

## A CONTENT ANALYSIS OF ONLINE RETAILER'S FACEBOOK BRAND PAGES

Sudarsan Jayasingh\*

Dr. R. Venkatesh\*

### **Abstract**

The emergence of e-tailing as an off-shoot of e-commerce is transforming the retail market space in India. The growth of the new media has changed the way online retailers brands interact with the consumers. The purpose of this paper is to examine the online retailers Facebook brand pages and analyzes how online retailers use to communicate with the customers. A content Analysis was performed for 1387 posts present on 15retailers brands in the time period from 01<sup>st</sup>Feb, 2016 to 29<sup>th</sup>Feb, 2016. The finding provides meaningful insights into e-retailers use of Facebook as promotion strategy. No previous research investigated etailers brands' use of Facebook pages. This study fills the gap in the literature by addressing how online retailers' brands utilize their Facebook brand pages. Yepme leads in number of fans with 6,834,178 Fans and Askmebazaar has the least number of fans 1,000,248. The results shows that Askmybazaar has the highest engagement score of 0.86%, and Fashionandyougot the lowest engagement score of 0.01%. The content of the posts and comments was analyzed and presented.

**Key words:** Facebook Brand Page, Consumer Engagement, Content Analysis, Online Retailers.

---

\* **PhD Scholar, VIT Business School Chennai.**

\* <sup>2</sup>**Professor, VIT Business School Chennai.**

## Introduction

Customers today increasingly want to speak to and share about the brand experience with their peers. This interactivity means online retailer brands can no longer ignore their customers and need to start engaging with people discussing their brand. The growth of the new media has changed the way online retailers brands interact with the consumers. The purpose of this paper is to examine the Indian online retailers Facebook brand pages and analyzes how online retailers use to communicate with their customers. According to an SBI Research report, the e-retailing, which comprises online retail and online marketplaces, has become the fastest-growing segment in India which has grown at a CAGR of around 56 per cent during 2009 – 2014 (PTI, 2015). The e-retail market was around USD 6 billion in 2015 (PTI, 2015). Indian online retailers are using a variety of social media tools which is available on their Web sites such as customer ratings, reviews, and blogs, and they are developing a brand presence on some of the most popular social networking sites like Facebook, Twitter, etc.,

Social media usage over past couple of years has grown at a very fast pace. This article focuses one retailers use of social media, so will first define the use of the terms like “social media,” “web 2.0,” and “social network.” Web 2.0 represents the second generation of the World Wide Web, where the content is user-generated, interactive and dynamic in nature (Brennan & Schafer, 2010). Web 2.0 includes social networking sites like Facebook, Twitter and other web-based communities, hosted services like Google Docs, Web applications like Gmail, video-sharing sites like YouTube, wikis, blogs and mashups. Social media is electronic media for social interaction. It makes use of web 2.0 technology to transform and broadcast media monologues into social-media dialogues. Social media supports the democratization of knowledge and information and allows general users to go from being content consumers to content producers. Social network is a website where one connects with people who exchanges messages public or private. Social networking websites are subset of social media.

With over 355 Million active users in India (InternetLiveStats, 2016), Facebook is changing the way hundreds of millions of people relate to one another and share information. Facebook, for example, is well suited to bringing the store to the customer. The ability of retailers to set up their own pages, with multiple “tabs” from which they can interact with consumers, provides the

deepest functionality and allows the deepest level of engagement. Facebook is an important Channel for etailers in India to connect with the target customers and sell their products. Social media is a powerful tool for etailers. The ability to not only direct shoppers toward a new product or an attractive deal, but to engage with them and create a sense of community, is incredibly useful. The purpose of this paper is to examine the etailers Facebook brand pages and analyzes how online retailers use to communicate with the customers.

### Research Background

Facebook's emergence as an important marketing channel due to brand pages as they establish direct communication with their fans and customers. Due to popularity of social media websites, several companies are using social networking sites to support the creation of brand communities (Kaplan & Haenlein, 2010). Facebook fan pages allow a brand to create an online community of brand users through the social networking site. Communities in Facebook are formed around Facebook Pages and Facebook Groups. The people who "like" the page (who pressed the Like button on the page) become fans. When a user clicks the like button, a link to this Page will appear on the user's timeline. There are six types of posts to choose from on Facebook page: video, photo, Link, Question, Event and Text (Olczak & Sobczyk, 2013). Consumer engagement has been one of the most widely discussed topics in the social media research (Menezes, 2013). Facebook brand page activity may potentially influence engagement. Brands can post content on its page, and reach is the number of people who receive an impression of a piece of content. Interactions are when a user likes, comments on or shares the content. Reach depends on several factors, like number of fans, number of interactions and number of friends that fans of a brand page have. Brands have to provide content that fit needs of the customer, in order to engage the customer, by clicking the like button or responding to the brand's message.

Cvijikj & Michahelles (2013) formulated a conceptual framework in which they propose that digital engagement on a social network depends on several elements like: (1) the type of content published, ie the nature and content of the messages; (2) the post format, which could be understood as the message's wrapper; and (3) the time of publication, which refers to the chronological or psychological timing of the post. Reitz (2012) study examined how perceived Facebook Company page features (i.e., perceived information quality, perceived enjoyment and

perceived interactivity) predicted online consume engagement, loyalty and purchase intent. 233 online surveys were collected from U.S. Facebook users who “like” companies on Facebook to test the online consumer engagement framework. The research findings shows that perceived Facebook characteristics influence online consumer engagement, which influences loyalty and ultimately purchase intent.

Content analysis is a research method that involves the systematic study of the content of communication messages. Bissell & Shen (2013) did a content analysis of six beauty companies’ use of Facebook brand pages. The results shows the entertainment related post have the highest engagement and it is also used most frequently by the brands. Very few posts was related to promotion information. Grancay (2014) did a content analysis on 250 airlines Facebook pages, the study shows that 68% of airlines use FB as a customer service platform. Leung (2012) analyzed the impact of post formats on generated engagement. He analyzed the content of the Facebook pages of 12 hotels and found that links were the most commonly used post format (37.9%), followed by images (30.5%), plain text (28.7%) and video (2.9%). Valerio et al. (2015) studied the impact of post formats on digital engagement in the context of university Facebook pages. The study shows that there is significant relationship between a posts format and the digital engagement.

A crucial factor for finding the right engagement rate for your Page is its size and how often you post. A small Page for example, a local restaurant that posts daily specials and food reviews might have a more dedicated, close knit group of followers than, say, a massive global brand with millions of fans. Socialbaker (2014) using the data from over 43,000 Facebook Pages of various sizes and industries, identified engagement rates for eight industries. The data shows a steady decline in engagement as Page size increases, and a significant drop once it gains over 9,999 fans. As a Page grows, their core group of advocates gets diluted and there is an increasing need to put your advertising budget behind your content in order to reach the right group of people.

## Methodology

Social networking sites enable consumers to have interaction with brands and other consumers. Dialogue with brands improves consumers' brand experience. Almost all leading retailers brands have Facebook page. This paper focuses on Indian retailers brand pages on Facebook. Facebook is currently the most popular social network site in India with over 355 Million active users in India (InternetLiveStats, 2016). The analysis focuses on Facebook pages of 15 retailers brands, which are selected based on number of active Facebook users. A sample of 15 Indian retailers brands was selected based on number of fans listed in the Socialbakers list. Once the lists of 15 retailers are identified then visiting their website list the link to their social media sites. The information related to post type and the number of likes, comments and shares was collected. This was using Fanpage Karma, social media evaluation tool. The time period of the data collection is February 2016. 1387 posts were analyzed during this period and its engagement score is calculated based on number of likes, shares and comments.

The page engagement is calculated by dividing absolute interactions (likes, comments, shares) by total fans. The number of comments, likes and shares is not an absolute measure, but is related to the number of page fans at the moment of posting, a ratio to the number of fans was used as more accurate engagement measure (Jayasingh & Venkatesh, 2015). Many brands focus solely on increasing fan growth. Although it is an important objective, it is not the only metric that matters. 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 Friends.

*Total Engagement (Likes + Comments + Shares) / Total Fans*

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

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.

## Results

The fifteen retailers brands Facebook brand page is analyzed and its results are presented. The first part of the analysis is related to posts of retailers in their brand pages.

**Table 1: Online Retailer's posts in Facebook Brand Pages**

Online Retailer Brands	Links	Offers	Photo	Status	Video	Total Posts
Amazon India	0	0	47	0	6	53
AskmeBazaar	26	0	52	0	39	117
Bewakoof.com	28	0	276	0	9	313
eBay India	3	0	64	2	7	76
fashionandyou.com	0	0	9	0	0	9
Flipkart	49	0	36	1	8	94
HomeShop18	15	0	140	8	18	181
Infibeam	38	21	61	2	1	123
Jabong	1	0	57	0	1	59
Junglee.com	0	0	23	0	2	25
Lenskart	8	0	47	4	1	60
Myntra	16	0	79	0	8	103
ShopClues	34	0	23	0	2	59
Snapdeal	10	0	67	1	1	79
Yepme Shopping	0	0	35	0	1	36
<b>Total Posts</b>	<b>228</b>	<b>21</b>	<b>1016</b>	<b>18</b>	<b>104</b>	<b>1387</b>

Total number of posts made by retailers brand in the month of February 2016 is 1387. It's clear from table 1 that 73% of the post is related to Photo format. Offer and status format is least used.

Bewakoof.com made most number of posts in February which is followed by HomeShop 18. Less number of activity is visible in Fashionandyou.com brand page.

The Engagement shows an average amount of how often a fan interacts with the posts of a page. It is calculated by dividing the daily amount of likes, comments and shares by the number of fans. If you are looking at a longer period of time it takes the average of the daily Engagement rates. The table 2 shows that Bewakoof.com, AskmeBazaar, Flipkart and Myntra exhibit high in engagement rate. Yepme and Jabong shows low engagement rate. The Page Performance Index (PPI) is a combination of engagement and growth. It combines both figures to provide an estimate value for a pages success and is based on the average growth and engagement values of all pages in our index. The PPI will be set to 100%, if a page is part of the top 10%, so 90% of the pages we are monitoring have less engagement and growth. Afterwards the engagement and growth are multiplied, the square root is extracted and the values scaled to 100 to present the top end. Baazar PPI is very high compared to other brands.

**Table 2: Online Retailer's Brand Performance Index.**

Online Retailers Brands	Page Performance Index	Number of fans	Post Interaction	Response time	Posts per day	Fanpage Karma Engagement
Amazon India	11.0%	5150557	0.14%	0.18	1.79	0.25%
AskmeBazaar	38.0%	1031085	0.2%	-	4.04	0.81%
Bewakoof.com	42.0%	2172050	0.27%	-	10.79	2.93%
eBay India	5.0%	3632086	0.13%	-	2.64	0.33%
fashionandyou.com	1.0%	1360180	0.0%	-	0	0.0%
Flipkart	14.0%	5376466	0.2%	0.06	3.21	0.63%
HomeShop18	5.0%	1652368	0.01%	-	6.29	0.08%
Infibeam	0.0%	928778	0.0%		4.24	0.02%
Jabong	1.0%	3727170	0.01%	-	2.00	0.02%

Junglee.com	1.0%	5297603	0.01%	-	0.86	0.01%
Lenskart	2.0%	1279018	0.02%	0.34	2.14	0.05%
Myntra	18.0%	3116724	0.21%	1.75	3.57	0.74%
ShopClues	6.0%	2664781	0.06%	-	2.11	0.12%
Snapdeal	12.0%	3929021	0.03%	3.53	2.82	0.08%
Yepme Shopping	2.0%	6778083	0.0%	-	1.25	0.0%

**Table 3: Customer Engagement in etailers Facebook Brand Pages**

Online retailers Brands	Total Fans	Likes	Comments	Shares	Total Interaction	Engagement		
Amazon India	5150557	334982	5641	16011	356634	0.07		
Bazaar	1031085	241253	1111	219	242583	0.24		
Bewakoof.com	2172050	160189	9	30014	19883	2	1830745	0.84
eBay India	3634343	329358	2725	6214	338297	0.09		
fashionandyou.com	1364144	128	103	6	237	0.00		
Flipkart	5375481	953767	11143	15877	980787	0.18		
HomeShop18	1652368	33246	2929	616	36791	0.02		
Infibeam	930215	3205	684	1430	5319	0.01		
Jabong	3727170	21662	721	175	22558	0.01		
Junglee.com	5307420	15144	61	72	15277	0.00		
Lenskart	1278851	15969	1020	328	17317	0.01		
Myntra	3116724	649376	2409	1709	653494	0.21		
ShopClues	2664781	87436	2436	294	90166	0.03		
Snapdeal	3929021	48669	6606	31273	86548	0.02		
Yepme Shopping	6778083	3580	67	80	3727	0.00		
Grand Total	6778083	433967	4	67670	27313	6	4680480	



It's clear from table 3 that highest engagement is related to Bewakoof.com. and lost is related to Yepme and Junglee.com. Most number of interactions is also related to Bewakoof.com which is followed by Flipkart and then Myntra. The average interaction is less for Flipkart because of number of fans. The next table analyzes the content of the post.

**Table 4: Type of Post Content**

Eretailer Brands	General	Promotions	Contest	Total Posts
Amazon India	6	38	9	53
AskmeBazaar	13	104	0	117
Bewakoof.com	281	24	8	313
eBay India	0	70	6	76
fashionandyou.com	9	0	0	9
Flipkart	12	73	9	94
HomeShop18	14	143	24	181
Infibeam	13	98	12	123
Jabong	6	51	2	59
Junglee.com	4	18	3	25
Lenskart	6	30	24	60
Myntra	6	93	4	103
ShopClues	4	55	0	59
Snapdeal	16	51	12	79
Yepme Shopping	6	22	8	36
<b>Total Posts</b>	396	870	121	1387

Table 4 clearly shows that some etailers like Bewakoof.com use more general posts like humour, movie scenes etc. The engagement rate for Bewakoof.com is 081 which is highest among the selected etailers as the content is related to humour and its general in nature which leads the customer to like and share.

Table 5 lists the top 10 posts based on likes. Ebay and flipkarts post has good number of likes. Hashtag campaigns with events like Valentine's Day and special offers creates more

engagements. General post like DiptiSama is found got more likes and this detail was posted in other retailers brand pages also. The comments presented in the fan pages are also studied and it's found that most of the comments are related to information seeking and complaints. The online retailers able to responds to some of comments. The most active etailers is Flipkart which responds almost all customer queries.

**Table 5: List of Top Posts based on Likes**

Date	Posts	Brand	Likes
12 Feb 2016	Got a legendary way to woo your Valentine this weekend? Tell us how far you would go #BeyondWords to start off your epic love story! <a href="http://bit.ly/eBayVDayTnc">bit.ly/eBayVDayTnc</a>	eBay India	303304
10 Feb 2016	The Flipkart Fashion Sale is wrapping up with one last bang! From 12th – 14th February, go crazy with our best offers on #FashionForEveryone!	Flipkart	135004
09 Feb 2016	Be sure to grab the season's biggest offers from 12th to 14th February on the Flipkart Fashion Sale. We've saved the best #FashionForEveryone for the last!	Flipkart	126706
07 Feb 2016	Cage heels for times when just looking stylish is not enough. Snap up a pair here: <a href="http://mynt.to/fbmyntna">mynt.to/fbmyntna</a>	Myntra	108564
08 Feb 2016	Felix and Cynthia Fernandez; married for 63 years, 8 months and 6 days. Still in love. #CelebratingEndlessLove	Amazon India	98658
03 Feb 2016	Amazon's promise of 100% Secure Payment - #ApniDukaan Certified! <a href="http://amzn.to/1NPh1IE">http://amzn.to/1NPh1IE</a>	Amazon India	97195
05 Feb 2016	Gift someone you love by participating in the #ShowYourLoveWithFlipkart contest. Tell us what you would gift your valentine and why, from the Flipkart Valentine Store to stand a chance of winning an attractive gift hamper! T&C here:	Flipkart	80251

	<a href="http://bit.ly/Contest_details">http://bit.ly/Contest_details</a>		
11 Feb 2016	<p>Our friend DiptiSarna (Age: 24 years, Height: 5 feet 11 inches) is missing since yesterday &amp; we need your help in finding her. She was last seen in an Auto from Vaishali Metro station to Ghaziabad bus stand at around 8:30 P.M. If you have any information please inbox us, call Mr. Ravi Tyagi Ph - 9818899784 or email us at <a href="mailto:finddipti@snapdeal.com">finddipti@snapdeal.com</a></p> <p>Update - Dipti has been found and reunited with her family. Will update with more details. Thank you for all your support and prayers.</p>	Snapdeal	72276
06 Feb 2016	<p>Hurry! The Flipkart Fashion Sale has #FashionForEveryone at the best discounts and offers. This is your one chance to choose from the widest range of fashion products!</p>	Flipkart	60941
20 Feb 2016	<p>Wonder if Brendon McCullum's rollicking century will remain #ForeverFaster than any other Test 100 ;-) Celebrate Baz's unbelievable swansong by getting your Puma fix here: <a href="http://www.myntra.com/puma">http://www.myntra.com/puma</a></p>	Myntra	58347

### Conclusion

The article summarizes Facebook posts of Indian retailers brand pages. It found that all the selected retailers are found to post some contents in their Facebook brand page. Several Indian retailers brands have significantly large numbers of users who “like” them, which suggests that the brand is popular but the sheer number of likes does not definitively measure engagement rate, sales figures or purchase intentions. Most active is found to be Bewakoof.com with 313 posts and most of the post is general in nature touching topics like cricket, movies, humour etc which leads them to be highly engaged retailer. Flipkart is also got lot of customer engagement but most of the engagement is related to customer complaints and enquires. It’s clear from this research that higher the post which leads to higher the engagements. Bewakoof.com average

number of post per day is around 10 and lost is Junglee which is less active in terms of number of post. All the online retailers related the post with events like Valentine 's Day etc and also run some form of contests. Companies are using Facebook for a variety of purposes but the focus seems to be more on trying to develop relationships with consumers rather than on simply providing information. The paper is an initial attempt to understand customer engagement in online retailers brand pages and further research is required to better understand the factors influencing the customer engagement.

### References

1. Bissell K. & Shen B. (2013). Social Media, Social Me: A Content Analysis of Beauty Companies Use of Facebook in Marketing and Branding. *Journal of Promotion Management*. 19. 629-651.
2. Brennan B. & Schafer L. (2010). How Retailers Engage Consumers with Social Media and Mobility, SAS Institute. Retrieved on January 08, 2016, from [https://www.sas.com/storefront/aux/en/spsmmb/63421\\_excerpt.pdf](https://www.sas.com/storefront/aux/en/spsmmb/63421_excerpt.pdf)
3. Cvijikj Irena and Michahelles F. (2013). Online Engagement Factors on Facebook Brand Pages. *Social Network Analysis and Mining*, 3(4), 843-861.
4. Grancay M. (2014). Airlines Facebook Pages – a content analysis. *European Transport Research Review*. 6 (3), 213-223.
5. Internet Live Stats, (2016), Facebook Stats, Retrieved on January 02, 2016, from <http://www.internetlivestats.com/>
6. Jayasingh S. & Venkatesh R. (2015). Customer Engagement Factors in Facebook Brand Pages. *Asian Social Science*. 11(26). 19-29. Doi: doi:10.5539/ass.v11n26p19
7. Kaplan, Andreas M. & Haenlein Michael (2010). "Users of the world, unite! The challenges and opportunities of Social Media". *Business Horizons* 53 (1), 59–68.
8. Leung Xi Yu (2012). The Marketing Effectiveness of Hotel Facebook Pages: From Perspectives of Customers and Messages. PhD Thesis. University of Nevada.
9. Menezes Raphael (2013). Advantages of strong brands on customer reach and customer engagement on social media marketing. Masters thesis. Erasmu University. Netherland.

10. Olczak, A. and Sobczyk R. (2013) Brand engagement on Facebook based on mobile phone operators activity within four European countries. Retrieved on April 16, 2014, from [http://www.sbc.org.pl/Content/83917/SE\\_150.pdf](http://www.sbc.org.pl/Content/83917/SE_150.pdf)
11. PTI (2015). Inclusion of e-tail prices can trim CPI by 25bps: SBI Research. Economic Times. Retrieved on 13<sup>th</sup> Feb 2016, from [http://economictimes.indiatimes.com/articleshow/49507873.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](http://economictimes.indiatimes.com/articleshow/49507873.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)
12. Socialbaker (2014). The Social Marketers Guide to Managing A Large Facebook Page. Retrieved on 03 Feb 2016, from <https://facebookmarketingpartners.com/wp-content/uploads/2015/02/socialbakers-guide-to-managing-large-facebook-pages.pdf>
13. Reitz Amy (2012), Online consumer engagement: Understanding the antecedents and outcomes. PhD thesis. Colorado State University.
14. Valerio, G., Herrera-Murillo, D., Villanueva, F., Herrera-Murillo, N. and Rodríguez-Martínez, M. C. (2015). The Relationship between Post Formats and Digital Engagement: A Study of the Facebook Pages of Mexican Universities. *RUSC. Universities and Knowledge Society Journal*, 12(1), pp. 50-63. doi: <http://dx.doi.org/10.7238/rusc.v12i1.1887>

IJMTA