

Consumer Awareness and Interactions in Online Brand Community *Antecedents and Consequences*

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Abstract: The purpose of this paper is to explore brands in various categories based on the conceptual model of the marketer-generated content. Objective measures were collected from almost three-hundred popular brand fan pages in Thailand, both national and international brands. The findings present the insightful social media strategy of brands in nine brand categories such as the proportion of each posting content type. Images and videos play a dominant role in brands' strategies. Among the antecedents of consumer awareness and interaction, the quantity of marketer-generated content is not much vital as the existing fan bases. Total fans increase the consumer awareness and interactions (PTAT). PTAT consequently drives the future consumers to like the brand pages. Some brand categories could attract more fans than others. Only a few studies investigated marketer-generated content of Fan pages in inclusive brand categories using objective measures. Thus, this study fills the literature gap with some interesting results.

1 INTRODUCTION

Social media, particularly social networking sites, provide firms opportunities to communicate with prospect consumers and enable the consumers to online engage with brands (De Veirman et al., 2016). They are also alternative channels offering cost advantages with personal and social nature over traditional media channels (Coursaris et al., 2013, Augar and Zeleznikow, 2013). If applied them correctly, positive economic effects could be happened to brands and companies (Hutter et al., 2013). Facebook is a leading social networking site, which had 1.09 billion daily active users on average for March 2016. More than eighty percent of active users were outside the US and Canada (Facebook.com, 2016).

Social interactions on a social networking site reflect insights for each brand (Schultz, 2016b). Successful online brand communities such as a Facebook fan page needs fans' engagement and interactions (Huang, 2013, Jahn and Kunz, 2012). In addition, online brand community participation affects community consequences of participation, which later impacts brand consequences of participation (Madupu and Cooley, 2010). However, in Facebook brand pages, consumers generally act in lurking behavior than posting

behavior (De Veirman et al., 2016, Leach et al., 2012). Therefore, social media management such as monitoring social interactions (user posts and corresponding likes, comments, or shares) is required to enable suitable reaction strategies for negative social interactions (Schultz, 2016b). The strategies regarding number of posts, relevant and popular content, high information quality, advantageous campaigns, etc. should completely engage, integrate, and immerse fans into the vivid and interactive brand community (Jahn and Kunz, 2012, Chua and Banerjee, 2015b, Jayasingh and Venkatesh, 2015, Sabate et al., 2014, Erdoğan and Cicek, 2012, Chow and Shi, 2015).

Some studies explore the engagement and interactions of consumer in social media. Coursaris et al. (2013) conduct a longitudinal study on brand posts of big three firms in Fortune 110 companies, to offer a set of topology regarding Facebook page marketing messages. The proposed topology consists of seven post categories: brand awareness, corporate social responsibility, customer service, engagement, product awareness, promotional, and seasonal, and 23 sub-categories. Rohm et al. (2013) examine the role of social media among digital natives. Results indicate that brand engagement are driven by five consumer motivations: entertainment, connection to the

brand, timeliness of information and service responses, product information, promotions and incentives. Saji et al. (2013) examine the impact of content strategy consisting of content types, posting agility, posting day, and content context on customer engagement regarding the number of likes and comments. The content type and content agility have significant influence on engaging customers in brand communities created on social media. Hutter et al. (2013) analyse how activities in a car manufacturer's Facebook page and fan interactions impact consumers' brand awareness, word of mouth (WOM) actions, and purchase decision.

Kim et al. (2014) investigate the effect of consumers' relationships with brands on consumers' engagement in retweeting Twitter messages about brands. Habibi et al. (2014) explore how consumers' relationship elements such as brand, product, company, and other consumers affect brand trust. Findings sum that three of four factors positively drive brand trust. Chan et al. (2014) test the influence of system support, community value, freedom of expression, and rewards and recognition on customer engagement and the effect of customer engagement on repurchase intention and word-of-mouth intention. Angela Hausman et al. (2014) study factors impacting likes and comments on Facebook brand pages and the mediating effect of modes of interaction on the relationship between personal traits and consumers' liking and commenting behavior. Sabate et al. (2014) empirically test a conceptual model regarding the impact of content richness and time frame on the number of likes and comments. Stavros et al. (2014) reveal four motivations underpinning fans' desires to engage Facebook sites of National Basketball Association teams, which are passion, hope, esteem, and camaraderie.

Kim and Hettche (2015) conduct a content analysis of posts on corporate Facebook pages to examine the social media marketing practices of those global brands in terms of their media types, content orientation, and the number and type of users responding to the content. Chua and Banerjee (2015a) investigate the association of brand posts' incentives, vividness and interactivity and users' attention (likes, comments, and shares of brand posts). Touchette et al. (2015) explore the social media strategy of apparel brands' Facebook pages. Photos and advertisements are applied to promote products and sales without utilizing a specific play theme such as play as frivolity. Hsu et al. (2015) analyse a proposed model integrating the use and

gratification theory with the dual mediation hypothesis. Findings reveal that both perceived news entertainment and informativeness positively affect the interestingness of attitude toward the news, which later influence the hedonic and utilitarian dimensions of attitude toward Facebook fan pages.

Schultz (2016b) explores consumer social interactions on social networking sites of six apparel retail brands, by analysing the fan number, brand posts, and response behavior, and consumer activities such as liking and sharing. Zoha et al. (2016) explore the impact of the most frequently posted contents of 14 international brands of electronics firms on the brand fan pages' People Talking About This (PTAT) metric. De Veirman et al. (2016) investigate consumers' motivations differing the level of activeness and public visibility on Facebook brand pages. Results show that both lurking and posting behaviors are driven by social interaction desires. Lurking behavior is also impacted by entertainment motives and posting behavior is affected by empowerment motives. Schultz (2016a) explains brand post interactions by post vividness, interactivity, and content. Vividness and content types positively and negatively impact the brand post interactions. Interactive characteristics have a positive influence on users' social interactions.

Even though the existing literature investigates social interactions in brand communities, social marketing and social media engagement strategies are still at the early stage and are quite limited such as the unknown about how social media channels are being used, what their potentials are, and how consumers interact (Cvijikj and Michahelles, 2013, Angela Hausman et al., 2014, Cervellon and Galipienzo, 2015, De Veirman et al., 2016, Rohm et al., 2013). The literature also generally focuses on a specific brand category or message category (Coursaris et al., 2013). Factors driving consumers to contribute in online social pages are yet to be thoroughly explored (Leach et al., 2012). Also, only few researches explore the effects of brand activities (marketer-generated content) on consumers' social awareness and interactions. The goals of this paper are thus to evaluate the effect of marketers' activities in the Facebook brand pages together with the fan bases on consumer awareness and interactions represented by the PTAT metric, to examine the consequence of the PTAT, and to compare different strategies applied by nine brand categories in terms of the post frequency, the popularity of posts, media types, and average response time.

2 RELATED LITERATURE

2.1 Facebook Brand Pages

Brand communities are another form of consumer communities representing social networks of consumer knowledge and companionship. Social networking sites and brand communities have the same basic property in terms of their members interacting with each other (Zaglia, 2013). Social media-based brand communities encompass five unique dimensions: social context (members can obtain a great deal of information about other members), structure (no explicit or implicit structure), scale (brand communities can reach millions of members), storytelling (more interactive from using video and photos accompanied by texts), and numerous affiliated brand communities (the cost of creating a brand community is close to zero) (Habibi et al., 2014). Brand communities can influence consumers to feel favorable toward brands. Some studies confirm that brand communities affect consumers' satisfactions that eventually enhance brand loyalty. Good relationship in a brand community also has a positive impact on purchase intentions, increasing sales. Consumers' relationships with brands, products, or companies positively affect brand trust. Those relationships are stronger for highly engaged customers more than lower engaged customers (Habibi et al., 2014, Hsu et al., 2015, Cvijikj and Michahelles, 2013, Jahn and Kunz, 2012). Social media-based brand communities also enable brand owners the ability to increase value, brand trust, and brand loyalty (Chen et al., 2013).

Facebook, the dominant social networking site, provides five tools for firms to use the platform for marketing purposes, including Facebook ads, Facebook brand pages, social plugins, Facebook applications and sponsored stories (Cvijikj and Michahelles, 2013, Augar and Zeleznikow, 2013). Facebook fan page, emerged in 2007, is an open platform that can help enterprises to initiate a brand community for direct interaction with consumers such as customer service, sharing news, or offering product information to their consumers (Chen et al., 2013, Hsu et al., 2016, Cvijikj and Michahelles, 2013, Beukeboom et al., 2015). Fan pages can be used for presenting business advertisements, commercial marketing, or professional knowledge (Hsu et al., 2016). Companies use Facebook fan pages because of increasing trustworthiness and goodwill, lead generation, ability to engage with consumers, accessing to customer's feedback, and

cheaper form of advertising (Leach et al., 2012). A company can generate interactions with consumers by writing on a company's wall or creating posts. Companies are flexible to choose media types such as status, link, photos, or app in order to spread information in their ways (Zoha et al., 2016, De Vries et al., 2012). The news feed linked to a brand page is sent to members connecting to the page and their online friends through a ticker, enhancing word-of-mouth effects and enabling push-based customer relationship management (Hsu et al., 2016, Podobnik, 2013, Trefzger and Baccarella, 2016, Luarn et al., 2015). Nowadays, almost every major brands have Facebook fan pages (Jayasingh and Venkatesh, 2015).

Ongoing interactions are crucial for social networks, whereas social relationships are important for brand communities (Zaglia, 2013). The Facebook fan pages or brand pages are prominent due to their rapid membership growth (Hsu et al., 2016). Facebook fan pages could be used as an explicit brand communication and interaction channel, to be first of all a connection between consumers and the brand (Jahn and Kunz, 2012). Fans can engage or interact with a company, improving their brand experience, by posting content on the wall, commenting on existing posts, giving likes, sharing posts on their profile, and so on. These actions represent a form of word-of-mouth communication, which significantly increases brand commitment, purchase decision making, and sales (Cvijikj and Michahelles, 2013, Zoha et al., 2016, De Vries et al., 2012, Shen and Bissell, 2013, Angela Hausman et al., 2014).

2.2 Posted Content and Customer Engagement

Customer engagement starts from initializing a relationship with fans to generating brand activities (posts or user posts) and supporting consumer activities (likes, comments, and shares) (Schultz, 2016b). Customer engagement in online brand community is positively related to repurchase intention and WOM intention. It is the strategy for establishing and retaining competitive advantages (Chan et al., 2014). However, generally only 1 percent of fans contributing a lot by posting messages, responding to other members' questions, joining brand contests, and share their experiences about the brand with other members (Madupu and Cooley, 2010).

Although Facebook users tend to follow many brand pages, not all brand posts are popular,

attracting significant likes, comments, or shares (Chua and Banerjee, 2015b). Valuable content, both hedonic and functional, are thus crucial for attracting consumers to brand fan pages. In addition, delivering interesting, entertaining, and innovative content to fan page users are important (Jahn and Kunz, 2012). Online-passing behavior occurs in social networking sites when consumers pass along content such as information about products or brands by liking, commenting, or sharing the posted content (Kim et al., 2014). Popularity of brand posts is shown by receiving the number of likes, comments, and shares (Chua and Banerjee, 2015b). Facebook brand pages implement the algorithm containing factors such as post popularity (likes and comments), content types (photos, videos, status updates) to select the relevant content among a lot of content to push to the fans' news feeds (Trefzger and Baccarella, 2016). Facebook posts also have a positive effect on sales because customers immediately react to posts by visiting the brand store (Augar and Zeleznikow, 2013). Therefore, good and persuasive content could create the ripple effect on Facebook brand pages.

3 RESEARCH FRAMEWORK AND HYPOTHESES

3.1 Marketer-Generated Content: Posts per Day, Post Timing, Average Length of Posts, and Curiosity

Good content strategy increases consumers' interactions (Cvijikj and Michahelles, 2013, Chauhan and Pillai, 2013, De Vries et al., 2012, Swani et al., 2013, Malhotra et al., 2013). Consumer-brand relationships and post content are crucial factors motivating fans to participate and contribute to online brand communities (Huang, 2013). If companies provide entertainment, brand-related information, and remuneration, engagement motivations of fans will be met, increasing the number of likes and comments and gaining more interaction duration (Cvijikj and Michahelles, 2013). Informational supports also positively impact brand community commitment (Chen and Shen, 2015). Generating more brand-related information drives the number of likes, comments, and interaction duration on brand fan pages (Cvijikj and Michahelles, 2013, De Vries et al., 2012). De Vries et al. (2012) proposes that posting informational and

entertain content may increase the brand post popularity in terms of the volume of likes and comments.

Online engagement depends on the various content of posts (Luarn et al., 2015). Posting and response behavior is shown by the average posts per day and the average response rate per day orderly (Schultz, 2016b). Posting daily challenges could enhance the learning experience of fan members (Zaglia, 2013). Brand post vividness, interactivity, and content type are expected to have a significant impact on post interactions (Schultz, 2016a). Different types of posts have different impact on PTAT, especially image posts with details and feature videos (Zoha et al., 2016). Content types, media types, and posting times tend to relate to online engagement (Cvijikj and Michahelles, 2013, Schultz, 2016a).

Schultz (2016a) proposes that the publication day of post would significantly impact post interactions. Posts created on weekdays and during business hours may receive higher post popularity (Sabate et al., 2014). Posting day of the week is a relevant factor for choosing the appropriate time for posts (Cvijikj and Michahelles, 2011). It is possibly that users would visit brand fan pages during the weekends than on weekdays, resulting in higher post popularity (De Vries et al., 2012). Posting content on weekdays is important for the user engagement in terms of likes and comments because people are possibly willing to spend this time on the workdays (Cvijikj and Michahelles, 2013).

Schultz (2016a) proposes that the longer a brand post placed at the top of page generates the higher post interactions. Lengths of messages may impact click-through rates of advertisements (De Vries et al., 2012). Posts with a proper amount of texts are may gained higher popularity than posts with no or a lot of texts (Trefzger and Baccarella, 2016). If posting content is favorable, brand owners should listen to their fans and response to their questions and suggestions. Brand pages may be applied as crowdsourcing channels, by asking consumers' opinions (De Veirman et al., 2016). Brand post topics such as questions have a significant influence on the number of likes and comments (Schultz, 2016a).

So, hypotheses are proposed as follows:

H1: Posts per day on an online brand community have an impact on consumer awareness and interactions (PTAT).

H2: Post timing on an online brand community have an impact on consumer awareness and interactions (PTAT).

H3: Average length of posts on an online brand community has an impact on consumer awareness and interactions (PTAT).

H4: Curiosity (amount of posting questions) on an online brand community have an impact on consumer awareness and interactions (PTAT).

3.2 Number of Fans (Total Likes)

A Facebook fan page's popularity is important since the fan page should have as many as possible users to view the brand's posts (Trefzger and Baccarella, 2016). The engagement rate is related to the number of fans (Laurens, 2013). Total fans show the market developments, for instance, expansion strategies. Decrease of fan numbers reflect some problems in the consumer-brand relationship (Schultz, 2016b). The like button on a fan page is a straightforward tool to engage fans into brand communications and co-creations (Wallace et al., 2014). Total likes are the multiplier of possible reach. So, they affect a brand's social media strategy. The number of fans show the ability to influence users' friends and the potential to provide insights about sales or brand value (Schultz, 2016b). Facebook points that people who liked Facebook fan pages are more engaged, active, and connected than others. Total likes are also the measure of the return on investment in social media (Wallace et al., 2014). Likes on Facebook fan pages enable firms to increase their brand awareness and engagement, which later contributes to companies' return on investment (Angela Hausman et al., 2014).

There is a positive relationship of the number of followers over customer engagement regarding the number of likes and comments (Sabate et al., 2014). The total fans on the publication date of the brand post negatively affect the post popularity in terms of shares (Schultz, 2016a). In virtual community, users' normative influence and informative influence have positive effects on eWOM review credibility and adoption (Hsu et al., 2016). The number of pages that users followed or liked could drive overall consumer engagement and consuming level (Luarn et al., 2015). Intensity of a brand fan page usage significantly increases the fan-page engagement and brand loyalty (Jahn and Kunz, 2012).

So, hypothesis is proposed as follows:

H5: The number of fans on an online brand community have an impact on consumer awareness and interactions (PTAT).

3.3 People Talking About This

PTAT metric reflects a Facebook fan page's awareness and interaction over time (Socialbakers.com, 2014). It integrates stories, for instance, liking/ commenting/ sharing posts, answering questions, responding to events, or claiming offers (Othman et al., 2013). Likes, comments, and shares provide a method to measure consumer-brand interactions (Kim and Hettche, 2015). Liking posts are in turn spreading content for their personal networks (Malhotra et al., 2013). A single like can refer a post to hundreds of friends and to other friends' networks who liked the post, generating social contagion effects (Swani et al., 2013). More likes a post received, the probability that the post is sent to more fans' news feed (Trefzger and Baccarella, 2016). Higher social interaction and brand interaction significantly bring more fan engagement (Jahn and Kunz, 2012). Higher levels of brand awareness also significantly lead to higher WOM activities and purchase intentions (Hutter et al., 2013). Social interaction is a common motivation for engaging activities in online brand communities such as Facebook fan page (De Veirman et al., 2016). Strong consumer participation can drive a brand forward, creating reaches for each post (Socialbakers.com, 2014).

So, hypotheses are proposed as follows:

H6a: Consumer awareness and interactions (PTAT) positively affect fan growth by day.

H6b: Consumer awareness and interactions (PTAT) positively affect fan growth by week.

H6c: Consumer awareness and interactions (PTAT) positively affect fan growth by month.

A Facebook fan page's popularity is important since the fan page should have as many as possible users to view the brand's posts (Trefzger and Baccarella, 2016). The engagement rate is related to the number of fans (Laurens, 2013). Total fans show the market developments, for instance, expansion strategies. Decrease of fan numbers reflect some problems in the consumer-brand relationship (Schultz, 2016b). The like button on a fan page is a straightforward tool to engage fans into brand communications and co-creations (Wallace et al., 2014). Total likes are the multiplier of possible reach. So, they affect a brand's social media strategy. The number of fans show the ability to influence users' friends and the potential to provide insights about sales or brand value (Schultz, 2016b). Facebook points that people who liked Facebook fan pages are more engaged,

active, and connected than others. Total likes are also the measure of the return on investment in social media (Wallace et al., 2014). Likes on Facebook fan pages enable firms to increase their brand awareness and engagement, which later contributes to companies' return on investment (Angela Hausman et al., 2014).

4 METHODOLOGY: DATA SAMPLE AND DATA COLLECTION

To choose the best players on social networking platforms, top one-hundred Facebook fan pages, ranked based on the number of fans, listed on Socialbakers.com (2013) were applied to identify brand pages and to select studied samples. Other brand pages in the same categories were collected more to complete the samples, under criteria that brands had concrete products or services and they were top brands in each category. The list consisted of various brand categories including Fast-Moving Consumer Goods (FMCG), e-commerce, retail foods, telecommunications, electronics, fashion, finance, jewellery & watches, and retail.

The unit of analysis was per brand page. The Facebook fan pages of 328 brands were analyzed from the page themselves, free statistics from Socialbakers.com, and free statistics from Likealyzer.com, using one-month period. Free statistics from various sources because of their objective measures. Focusing on marketer-generated content on each brand page, collected information for this study comprised of fans growth (by day/ by week/ by month) from Socialbakers.com, likes, PTAT, posts per day, likes, comments and shares per post, posts per type (picture/ video/ message/ Pinterest), timing, length of posts, curiosity, and response time from Likealyzer.com. Curiosity is how frequent is a brand page poses questions to its fans. Way off, slightly off, and perfect of timing were turn to 1 to 3 respectively. Way off means "You publish many posts between 00 - 03 (GMT). But posts published between 15 - 18 (GMT) engage more users". Slightly off means "So close! You publish many posts between 15 - 18 (GMT). But posts published between 18 - 21 (GMT) engage more users.". Perfect means "You publish the majority of your posts between 15 - 18 (GMT)" (Meltwater, 2016). At this time, your followers seem to be most active.". Length of posts were converted "less than 100 characters" to 1, "100-500 characters"

to 2, "more than 500 characters" to 3, and "more than 500 words" to 4. For curiosity, "You should ask more questions" is equal to 1, and "A good amount of questions" is changed to be 2.

After data collection by the research assistant was completed, 31 brands were excluded from data analysis due to too much lack of data about brand pages. Final dataset encompassed 297 fan pages in Thailand (both local and international brands) from 9 brand categories.

5 RESULTS

5.1 Descriptive Statistics

Of 297 brand fan pages, there are 82 pages from Fast-Moving Consumer Goods (FMCG), 44 pages from e-commerce, 33 pages from retail foods, 8 pages from telecommunications, 30 pages from electronics, 41 pages from fashion, 34 pages from finance, 4 pages from jewelry & watches, and 21 pages from retails. Electronics, FMCG, retail foods, jewelry & watches, fashion, finance, telecommunications, e-commerce, and retail brands, arranged in descending order, gained a number of attention from fans, as shown in Table 1.

According to the descriptive value, e-commerce and retail brands are quite active in daily communicating messages. However, posts from FMCG, telecommunications, and electronics receive high engagement in terms of average likes, comments, and shares per post. Considering posted content, fan pages in every brand category heavily pay attention to picture posting, especially FMCG, retail foods, fashion, jewelry & watches, and retail brands. Comparing to others, telecommunications, electronics brand pages utilize videos more than brands in other categories. Posts including images and videos are significantly popular than posts without them (Trefzger and Baccarella, 2016). Image posts significantly receive more likes and comments (Zoha et al., 2016). Photos, videos, and status updates also are top three post types that receive high volume of likes and comments (Lee et al., 2014). Therefore, the post strategy of those brands may move to the right direction. E-commerce, telecommunications, and finance pages sometimes apply texts to convey marketing messages to consumers. E-commerce brands show the remarkable use of Pinterest posts. Telecommunication brands are outstanding in terms of average response time, responding users' posts on their pages.

Table 1: Information about fan pages, classified by brand categories.

Brand Category	Avg. Fans	Avg. Posts/ Day	Avg. Likes, Comments & Shares per post	Avg. Picture Posts (%)	Avg. Video Posts (%)	Avg. Message Posts (%)	Avg. Pinterest Posts (%)	Avg. Response Time (mins)
FMCG	2,121,549	3.28	2,317	91.95	4.11	1.66	2.29	3,681
E-Commerce	596,581	10.80	649	76.85	2.60	5.66	14.90	1,915
Retail Foods	1,767,610	1.94	796	93.29	1.77	1.89	3.05	1,168
Telecommunications	863,106	5.96	1,215	79.16	6.78	5.73	8.33	86
Electronics	2,375,338	2.62	1,143	84.22	5.70	1.81	8.61	1,166
Fashion	1,774,408	3.19	446	91.19	3.81	2.03	2.98	1,836
Finance	926,074	2.93	648	82.86	3.59	6.06	7.50	1,059
Jewelry & Watches	1,049,355	3.15	699	96.85	0.00	1.05	2.10	696
Retail	389,973	10*	481	94.84	2.58	1.39	1.20	993

*excluding one outlier brand.

5.2 Data Analysis

Table 2: Summary of multiple regression analysis for variables PTAT (N = 297).

Variable	<i>B</i>	<i>SE B</i>	<i>Beta</i>
Posts per Day	299.426	238.552	.057
Timing	2340.331	4153.976	.025
Length of posts	-5561.407	5518.014	-.045
Curiosity	-8801.333	19601.590	-.020
No. of Fans (Likes)	.010	.001	.628**
<i>R</i> ²		.41	
<i>F</i> for change in <i>R</i> ²		40,512***	

* $p < .05$. ** $p < .01$.

Multiple regression and simple linear regression are applied to verify the proposed framework. As shown in Table 2, only the number of fans significantly has a positive impact on consumer awareness and interactions. Therefore, $H1 - H4$ are rejected, whereas $H5$ are confirmed. Using the Stepwise method, it was found that PTAT level explains a significant amount of the variance in the value of fans growth by day ($F(1, 295) = 58.416$, $p < .01$, $R^2 = .165$, $R^2_{Adjusted} = .162$). The analysis shows that PTAT level significantly predict fans growth by day ($Beta = .407$, $t(295) = 7.643$, $p = .000$). When fans growth by week was predicted, it was found that PTAT level ($Beta = .405$, $p < .01$) was a significant predictor. The overall model fit was $R^2 = .164$. The result of the simple linear regression also indicated that PTAT explained 20.8% of the variance ($R^2 = .208$, $F(1,295) = 77.355$, $p < .01$). The PTAT positively increase fans growth by week ($Beta = .456$, $p < .01$). So, $H6a - H6c$ are accepted.

6 DISCUSSION AND IMPLICATIONS

Testing hypotheses support literature research. For instance, fans' impressions drive fan pages' engagement (Lee et al., 2014). The effects of day and time on likes per post are not supported (Sabate et al., 2014). A post published on weekdays or weekends has no impact on social interactions. Longer posts decrease the number of likes, comments, and shares (Schultz, 2016a). Posts with a moderate amount of texts are more accepted than posts with too few or too many texts (Trefzger and Baccarella, 2016). Posts created in the peak hours have no influence on the engagement level (Cvijikj and Michahelles, 2013). Electronic WOM is transmitted in an exponentially growing nature through social media (Kaplan and Haenlein, 2011).

However, this study yields some different results from the past studies. For example, in sport context, 72 percentage of posts from the health coach received social interactions at least once, showing the importance of average posts per day (Merchant et al., 2014). Saji et al. (2013) confirms that content agility significant affects the number of likes and comments. Content agility is the timing of the day during which the post was made. They divided total hours of a day into 6 slots, 4 hours each. Total fans have a negative influence on sharing behavior (Schultz, 2016a). A report from Socialbakers.com points that in general more fans decrease engagement rates. However, a study of Laurens (2013) indicates that the number of fans has no significant influence on the engagement rates, but the friends among fans have a positive effect on the engagement rate of brand pages (Laurens, 2013). There is no significant effect of like rations on

interaction duration. Posted days significantly affect the comments (Cvijikj and Michahelles, 2011).

In sum, this study support that the number of fans affects consumer awareness and interactions, but in the positive way. The consumer awareness and interactions in terms of PTAT later significantly increase more fans daily, weekly, and monthly. Giving different results from the literature research, marketer-generated content in terms of average posts per day, post timing, average length of posts, and average posted questions insignificantly affect social interactions.

This study extends the framework in the literature studies by adding the aspect of strategies applied by marketers in terms of posts per day, post timing, average length of posts, and curiosity. To my best knowledge, there are few studies analyzing the effects of marketer-generated content on consumer interactions, using objective measures. For practical implications, this study confirms the importance of fan bases on consumer awareness and interactions, which finally impact future fans. The quantity of marketer-generated content is not much important as the quality or the variety of posting content. There are still more rooms for brands in various brand categories to promote their brand pages to increase the number of fans. Using pictures and videos could attract more consumers to engage with the posts, increasing PTAT. PTAT is important to involve more non-fans to become fans and to participate in quality posts of brands in the future, creating a ripple effect.

7 CONCLUSION, LIMITATIONS, AND FUTURE RESEARCH

The goals of this study are to understand how marketers of leading Facebook fan pages in Thailand interact with their consumers and to evaluate the effectiveness of marketer-generated content in terms of posts per day, post timing, average length of posts, and curiosity across nine brand categories, and to compare different content strategies applied by product categories. The findings show the importance of content quality more than content quantity. Fan bases are also vital to create customer awareness and interactions. These social interactions could increase new fans in the near future. Posting images is dominant in the content strategy applied by all brand categories, supported by the literature that photos/ images have a significant effect on fan engagement. Content strategy from brands in the successful category (such as FMCG posts many

images and videos) could be applied by other brand categories. However, average response time of brands in almost all categories should be improved.

The focus of this study was on a social networking system, Facebook fan pages. But most studies generally conduct in the Western context. Thailand is listed as the top three countries with the highest Facebook users in November 2015 (Statista.com, 2016). This study thus provides complement findings from different environments, using Thailand fans as a case study. Future research should extend the study about marketer-generated content across various social media. Other variables regarding marketer-generated content such as specific content types according to brand categories should be studied. Comparing the results of this research with other research in Southeast Asian countries should be studied.

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