% (13 respondents), 31-35 years old with 3.84% (10 respondents), 26-30 years old with 3.46% (9 respondents) and the rest 0.76% (2 respondents) are 36-40 years old.

Figure 2: Respondent's domicile

Figure 2 showed the domicile of the respondents which are classified into 3 regions; Jakarta, Surabaya and Bandung. Most of the respondents are from Surabaya with a total of 102 or 39.2%, followed by Jakarta with a number of 82 respondents or 31.53% and the rest is from Bandung with a total of 76 respondents or 29.23%.
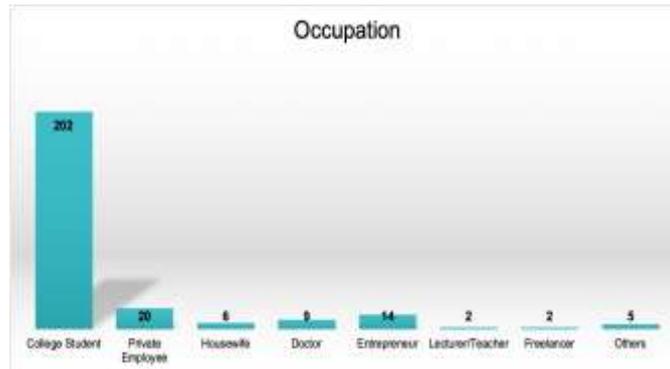
Figure 3: Respondent's occupation

Figure 3 showed the occupations of respondents. It can be seen that most of the respondents are college students with a total of 202 respondents or 77.69%. Followed with private employees with 20 respondents or 7.69%, entrepreneur with 14 respondents or 5.38%, doctor with 9 respondents or 3.46%, housewife with 6 respondents or 2.30%, freelancer with 2 respondents or 0.77%, lecturer or teacher with 2 respondents or 0.77% and the rest is from others category which are broker, students, police, trader and fresh graduates.

Table 2: Normality Test Result

Group		*Sig.*	α	Result
Corporate Social Responsibility (Download Intention)	Photo	0.000	< 0,05	Not Normally Distributed
	Video	0.000	< 0,05	Not Normally Distributed
Corporate Social Responsibility (Online Engagement)	Photo	0.000	< 0,05	Not Normally Distributed
	Video	0.000	< 0,05	Not Normally Distributed
Product Awareness (Download Intention)	Photo	0.000	< 0,05	Not Normally Distributed
	Video	0.000	< 0,05	Not Normally Distributed
Product Awareness (Online Engagement)	Photo	0.000	< 0,05	Not Normally Distributed
	Video	0.000	< 0,05	Not Normally Distributed
Brand Awareness (Download Intention)	Photo	0.000	< 0,05	Not Normally Distributed
	Video	0.000	< 0,05	Not Normally Distributed
Brand Awareness (Online Engagement)	Photo	0.000	< 0,05	Not Normally Distributed
	Video	0.000	< 0,05	Not Normally Distributed

Based on the results of normality testing in Table 4.2 all of the significance value is smaller than 0.05, so it can be concluded that all data groups are not normally distributed. Since the data are not normally distributed, the subsequent analysis uses non-parametric statistical analysis. Because this study will compare two different stimuli or groups, the non-parametric analysis used is *Mann Whitney*. Meanwhile, to compare three different groups researcher using the *Kruskal Wallis* test.

Table 3: Mann Whitney Analysis Result

Group		Mann Whitney Score	P-Value	Mean Rank	Decision
Brand Awareness → Online Engagement	Photo	33048.0	0.058	257.61	H_1 not supported
	Video			263.39	
Brand Awareness → Download Intention	Photo	28437.0	0.002	281.13	H_2 supported
	Video			239.87	
Product Awareness → Online Engagement	Photo	26633.0	0.000	288.07	H_3 supported
	Video			232.93	
Product Awareness → Download Intention	Photo	33154.0	0,4902	258.02	H_4 not supported
	Video			262.98	
Corporate Social Responsibility → Online Engagement	Photo	33273.0	0,525	258.47	H_5 not supported
	Video			262.53	
Corporate Social Responsibility → Download Intention	Photo	30559.5	0.058	272.96	H_6 not supported
	Video			248.04	

Table 4: Kruskal Wallis Analysis Result

Group		Kruskal Wallis Score	P-Value	Mean Rank	Decision
Video → Online Engagement	CSR	6.117	0.047	416.07	H_7 supported
	PA			367.85	
	BA			387.58	
Video → Download Intention	CSR	2.463	0,2028	408.00	H_8 not supported
	PA			378.61	
	BA			384.89	
Photo → Online Engagement	CSR	22.680	0.000	337.36	H_9 supported
	PA			409.03	
	BA			425.12	
Photo → Download Intention	CSR	10.002	0.007	357.13	H_{10} supported
	PA			395.43	
	BA			418.94	

Hypothesis Testing

Based on the table above, five hypotheses are supported and the other five are not supported. H2, H3, H7, H9 and H10 supported with the Mann Whitney value score; 28437.0 (H2), 26633.0 (H3) and Kruskal Wallis score; 6.117 (H7), 22.680 (H9),10.002 (H10). These scores have p-value less than the significant value 0.05. Therefore, there is enough evidence to support H2, H3, H7, H9 and H10.

Discussion

H1 : There is a difference between video and photo posting on online engagement with brand awareness content type
There is no difference between video and photo posts on online engagement with brand awareness content type.

H2 : There is a difference between video and photo posting on online behavior with brand awareness content type
There is a difference between video and photo posts on online behavior with brand awareness content-type. It means that there is a tendency between photo or video with brand awareness content type towards online behavior (download intention). Since photo has highest mean rank (281.13) it means that as long as the post uses brand awareness content type, it is highly suggested if the post is delivered using photo rather than video to reach customers' download intention.

H3 : There is a difference between video and photo posting on online engagement with product awareness content type
There is a difference between video and photo posts on online engagement with product awareness content type. It means that there is a tendency between photo or video with product awareness content type towards online engagement. Since photo has highest mean rank (288.07) it means that as long as the post uses product awareness content type, it is highly suggested if the post is delivered using photo rather than video to reach customers' online engagement.

H4 : There is a difference between video and photo posting on online behavior with product awareness content type
There is no difference between video and photo posts on online behavior with product awareness content type

H5 : There is a difference between video and photo posting on online engagement with corporate social responsibility content type
There is no difference between video and photo posts on online engagement with corporate social responsibility content type.

H6 : There is a difference between video and photo posting on online behavior with corporate social responsibility content type
There is no difference between video and photo posts on online behavior with corporate social responsibility content type.

H7 : There is a difference in online engagement between brand awareness score, product awareness score and corporate social responsibility score in a video posting
There is a difference in online engagement between brand awareness scores, product awareness scores and corporate social responsibility scores in video posts. It means that there

is a tendency between brand awareness, product awareness, and corporate social responsibility that use video as a post type towards online engagement. Since corporate social responsibility has highest mean rank (416.07) it means that as long as the post type is video, it is highly suggested if the post use corporate social responsibility content to reach customers' online engagement.

H8 : There is a difference on online behavior between brand awareness score, product awareness score and corporate social responsibility score in video posting
There is no difference in online behavior between brand awareness scores, product awareness scores and corporate social responsibility scores in video posts.

H9 : There is a difference on online engagement between brand awareness score, product awareness score and corporate social responsibility score in photo posting
There is a difference in online engagement between brand awareness scores, product awareness scores and corporate social responsibility scores in photo posts. It means that there is a tendency between brand awareness, product awareness, and corporate social responsibility that use the photo as a post type towards online engagement. Since brand awareness has highest mean rank (425.12) it means that as long as the post type is a photo, it is highly suggested if the post use brand awareness content to reach customers' online engagement.

H10 : There is a difference in online behavior between brand awareness score, product awareness score and corporate social responsibility score in photo posting
There is a difference in online behavior between brand awareness score, product awareness score and corporate social responsibility score in photo posting. It means that there is a tendency between brand awareness, product awareness, or corporate social responsibility that use the photo as a post type towards online behavior (download intention). Since brand awareness has highest mean rank (425.12) it means that as long as the post type is a photo, it is highly suggested if the post-use brand awareness content to reach customers' download intention.

Conclusion and Implication

Based on the analysis explained above, it can be concluded that there is difference on online engagement and online behavior with various post characteristics. It shows that there are tendencies of various content typology and posting type towards online engagement and online behavior. As social media rapidly grows especially in Instagram. The number of business accounts registered are keep increasing which impacted to competitive among businesses. By understanding how to deliver the brand's mission and determining the right strategies for content marketing in social media, it will be resulted in customers online engagement and online behavior. There are recommendations from the research findings that can be used as marketing strategies; If a brand wants to reach online on online engagement level in their Instagram account, it would be better to upload postings in the form of photos rather than videos with brand awareness content type. As long as the brand uploads a video post, they will reach customers' online engagement if the content is about corporate social responsibility, posts with product awareness content is strongly suggested to be delivered using photo rather than video in order to reach online engagement, in order to reach customer download intention and customers' online engagement with photo posting, the most suitable content is brand awareness.

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