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Social Media Content Analytics: Study On B2C Fan-Pages

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The content was analyzed using Partial Least Square regression of the EMPIR 9 software for its impact on multiple contents
upon user’s engagement actions. The study explored the content features (content quality, content
valence and content volume) of S-O-R (Stimulus-Organism-Response) model and identify their impact
on user’s engagement actions (Like, comments and shares). The findings of the study will direct
e-marketers to apprise informational analyses upon the effectiveness of the posted contents’ features.

Key Words: Social media metrics analysis, Fan pages, Social Media Marketing, Social Media Content
Analysis, and Social Media Engagement.

1. INTRODUCTION

Facebook Fan pages is currently being considered as
one of the chief tools in the brand’s marketing
campaign to reach out to customers and to create
brand image (Zoha Rahman, 2016). It is now very
vital for the companies to analyze the updated data
to know the effectiveness of different features of
contents to be posted in fan pages. While earlier
research has been conducted on the recognition of
marketing activities on social media, little is known
about factors that impact brand post or contents
popularity (Lisette, 2012). Moreover, the prior
management-oriented researches on brand content’s
popularity are mainly descriptive and do not
formally test which contents actually improve user’s
actions (Lisette, 2012). Reijmersdal (2012) showed
the importance of interactive social media content
on diverse cognitive, affective, and behavioral
outcomes (Ransbotham, 2012). De Vries, Gensler,
and Leeflang (2012) examined contents to show the
impact of different characteristics of contents on the