



International Journal of Applied Business and Economic Research

ISSN : 0972-7302

available at <http://www.serialsjournals.com>

© Serials Publications Pvt. Ltd.

Volume 15 • Number 22 • 2017

An Insight on Consumer Engagement in Facebook Brand Pages

Sudarsan Jayasingh¹ and R. Venkatesh²

¹Research Scholar, VIT Business School Chennai, India. Email: sudarjay@gmail.com

²Professor, VIT Business School Chennai, India. Email: venkatesh.r@vit.ac.in

ABSTRACT

Objectives: Indian brands are relatively new in using Facebook brand pages and this paper provides an insight about consumer responses in Facebook brand pages. The main purpose of this paper is to examine the 100 Indian brand pages and analyze how customers react to brand posts in their Facebook pages.

Methodology: The data for this study was based on Facebook brand pages of 100 Indian brands, which are selected from Social Bakers Facebook Indian brands list. The data related to Facebook post type and the consumer responses in form of number of likes, comments, shares and reactions were collected using Fanpage Karma, a social media evaluation tool. The Facebook brand activity data was collected between the time periods of January 2014 to November 2016.

Finding: The number of fans and their total engagement rate is increasing. The most number of posts were made by mobile service providers and the least by beverages brands. The brands most frequently used post types are photos, videos and links. The post engagement is highest for link, which is followed by video and photos.

Improvement/Applications: Gaining insight about the consumer responses in brand pages helps the brands to engage with their consumers and build brand loyalty. Certain type of content attracts more responses like video and offers. The engagement rate if increased then the brand post can reach more audience and helps to maintain better communication with their target audience.

Keywords: Consumer Responses, Brand Community, Brand Engagement, Consumer Engagement, Facebook Pages, Facebook Reactions, Social Media.

1. INTRODUCTION

Social media offers opportunities for brands to engage customers and build brands online. Consumer Engagement is defined as a behavioral manifestation toward the brand¹. Facebook, which has 1.79 billion active users, is the largest social networking site in terms of number of followers and active users². Brands create Facebook brand pages to interact, build relationship, and developing loyalty with their consumers. Numerous brands have Facebook page nowadays. In Facebook brand pages consumer responses is in the form of clicking like button or sharing or commenting. Facebook brand page responses or engagement may enhance or develop brand equity. Brand can post marketing communication content on its brand page, and which may read by their consumers if they are following the brand page. Consumer may respond in the form of emoticons like love, wow, angry, likes, or use comments, or shares the content in their network.

Marketers are concerned about the number of consumers their Facebook posting in their brand pages reach. Recent statistics shows that organic reach is declining due to increase in number of content been posted in Facebook³. Facebook brand post does not reach all followers, its reach depends on quality of content, number of fans, and number of connected friends that fans of a brand page have. The brands have to post quality content that matches the requirement of their targeted consumers so that they engage or respond to the post. Brand page responses depend on number of posts made in their brand pages and the quality of content. The content can be in form of link, event, offer, photo or message or video. Nowadays, users in social media sites frequently use emoticons for easy and fast communication. An emoticon is a symbol, which looks like the facial expression. Emoticons is often used by users to express their feeling and also easy to click than typing words. Facebook released Facebook reactions in February 2016 allowing their users to “Love”, “haha,” “wow,” “angry,” and “sad”.

Total number of Internet users in India is around 462 million². Facebook is currently the most actively used social network site in India with over 195 Million active users in India (Statista, 2016). Good number of Indians is using Facebook but this media is relatively new for Indian companies. No major research studies are made about Indian brands Facebook brand page activities this article try to provide an insight about Indian brand activities in Facebook pages. This paper studies the various Indian brands is posting in their Facebook brand pages how Indian consumers are responding and interacting in the brand pages. This study also tried to get an insight about how Indian customer uses these emoticons in brand pages.

2. RESEARCH BACKGROUND

There have been abundant studies on Facebook engagement analysis in recent years. In particular, brand engagement has gathered a lot of interests in both academia and the industry. Social Networking Sites like Facebook allow members to create public profiles to share their information about them and can also post content, which can be shared with others⁴. Facebook is a social networking platform for users to communicate with their friends, family, brands and others. The Facebook members can able to post content in their profile page and also can see others posted content in news feed. Users can post the content in form of photos, videos, messages and emoticons like “Like”. Companies or brands can create their own Facebook pages to allow them to get connected with the target audience. They can also use their pages to communicate the brand related content to their followers or fans. Users usually click “like” to follow the brands of their choice, so that can receive the brands post content on their profile page as news feed and they also can interact with the brand by using emoticons, commenting or sharing the content with their friends.

In the social networking context consumer responses or engagement is usually measured in terms of comments, subscribing, sharing, liking etc. Higher engagement or activities on brand pages increases the posts reach, as it is key metrics used in Facebook's News Feed algorithm⁵. According to Facebook the number of fans following and quantity of content is increased many times, the new algorithm try to show only relevant high quality content in users news feed. When users respond or participate in brand page then Facebook will show the content in users timeline and the brand engagement will be visible to their friends and this helps the brand post to reach more people⁵. Social Bakers measures two types of engagement rates, the average Post engagement rate and the average Page engagement rate.

When creating Facebook content, it is critical to publish posts that engage your social audience. Having high engagement rates is the best way to guarantee that your Fans are interacting with the content that you are publishing. It will also ensure that Fans are continuously returning to your Page, and liking and Commenting of posts and will share interesting content with their Friends⁵.

$$\text{Total Engagement (No. of Likes + No. of Comments + No. of Shares) / Total Fans}$$

The Facebook Post Engagement Rate formula sums all of the Likes, Comments, and Shares of all posts on a given day and then is divided by the number of Posts made on that day. This is then divided by the total number of Fans on that day, and multiplied by 100 to calculate the final percentage. The Facebook Page Engagement Rate formula is the sum of all Likes, Comments, and Shares on a given day, divided by the total number of Fans on that day. This number is then multiplied by 100 to calculate the final percentage.

$$\text{Page Engagement Rate} = (\text{No. of Likes} + \text{No. of Comment} + \text{No. of Share} / \text{Total Number of Fans}) * 100$$

A crucial factor for increasing the engagement rate for your Page is its content and how often you post⁵. The engaged users metric can be calculated using the Facebook insights which is provided free for users by Facebook.

Cvijikj and Michahelles developed a conceptual framework in which they propose the that digital engagement on a social network depends on several elements: (1) the type of content published, (2) the post format, and (3) the time of publication⁶. Leung analyzed the Facebook page content of 12 hotels and able to find that links were the most commonly used post format (37%), followed by images (30%) and video (2.9%)⁷. Posting photos and asking questions found to be increasing the consumer responses and drive fans engagement with the brand. Syncapse report mentions that 42% prefers the brand pageto post content related to coupons or discounts⁸. A report by social bakers mentions that more fans means it reduces the engagement rates. UnSeok studies shows that functional and emotional benefits affects brand engagement⁹.

The total page engagement is computed by sum of interactions divided by total number of fans following the brand. The number of comments, likes and shares should depends on active number of page fans at the moment of posting, a ratio to the active number of fans was used as more accurate engagement measure¹⁰. This research also tries to capture the consumer engagement in Facebook brands pages using emoticons.

3. METHODOLOGY

The data for this study was based on Facebook brand pages of 100 Indian brands, which are selected from Social Bakers Facebook Indian brands list. The 100 brands are selected based on most number of fans. The data about Facebook brand page activities like brand post content, post type and the number of likes, comments, shares and reactions were collected using Fanpage Karma, a social media evaluation tool. The Facebook brand activities data was collected between the time periods of January 2014 to November 2016. The consumer response is calculated as the sum of “likes”, comments and shares of the individual posts.

Our research aim is to provide insight on the Facebook page activities of Indian brands. Total 1,61,056 posts were collected and its overall engagement rate is calculated based on number of likes, number of shares, number of comments and total reactions. The selected 100 brands were classified into 17 Industries. The data collected is related to number of fans, type of posts and consumer reactions like, share, comments, love etc., are collected and analyzed to calculate the overall engagement rate.

4. RESULTS AND DISCUSSION

The data collected through Facebook Karma was analyzed using excel and tableau software. Table 1 shows the Industry and the customer interactions. It's clear from the table 1 that Mobile service providers post most frequently and Beverages brands are one who posts Facebook content the least. More Fans are following automobile brands and least followers are for Hotel brands. The total engagement is increasing from 125443408 in 2014 to 324,183,845 in 2016. This shows more customers are getting engaged in Facebook brand sites.

Table 1
Industry and Customer Engagement

<i>Industry</i>	<i>Fans Total</i>	<i>Posts</i>	<i>Likes</i>	<i>Shares</i>	<i>Comments</i>	<i>Reactions</i>	<i>Total Engagement</i>
Airlines	5331217	9693	7101592	256982	125798	32993	7517365
Automobile	51075448	16141	84983642	3794651	1032090	1462226	91272609
Banks	22389343	9084	45088689	838730	403228	52658	46383305
Beverages	10963792	10010	51915604	452607	333634	99505	52801350
Computer	14427148	8733	11787950	297484	136501	13513	12235448
Electronics	23238578	17256	61079732	895260	1178254	176385	63329631
eRetailers	23396941	4114	31815001	208654	101141	75705	32200501
Fashion	26210348	3961	9656723	447100	234624	48940	10387387
FMCG Food	43228877	12210	58284879	515413	623115	48749	59472156
Health/Beauty	8009527	6627	14018295	268117	134371	22585	14443368
Household Goods	1230665	8101	1609951	76882	29376	5679	1721888
Hotels	52772910	21348	124450623	2005186	1765638	378704	128600151
Mobile	19401323	10729	28888704	287175	690018	124455	29990352
Restaurants	21501143	9733	11494540	91027	134293	16466	11736326
Retail	9807052	3020	8242112	80094	38448	18607	8379261
Sporting Goods	42044814	7576	77401167	637108	883592	107557	79029424
Telcom	419656386	161056	639089991	11508082	7961846	2723343	661283262
Grand Total	419656386	161056	639089991	11508082	7961846	2723343	661283262

Figure 1 shows the Facebook reactions, which is related to emoticons. It's clear that "Love" emoticons was used the most and "sorry" emoticons was used the less. Still it is only 5% of all the likes during that period. Between Feb 2016 to November 2016, 38,091 posts was made by the selected 100 brands. 287866352 likes was registered by fans but Facebook reactions was only used by 1% of the fans. Total number of likes registered is 2716166 during this period.

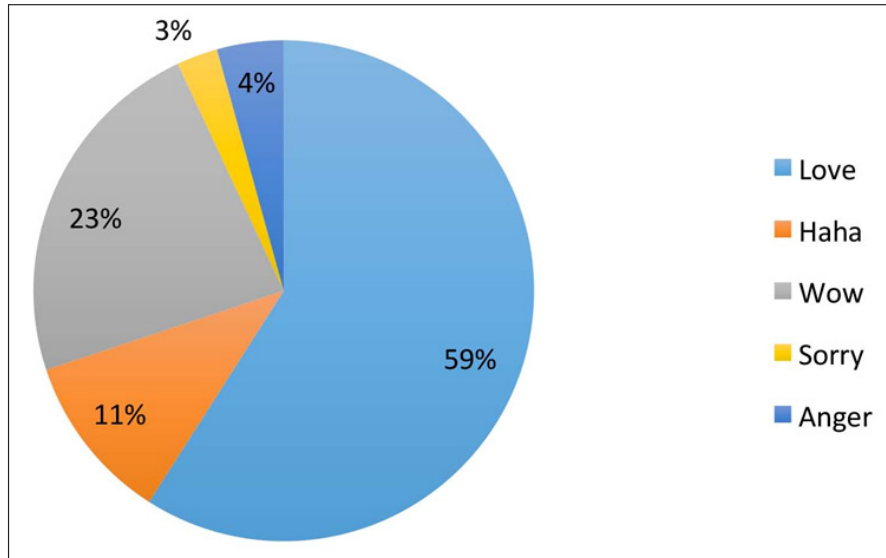


Figure 1: Facebook Reactions using Emoticons

Post media type and its engagement rate is presented in Table 2. Facebook brand pages allow their post to be in following types: status, link, music, video, offer, photos and event. The most number of posts were made by mobile service providers and the least by beverages brands. The brands most frequent used post types are photos, videos and links. The post engagement is highest for link, which is followed by video and photos.

Table 2
Types of Post and its Engagement Rate

Type of Post	No. of Posts	Likes	Comments	Shares	Reactions	Total Engagement	Avg. Post Engagement
Event	20	436	129	252	0	817	40.85
Link	11,340	7,35,37,939	6,37,135	4,57,662	1,49,958	7,47,82,694	6594.59
Offer	307	11,59,901	17,703	29,712	271	12,07,587	3933.51
Photo	1,34,108	52,25,73,692	60,74,725	80,24,520	12,83,373	53,79,56,310	4011.37
Status	3,969	11,90,391	2,14,023	28,242	7,180	14,39,836	362.77
Music	9	929	31	43	0	1,003	111.44
Video	11,303	4,06,26,703	10,18,100	29,67,651	12,82,561	4,58,95,015	4060.43
Total	161056	639089991	7961846	11508082	27,23,343	661283262	2730.71

Table 3 lists the brands covered in the study and its consumer engagement rate. Most number of fan followers are for Pepsi, Mercedes Benz, Cadbury Dairy Milk and Samsung Mobile. Pepsi India got 31 million brand page followers, which is followed by Mercedes Benz. Mobile service providers, automobile and mobile phone brands followers show the highest number of anger and sad emoticons. E-retailers brands like Amazon and mobile phone brands have the most number of comments made in their Facebook as customer use it as an avenue to address the enquiry and present their grievances. The highest engagement rate is for Gillette brand.

Table 3
Facebook Brand Pages and Consumer Engagement Rate

<i>Brand Fanpage</i>	<i>No. of Fans</i>	<i>CE</i>	<i>Brand Fanpage</i>	<i>No. of Fans</i>	<i>CE</i>	<i>Brand Fanpage</i>	<i>No. of Fans</i>	<i>CE</i>
Air Asia India	10,38,436	16.82	Sony India	19,03,812	4.41	The Lalit Hotels, Palaces & Resorts	1,43,869	4.51
Fly Spice Jet	10,06,135	7.18	Amazon India	55,93,128	4.12	The Leela Palaces Hotels and Resorts	1,30,835	23.13
Go Air	1,60,419	25.01	eBay India	38,67,681	11.20	The Tamara Coorg	4,81,094	6.17
Jet Airways	28,95,203	2.63	Flipkart	60,58,583	11.02	HTC India	61,79,948	3.79
Vistara	2,31,024	14.90	Myntra	34,63,742	14.13	Intex	53,44,906	5.53
Audi India	36,71,823	12.97	Snapdeal	42,55,444	1.16	LeEco (IN)	48,81,116	58.12
BMW India	33,44,895	6.83	Fastrack	97,01,536	19.56	Micromax India	52,33,278	9.41
Harley-Davidson India	19,57,662	9.81	Levi's	55,26,379	28.89	OnePlus India	27,80,069	7.50
Hyundai India	76,54,493	2.72	Mufti Jeans	42,19,340	1.56	OPPO (IN)	37,08,136	30.86
Mahindra Scorpio	33,41,067	51.62	Peter England	17,72,150	14.97	Samsung Mobile India	1,25,14,458	6.15
Mahindra XUV500	23,30,922	49.81	Titan	21,77,536	27.21	Sony Mobile IN	55,58,861	7.14
Mercedes-Benz	2,03,87,265	6.35	Amul	12,99,769	26.27	Vivo India	30,91,304	11.03
Royal Enfield	21,36,003	20.19	Bingo!	51,39,143	0.35	XOLO	34,80,834	9.66

An Insight on Consumer Engagement in Facebook Brand Pages

<i>Brand Fanpage</i>	<i>No. of Fans</i>	<i>CE</i>	<i>Brand Fanpage</i>	<i>No. of Fans</i>	<i>CE</i>	<i>Brand Fanpage</i>	<i>No. of Fans</i>	<i>CE</i>
Tata Nano	38,33,219	1.44	Cadbury Dairy Milk	1,29,57,073	0.23	Cafe Coffee Day	51,22,375	9.47
Volkswagen	24,18,099	16.96	Lay's India	38,75,701	11.63	Domino's Pizza India	69,91,495	3.41
Axis Bank	32,72,296	45.06	MAGGI	29,38,662	26.31	McDonalds India	15,72,069	16.58
HDFC Bank	23,39,646	2.67	Axe Angels club	41,95,426	13.06	Pizza Hut	47,22,927	8.25
ICICI Bank	48,29,399	59.83	Closeup	1,08,57,395	4.20	Starbucks India	9,92,457	33.98
State Bank of India	72,62,408	1.72	Colgate India	29,22,647	38.50	HyperCITY	8,90,720	4.03
YES BANK	46,85,594	2.17	Dove	23,83,960	16.50	Lifestyle International	46,28,952	2.25
7Up	51,45,790	1.79	Garnier Men India	23,63,515	10.20	Pantaloons	22,07,219	4.12
Coca-Cola	29,51,961	37.88	Gillette India	31,39,894	157.63	Reliance Digital	46,18,659	5.88
Mountain Dew India	21,64,198	17.94	Lakme	28,50,457	24.39	Shoppers Stop	91,55,593	0.97
NESCAFÉ	26,44,296	13.05	L'Oréal Paris	23,71,036	9.69	Nike Cricket	37,81,057	56.12
Pepsi	3,17,21,015	1.63	Maybelline New York India	38,67,890	11.49	PUMA (IN)	21,93,277	25.17
Acer India	16,13,790	11.60	Oriflame	82,76,657	0.28	Reebok India	27,18,625	2.04
ASUS (IN)	34,39,556	45.77	Ambi Pur India	12,89,095	68.06	Wildcraft	11,14,093	28.64
Dell (IN)	21,85,733	4.53	Asian Paints	16,38,508	8.18	Aircel India	1,02,77,151	12.19
HP India	22,30,730	11.42	Dulux Paints	14,14,891	2.39	Airtel India	80,71,033	2.46
Lenovo India	14,93,983	42.37	Nerolac Paints - India	19,80,343	20.35	Idea	77,91,042	47.77
Godrej Appliances	24,21,341	9.58	Surf Excel India	16,86,690	14.01	Reliance Mobile	16,30,281	2.36
LG India	20,14,909	13.57	ITC Hotels	1,64,549	15.24	Tata Docomo	1,42,75,307	3.37

<i>Brand Fanpage</i>	<i>No. of Fans</i>	<i>CE</i>	<i>Brand Fanpage</i>	<i>No. of Fans</i>	<i>CE</i>	<i>Brand Fanpage</i>	<i>No. of Fans</i>	<i>CE</i>
Panasonic India	39,09,242	2.53	Oberoi Hotels & Resorts	1,70,871	14.92			
Philips India (IN)	41,77,844	0.27	Taj Hotels, Resorts and Palaces	1,39,447	10.99			

5. CONCLUSION

The research shows that Facebook pages are widely used by Indian brands. The fan numbers is increasing every year and their engagement rate also found to increase. The marketers also widely post the brand content on their post to attract and retain customers. Gaining insights about consumer responses and engagement in Facebook brand pages helps the brands to increase their brand equity and brand loyalty. Certain type of content attracts more responses like video and offers. The engagement rate if increased then the brand post can reach more audience and helps to maintain better communication with their target audience. Several Indian brands have large numbers of fans, which suggests that many users have clicked the “Like” button, that does not mean the followers will receive the brand posts in their news post or they will get engaged with the brands.

More number of comments was posted in ecommerce brand pages and mobile phone brand pages. These comments are mostly addressing their grievances and also related to enquiry. The brands who have more negative comments mentioned in their page should answer the issue in their Facebook comment page to reduce their negative word of mouth. Further research should be made related to negative comments made in Facebook brand pages and its impact on brand loyalty.

References

- Verhoef, P. C., Reinartz, W. J., Krafft, M. Customer Engagement as a New Perspective in Customer Management. *Journal of Service Research*. 2010; 13(3), 247-252.
- Leading countries based on number of Facebook users as of May 2016. <https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/>. Date accessed: 26/08/2016.
- Organic Reach on Facebook. <https://www.facebook.com/business/news/Organic-Reach-on-Facebook>. Date accessed: 13/04/2016.
- Cheung Christy, M. K., Lee Matthew, K. O. A theoretical model of intentional social action in online social networks. *Decision Support Systems*. 2010;49(1), 24–30.
- Complete Guide to Facebook Analytics: How to analyze the metrics that matter. <https://simplymeasured.com/blog/2013/07/16/facebook-metrics-defined-engagement/>. Date accessed: 18/07/2016.
- Cvijikj Irena and Michahelles F. Online Engagement Factors on Facebook Brand Pages. *Social Network Analysis and Mining*. 2013; 3(4), 843-861.

- The Marketing Effectiveness of Hotel Facebook Pages: From Perspectives of Customers and Messages. <http://digitalscholarship.unlv.edu/cgi/viewcontent.cgi?article=2681&context=thesesdissertations>. Date accessed: 15/05/2016.
- Why consumers become brand fans. http://freshbridge.nl/blog/wp-content/uploads/2013/09/Syncapse_Report_Why_Consumers_Become_Brand_Fans_June.2013.pdf. Date accessed: 13/11/2015.
- An UnSeok. A Study on the effect of Facebook brand page value proposition on brand engagement. *Indian Journal of Science & Technology*. 2016; 9(26), 1-7.
- Measuring Facebook Engagement. <http://wearesocial.net/blog/2014/07/measuring-facebook-engagement/>. Date accessed: 15/05/2016.

