

Using the Right Content on Social Media to Enhance Consumer Engagement

Cristina Radu

The Bucharest University of Economic Studies
radu_cristina16@yahoo.com

Mihaela Constantinescu

The Bucharest University of Economic Studies
mihaela.constantinescu@mk.ase.ro

Alexandru Ion Olteanu

Grantbox
alex@grantbox.ro

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Abstract

Online marketing covers a significant portion of what a brand's promotion strategy means today. Whether the focus is on the organic side of online marketing or the paid one, promotional efforts must be viewed with the same level of importance in building an effective campaign that generates controllable results. The choice of online promotion channels, where a company's potential customers spend their time, as well as the differentiation in types of content that can be uploaded play a significant role in determining consumers to actively engage with the respective brand. Authors from the specialized literature have conflicting opinions regarding the effectiveness of the various types of content uploaded by brands on their social media pages. Thus, there is the need of evaluating the effectiveness of the main existing content categories (informational, remunerative, entertainment and relational), as well as identifying that content that determines certain behaviors among online users, respectively changes in their level of interaction with a brand. To solve such a decision-making problem, we have conducted two direct researches. The first was a marketing experiment, on the Facebook and Instagram pages of a coffee shop, in order to determine the level of engagement users have based on the content type. We have made 12 social media posts, based on content type, length of the description text, the day of the week and the period of the day in which they were made public. The second research was a survey among the social media users following the coffee shop accounts, in order to evaluate the consumer's opinion about the above-mentioned types of content. Comparing the results of the 2 researches, we have identified both correlations and certain existing contradictions between consumers' actual behavior in the online environment and the preferences they state regarding the posts with which they are most likely to interact.

Keywords: Social media content, Marketing experiment, Marketing research, Consumer behavior.

JEL classification: M31.

1. Introduction

The process of digitization has accelerated significantly over time, particularly in the context of the Covid-19 pandemic, when all the activities went online. Although the time spent browsing the various channels available on the Internet has increased, this doesn't guarantee that users will interact more with the various types of content to which they are exposed. Due to the huge flow of information available in online channels, each of us have established certain criteria by which we filter information that is likely to attract our attention and interest about that topic, and otherwise we behave in a passive way.

Therefore, the present study aims to analyze the level of effectiveness of informational, entertainment and relational types of content discussed by different authors in the literature, in

order to identify, in the case of each of the two social networks, Facebook and Instagram, the category of content that attracts the highest engagement rate among the specialty coffee shop followers. The study was firstly based on a marketing experiment to observe the actual behavior of online users, then a quantitative research was conducted using the online survey method, in order to be able to compare the actual behaviour of users with what they say would actually attract their attention. Given that the level of consumer trust is based on information about coffee assortment, country of origin, green bean processing methods, etc., the decision problem arises as to the impact of informational content versus entertaining and relational content on both social media platforms. Therefore, this study was necessary both to identify the most effective type of content on each social network in order to improve Garage Cafe's communication strategy, and to test multiple factors that could contribute to the success of each type of content, since performances cannot be attributed to a single communication effort, even a social media platform.

2. Content Marketing on Social Media

2.1. Online marketing

The Covid-19 pandemic has had a significant impact on the way companies perceive the online environment, with many implications for their level of adaptation in line with the increased time consumers spend on various online channels. Junusi (2020, p.16) argues that some changes in the online environment are driven by the emergence of pandemics as consumer behavior changes, along with the actions taken by brands to keep up and adapt to digital marketing. According to Albattat (2020, p.95), online marketing continues to have a strong impact on how individuals communicate, but also how they select the information they come into contact with, which can influence the decision to purchase a product or service. In the literature, there are a number of different perspectives on the concept of "online marketing". Jucha et al. (2020, p.368) define online marketing as the totality of activities carried out via the Internet with the aim of selling goods or services offered by a company. Online marketing also provides brand value and helps increase brand awareness (Sharma, 2011, p.207).

Kotler and Armstrong (2017, p.78) define the marketing mix as the combination of tactical tools that a company uses to build and strengthen its favorable position in the market in which it operates. McCarthy's (1960) 4Ps model of the marketing mix, consisting of product, price, promotion, and distribution, has effectively evolved into Booms and Bitner's (1981) 7-component model, so that the model can be used for a variety of purposes beyond the service area for which it was originally designed. The online product refers to the adaptation of the physical characteristics of products in a digital space, so the following can be included in this category: software, content uploaded to various online platforms, or services provided (Engaiodigital, n.d.). According to Kotler and Armstrong (2017, p.308), price refers to both the amount of money consumers pay to purchase a product or service and the value they give up to obtain the benefits of using the purchased product or service. Online promotion involves the use of communication techniques that exist in the online environment to get the message across to the target audience (Engaiodigital, n.d.). Distribution is the way in which users or consumers access the products or services offered by a company using the various channels available online (McGruer, 2020, p.334). Ramadani (2020, p.146) defines process as the set of actions taken to provide value and satisfaction to consumers so that they return and purchase online. According to McGruer (2020, p.335), the "people" component includes customer experience, service, and customer support. Physical evidence that can appear online includes how the company's website is displayed and increasing brand awareness through multiple channels to expand the consumer experience (Engaiodigital, n.d.).

Albattat (2020, p.95) argues that a company's performance depends both on how it interacts with its customers, how it takes into account the feedback and complaints it receives from them, and how quickly it communicates information about its products and services, which is only possible by adopting online marketing strategies. A whole new landscape of opportunities to grow and enhance a company's image can be created through online marketing.

2.2. Online promotion

From Booms and Bitner's (1981) picture of the 7Ps of the online marketing mix, online promotion plays a key role in attracting potential consumers and increasing interest in a brand's products and services because of the ease with which marketers can reach an increasing number of people who spend time on the internet. Warokka et al. (2020, p.1187) define online promotion as a strategy by which a company can build and maintain lasting relationships with its customers by initiating concrete and effective activities to facilitate the exchange of ideas, products or services. Moreover, Hossain and Rahman (2017, p.6) argue that online promotion is a profitable choice because the target audience voluntarily wants to obtain information about the company's business and the costs associated with this strategy are relatively low. Businesses have more ways to reach and engage consumers when it comes to online promotion. After reviewing several classifications of online promotion tools in the literature, the classification of Doza and Vanova (2020, p.22) was chosen to be presented. They believe that the most commonly used communication tools are: search engine marketing (SEM), search engine optimization (SEO), cost per click (PPC), social media, display network, email marketing, podcasts and blogs. The tools described below are the most commonly used by companies to ensure their online presence among as many of their target audiences as possible.

Search engine optimization focuses on the quality of the content uploaded to the site, rather than how much companies bid for paid keywords. The main goal of SEO is to provide strategic steps for web developers and content creators to optimize websites to rank high in search results (Drivas et al., 2020, p.2). Social media can be used to promote a company's goods and services as well as to build communities with current and potential customers. Turban et al. (2018, p.382) state that brands and companies can create pages on social media such as Facebook, Instagram, etc. to both communicate with their own customers and promote their products and services to them. Therefore, a variety of online promotion strategies can ensure greater coverage of the online channels where consumers currently spend their time, so that information is disseminated to a large number of people.

2.3. Social media

Social media can have a significant impact on how a brand is perceived by its potential customers, as long as the marketing department's efforts are focused on finding out what people are interested in and providing useful information to capture their attention. Chen, Davison and Ou (2020, p.2) consider the social media platform as one of the biggest innovations in information technology in terms of how a company can communicate with its potential customers and sell its products. McClure and Seock (2020, p.3) define social media as a platform where content is exchanged between multiple people, the quality of which has a strong influence on the rate of consumer engagement with a brand present on the Internet.

Consumer intentions vary widely and can be influenced by the type of actions brands take on social media. Ryan and Jones (2009, p.169) believe that the reason people spend time online is to interact and exchange information with people who are similar to them, while being drawn to things that are shocking, entertaining, informative, and engaging to activate them. They are also always looking for relevant things that are hard to get from other sources, which is why they join communities built in social networks (Bazi, Filieri and Gorton, 2020, p.231).

Demiray and Burnaz (2019, p.122) argue that as consumers in a brand community increasingly identify with a brand, the relationship that exists between the two parties takes the form of marketing effects such as purchase intent and word-of-mouth recommendations. Moreover, through social media, consumers can express their satisfaction or dissatisfaction and make their voices heard about the activities of a brand (Ismail, 2017, p.133).

Zollo et al. (2020, p.259) state that consumers' repeated positive experiences with a brand can lead them to perceive it as high quality and even to consider that brand as their first purchase option. In addition to creating and maintaining a positive experience with a brand, consumers should be encouraged to give back to the community they are a part of, as this goes a long way in forming a favorable attitude toward the company, which can indirectly improve purchase intent (Wang, Cao and Park, 2019, p.486).

Marketers can gain a lot from existing brand communities on social platforms, as consumers can decide whether they want to follow certain brands, but they can also give their consent to receive information and promotional messages from them (Zollo et al., 2020, p.257). According to Shiau, Dwivedi and Lai (2018, p.60), social media can provide a fairly strong competitive advantage for companies that rely on this type of strategy.

2.4. Content Marketing

Online users are overwhelmed by the amount of information that can be delivered through online channels, so they tend to select content that resonates with them and meets their brand needs and preferences. Hollebeek and Macky (2019, p.32) believe that content marketing refers to the creation and distribution of information in various forms that are relevant to the target audience present online in order to increase their engagement with the brand and develop trusting and lasting relationships. The same point of view is shared by Gray (2016, p.26), who argues that content marketing is a useful tool for building relationships and increasing brand awareness. Seyyedamiri and Tajrobehkar (2019, p.78) argue that brands are turning to content marketing to promote their products online by creating an element that is strong enough to attract the attention of the existing consumer community on social media, as well as providing opportunities to build close relationships with them. According to Lou et al. (2019, p.783), the main reason why brands turn to content posted on social media is to interact with the consumer community and strengthen brand loyalty levels.

There are four types of content recognized in the literature: informational, remunerative, entertainment, and relational. Wang and McCarthy (2020, p.3) argue that the informational content includes those clear and concrete details about a company's products, services, or profile, with the aim of making it easier for potential customers to understand its offering. Dolan et al. (2019, p.2,224) believe that users of social media only access, read, view, and then assimilate information, which is why they are likely to respond passively to informational content. Rewards have always drawn consumers' attention to product assortments, so this type of remunerative content is highly likely to increase online engagement. According to Dolan et al. (2019, p.2,216), remunerative content measures the extent to which financial rewards or monetary incentives are offered to a company's potential consumers in social media posts.

Cvijikj and Michahelles (2013, p.854) believe that the entertainment content has the greatest potential for influence, as it can increase consumer engagement in all its forms. Entertainment content is defined as information posted on social media that is intended to entertain users present online (Dolan et al., 2019, p.2,223). According to Tafesse and Wien (2017, p.20), relational content is meant to facilitate social interaction between members of a community that exists in social media, as they are encouraged to engage with it. Dolan et al. (2019, p.2,224) believe that the relational content type refers to posts that ask questions or

organize quizzes or games in a way that elicits a response from users, thus satisfying their need for social integration and interaction within a company's social media pages.

Content marketing has a strong influence on the decision to purchase products or services promoted through social media. According to Dedeoglu (2018, p.514), content distributed on social media platforms has the power to influence a company's potential customers during the purchase process in the sense that it increases their interest and curiosity about the brand.

3. Marketing experiment for testing three types of content in communication campaigns

3.1. Research methodology

Following the literature review, it could be observed that the authors have conflicting opinions regarding the effectiveness of the various types of content uploaded by brands on their social media pages. Thus, there is the need of evaluating the effectiveness of the main existing content categories (informational, remunerative, entertainment and relational), as well as identifying that content that determines certain behaviors among online users, respectively changes in their level of interaction with a brand. To solve such a decision-making problem, we first have conducted a marketing experiment on the Facebook and Instagram pages of a coffee shop. *The purpose* of the marketing experiment was to analyze the effects of three of the four types of content on Garage Cafe's social media interaction rates.

The main objectives of the marketing experiment were:

Objective 1: Identify the reach of each type of content

Objective 2: Identify the type of content that got the best engagement rate

Objective 3: Determine the level of influence of the length of the description text

Objective 4: Determine the level of influence of the day of the week in which the post is made

Objective 5: Determine the level of influence of the period of the day in which the post is made.

For this marketing experiment, we have created and published **12 posts** for Garage Cafe's Facebook and Instagram pages according to *four differentiating criteria*: type of content, the length of the description text, the day of the week and the period of the day they were made published. The combinations obtained by applying the four differentiation criteria guarantee the existence of a post for each of the available variants of any criterion. *The format* of all organic posts was *descriptive text with image*. Thus, for *the type of content criterion*, the 12 posts were classified as follows: four posts were informational, four posts were entertainment, and four posts were relational. Two posts of each type of content were created and uploaded with descriptions of up to 35 characters, while the texts of the other two posts were longer than 35 characters (*the length of the description text criterion*). In terms of *the day of the week*, two posts per week and one on the weekend were published for each type of content analyzed.

The experiment took place over a two-week period, from April 12th to 25th, 2021. The *target audience* was represented by people who follows the Garage Cafe's Facebook and Instagram pages, as well as those interested in specialty coffee who had interacted with similar posts in the past.

3.2. Research results

Because there was no precise control over the number of people who were exposed to the organic posts created in this experiment, two indicators specific to social media networks could be measured: *the reach* and *the engagement rate*. Thus, Facebook users were most likely to see informational posts (21.15% on average), with relational posts coming in second. As far as the Instagram platform is concerned, relational posts managed to register a higher reach than informational posts, but the difference between the two types was relatively small (34.75% and 34.28%). One possible explanation for the higher reach of informational posts on Facebook is that when it comes to specialty coffee shops, most people are interested in the details of the

coffee brews they can consume, so they tend to interact to these types of posts. People who spend more time on Instagram, on the other hand, prefer to interact with those posts that reinforce their sense of belonging to the community, which leads them to follow those brands that provide relatable content, and consequently, those posts appear in their feed.

The two **informational posts** with descriptions longer than 35 characters had completely opposite results on Facebook, so the difference was most likely in *the message* they conveyed. In the case of the first post, the text described in an interactive and creative way how the Latte was brewed, highlighting key terms such as the country of origin of the assortment and its flavors. On the other hand, the other post represented a more technical presentation of a recipe, mentioning the name of the assortment, its flavors, grammage, and extraction time. Thus, it can be said that people were more likely to pay attention to a creatively written text than to a technically presented one. Another factor was *the photo*: online users were much more likely to respond to a post with a person making coffee as the central element than to a simple cup of coffee with the Garage Cafe logo in various positions (at the espresso machine, on the counter, or in front of the cafe). Informational posts with less than 35 characters didn't gain such high engagement rates on Facebook, a possible explanation being that with a relatively small number of words, not enough new information could be embedded to catch the attention of the cafe's followers and generate a high level of their interest. On Instagram, posts in this category were ranked almost the same for the same reasons mentioned above. Using *the day of the week* as an evaluation criterion, the informational posts published on the weekend didn't perform as well as the others uploaded during the week, while *the time of publication* on the Garage Cafe pages hasn't as much of an impact on the engagement rate. However, it can be argued that posts with descriptions longer than 35 characters would perform better if uploaded in the morning, while those with fewer words can gain a higher engagement if posted in the afternoon.

The entertaining post with the highest engagement rate on Facebook differed from the post with the lowest engagement rate for every criterion in the research methodology. In terms of *the length of the description text*, it turned out that the two posts that were longer than 35 characters still had higher engagement rates on Facebook, while posts that had descriptions with shorter text lengths (under 35 characters) performed better on Instagram. Because each photo had a completely different symbolic element, it is estimated that users on both platforms, whether followers of the cafe' pages or people who had previously responded to similar posts, were most likely to interact with the post that captured a pet. The reason for this could be that dogs and cats are basically a source of happiness and good mood for people. On the other hand, visuals that capture elements of the cafe theme were unlikely to generate much response from Facebook users. However, it turns out that Instagram's users were the ones who would prefer coffee shop-themed icons to some pretty funny coffee cup placements. In terms of *the day of the week* on which entertainment posts were published, those uploaded during the week performed much better for Facebook than those published on the weekend. So entertainment posts on the Facebook page should be uploaded during the week, while on Instagram they could be posted even on weekends, with a good chance of high engagement rates among the cafe's followers. As with the type of informational content, *the time* at which entertainment posts were uploaded to Garage Cafe's social media pages hadn't so much of an impact on the results. However, on the Facebook page, entertainment posts could be uploaded in the afternoon, as opposed to Instagram, where they would be better uploaded in the morning.

Both **relational posts** that gained the highest engagement rates were similar in their main element of the photos, so followers of the page were more likely to interact with the images that showed customers being served in front of the Garage Cafe, regardless of whether the angle was from inside or outside the cafe. However, the two posts differed in all the criteria that went into creating the content plan, such as: one of the posts had a text length of more than

35 characters and was uploaded to the page in the afternoon on the weekend, while the other post had a description with a lower word count and was published in the morning during the week. Therefore, the preference of consumers to interact with those posts that capture moments spent in the cafe can be highlighted, reinforcing their sense of belonging to the group, of integration into the community, through the very act of serving coffee by the employee. For relational posts that asked online users to answer one question each, the longer-described post performed better. The reason for the high level of interaction with the questions could be that both cafe followers and other coffee drinkers who had liked similar posts in the past were more likely to react or even comment when were asked about their preferences for Garage Cafe coffee products. On Instagram, the ranking of relational posts had changed significantly, with descriptions of posts uploaded to this social media platform preferably less than 35 characters. Followers of the Garage Cafe pages were also more likely to interact with photos that capture customer service moments and posts that ask them questions, although the one about their coffee preferences didn't engage them so much. In terms of *the day of the week*, relational posts could only be uploaded to Facebook on a Saturday or Sunday, with a better chance of getting reactions on the platform on weekends. Instead, to ensure a higher engagement rate, this type of posts could be upload on Instagram page during the week. Also, the relational content that is published during the week should be posted in the morning, while on weekends, the afternoon hours should be targeted.

4. Quantitative research on the impact of three types of content on user engagement

4.1. Research methodology

As a result of the marketing experiment conducted for the specialty coffee shop Garage Cafe, it was possible to identify those types of content that drive the highest engagement among online users on both Facebook and Instagram, as well as what contributes to high engagement rates. However, the question is how to determine the actual preferences of Garage Cafe's followers in terms of what type of content the coffee shop uploads to its social media pages and what they are most likely to interact with. In order to be able to compare the actual behavior of online users with what they say would really attract their attention, quantitative research was conducted using the survey method. *The purpose* was to evaluate the effectiveness of the three types of content published by Garage Cafe among consumers in social media.

The main objectives of the quantitative research were:

Objective 1: Determine the reasons for following Garage Cafe's pages

Objective 2: Identify the type of content respondents are most likely to interact with

Objective 3: Determine the post with the highest level of appeal among respondents (by each content type: informational, relational, and entertainment)

Objective 4: Determine the type of format respondents want to continue interacting with.

The *research method* used was an online survey, with a questionnaire created on the Google Forms platform, whose link was included in the description of the post dedicated to it, which was uploaded on both the Facebook and Instagram pages of the Garage Cafe brand. Data was collected between May, 10th and 16th, 2021, giving respondents 7 days to complete the questionnaire.

The researched population consists of all people aged 18-54 who follow Facebook and/or Instagram Garage Cafe pages. Since this research was conducted as part of the presented article, and considering that this questionnaire was uploaded on the pages of the specialty coffee shop Garage Cafe, which does not guarantee a very high response rate, the sample consisted of 50 people.

The *sample structure* was determined using the stratified sampling method. The selection criteria for respondents were *age* and *gender*. Thus, 52% of respondents were women, while

48% were men. In terms of age category, 5 respondents were aged 18-24 (3 females, 2 males), 15 respondents were aged 25-34 (8 females, 7 males), 19 were aged 35-44 (10 females, 9 males), and 11 were aged 45-54 (6 females, 5 males).

The research instrument had a total of 30 questions and was distributed in three variation forms: one dedicated to users who follow Garage Cafe on Facebook, another for those present on Instagram, and a third valid for followers on both platforms, given the fact that the type of behavior may differ from one social network to another.

4.2. Research results

The main reason people follow Garage Cafe on social media was to get news about the coffee brews and the business. Garage Cafe followers agreed that the information they received about the cafe's activities, the coffee offered to customers, and the environment itself increased their trust in the service provided by the staff, so the transparency Garage Cafe demonstrates plays a very important role in the loyalty of people who visit the cafe. The types of content that would encourage followers to respond in any way (like, comment, or share on their personal page) differ depending on the social network they spend time on, so informational posts would get more attention on Facebook, while entertaining posts would get more likes on Instagram.

Half of Facebook users were more interested in visuals that showed employee making different coffee products, and 60.5% of Instagram followers said they would interact more with these types of posts (see Figure 1). At the same time, it should be noted that while posts that illustrated cups of coffee didn't have high engagement rates, followers were interested in learning more about the coffee brews they can enjoy at Garage Cafe.

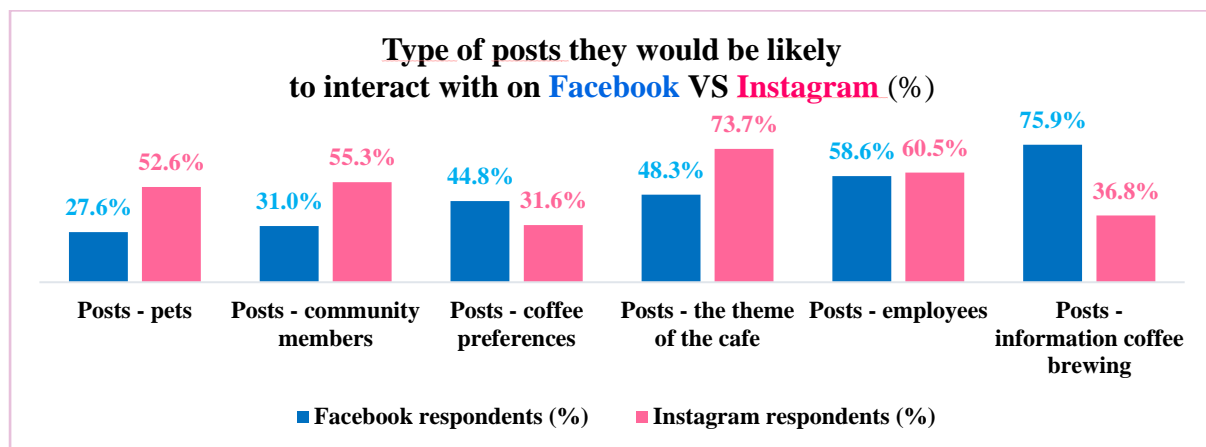


Figure 1. Type of posts they would be likely to interact with on Facebook VS Instagram (%)

More than half of the respondents said that the post with a pet was the one that was most interesting to them. However, Facebook users were also likely to react to photos of coffee cups in suggestive, ironic, feel-good positions. On the other hand, posts on Instagram were more likely to succeed if they included elements that were representative of the Garage Cafe theme. Although the posts created as part of the experiment highlighting the cafe's theme hadn't high engagement rates, people on social media believed that these visual elements would make them want to visit the Garage Cafe (see Figure 2). The posts that captured customers spending time at the Garage Cafe generated positive responses by highlighting the sense of community that comes from being served by an employee, and were appreciated by more than half of the respondents. Most respondents agreed that photos of their pets in front of the cafe improve their mood, and that they feel more connected to the Garage Cafe community because they see posts

of customers spending time there. The coffee shop' followers also appreciated that *the post with information about the cafe would increase their confidence in the coffee types offerings.*

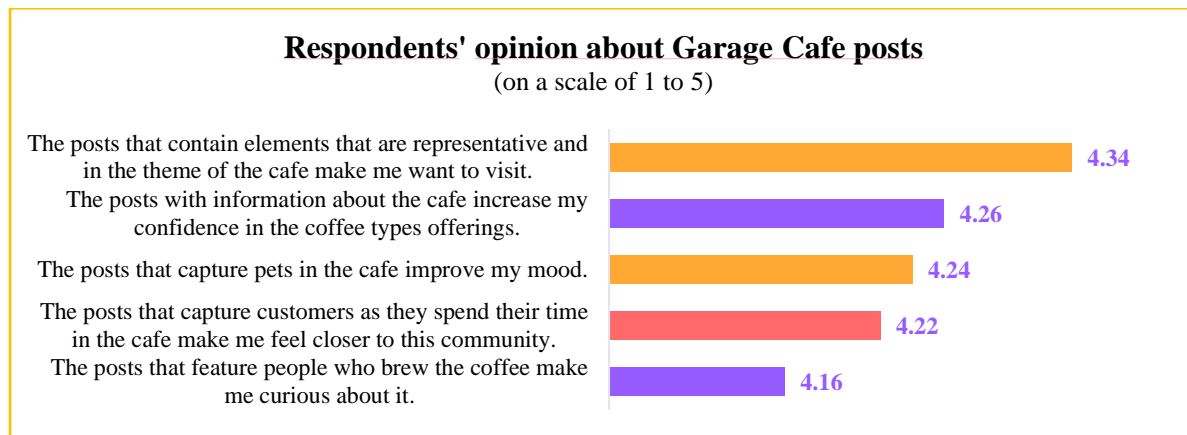


Figure 2. Respondents' opinion about Garage Cafe posts

Most respondents also would like to interact with *video posts* on Garage Cafe's Facebook page, while more than half preferred *carousel posts* on the Instagram platform. Last but not least, it turned out that the posts with the highest interaction rate on Facebook or Instagram were the most liked by the cafe' followers who participated in the research. The main elements that attracted their attention in all the posts analyzed were the photo and the message conveyed.

5. Conclusions, managerial implications and future researches

The analysis of marketing experiment showed, as we might expect, that *informational post* were shown much more on Facebook, while on Instagram users were more likely to see *the relational posts*. However, the way they interacted with those types of posts were different, because in terms of engagement rate, *the relational posts* would be most likely to succeed on Facebook, while *the entertainment content* would be more effective on Instagram. Online users have interacted much more to the photo capturing an employee brew a Latte, as opposed to posts capturing a cup with the cafe's logo. On both social media networks, posts that captured customers spending time at the Garage Cafe performed best, because of their sense of integration into the community. In the case of entertainment posts, it turned out that those with pets were more likely to get favorable results on both social media networks. Facebook users were also more likely to respond to photos of cups with coffee, while representational cafe symbols were more popular on Instagram.

Measuring the declared interaction with the three types of content both Facebook and Instagram, within the quantitative research, we found out that *online users would mostly interact with relational content* published by the coffee shop. They had a positive opinion about the entertainment posts and were even more inclined to visit Garage Cafe. Also, informing them about the cafe's activities increases their trust. Most respondents agreed that photos with pets in front of the cafe improve their mood and that they would feel more connected to the Garage Cafe community because of posts capturing customers spending time in the coffee shop. As an overview, respondents declared that informational posts would capture their attention more on Facebook, but on Instagram they would interact with entertaining posts. They would also like to interact with video posts on the Garage Cafe Facebook page, while more than half of Instagram users prefer carousel posts, examples of which include those showing coffee brews or different angles inside or outside the cafe.

In terms of *the practical implications* of these two conducted researches for the Garage Cafe, it is recommended that the coffee shop publishes in the morning the informational posts

that have a person making coffee as the central element with a description longer than thirty five characters, uploaded on both Facebook and Instagram pages. In the case of entertainment posts, those capturing pets could be published on Facebook page during the week, after twelve P.M., with descriptions longer than thirty five characters. The relationship posts that will be published to the Garage Cafe pages should capture the moments customers spend at the cafe. It would be preferable for these to be published to Facebook on a Saturday or Sunday afternoon with a longer description, and to Instagram anytime during the week in the morning with a smaller description. In conclusion, the Garage Cafe specialty coffee shop should focus on emotional content categories, but also regularly upload informational posts to its social media pages in order to maintain the level of transparency it displays to its followers. Alternating the image+text format with the video format on Facebook and *the carousel format* on Instagram could also be considered, so that the cafe creates diversity on its social media pages, but also further encourages users to interact with the uploaded posts.

For social media professionals, the study helps them to understand how three of the four existing types of content would perform on Facebook and Instagram pages, with affective content having a much higher potential to increase user's engagement rate. They could test different types of content on other social media platforms, such as TikTok or LinkedIn, to see how their performance changes. The researches also concluded that a single type of content doesn't guarantee the success of a social media communication strategy, but is based on a combination of several factors that should always be taken into account, namely the four criteria that formed the basis of the marketing experiment: type of content, the length of the description text, the day of the week and the period of the day. As a result, marketers could test the analyzed types of content in their own marketing strategies, building different combinations of the factors above to find their own successful recipe for the communication strategy.

In the case of marketing theorists, the two conducted researches contribute to the understanding of online consumer behavior across three of the four content types. This would allow them to analyze in depth the types of behaviors that consumers in different markets exhibit depending on the type of content communicated by brands, providing additional explanations as to why they exhibit these behaviors and what factors would contribute to triggering them, in addition to the criteria used in the marketing experiment.

One of the *research limitations* of this study was *the field of analysis*, because the coverage area was limited: more specifically, the research focused only on the specialty coffee market, where coffee purchasing is more of an impulse behavior. In other words, the performance of types of content for various products (or services) that involve rational behavior hasn't been analyzed, which is why it is recommended that future researches be conducted in other areas of activity. In this way, there could be a comparison between the results from different industries in order to identify similarities or contradictions about those types of content performances.

On the side of the research methodology, a first limitation was the small size of the survey sample. Therefore, if a larger number of people had participated in the survey, we would have had more results on the performance level of the three types of content. It is recommended that future researches be conducted with a minimum of 100 respondents, because the greater will be the number, the greater will also be the accuracy of the data. Also, the period of the day in which the posts were published didn't include "evening" moment because very few people consume coffee after 7 P.M. But it could be included in other researches where the consumption of a product or the provision of a service isn't affected in any way by the time of the day (such as chocolate consumption). At the same time, the experiment marketing in this study took place over a two-week period in the spring, so future researches should take into account that the seasonal component could also be an influencing factor on the results obtained by the four

types of content. In addition, it is recommended to extend the time period of future marketing experiments to explore a larger number of combinations and to make comparisons between combinations of similar posts to ensure better data accuracy.

In the case of this study, all of the posts had the "description + image" format, but it turned out that most respondents declared that they also would like to interact with video posts on Garage Cafe's Facebook page, while others would prefer carousel posts on the Instagram platform. Given this result, it is recommended that future researches apply the types of content to different formats in order to analyze the impact of this factor on social media KPIs. Last but not least, there was no analysis of the remuneration content in the study, as the Garage Cafe's owner didn't give us the permission for the use of this type of content on cafe's pages. Therefore, it is recommended that this type of content be included in future researches to determine its role in brands' communication strategy and the types of behaviors it would induce through online users as opposed to other types of content.

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