

Impact of Content, Context, and Creator on user engagement on Instagram

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Abstract

Social media marketing is a powerful tool for businesses to grow their customer base and increase sales. However, the lack of an effective strategy can lead to low engagement rates, which in turn means less opportunity for growth. This paper aims to address why this happens and what you can do about it. This study aims to find out what exactly drives user engagement when it comes to content cues, context cues, and creators. In this paper, we will report on a study that will analyze the textual and visual content while also taking into account the creator and context variables, to find out what exactly drives user engagement. The results of our research will help marketers to understand what exactly drives user engagement and what they should keep in mind moving forward.

Keywords: *Social media marketing, User engagement, Content, Instagram*

Introduction

Social media marketing is a growing trend in the world of business today. It has become one of the most popular forms of advertising because it allows businesses to reach their target audience without having them come into contact with traditional forms of advertising like TV commercials or billboards. Many people in the world are lazy and have time on their hands. Companies can benefit from these people through social media marketing, but there comes a time when a company must look to have the best return on investment when it comes to social media campaigns. (Paek, Hove, Jung, Cole, 2013). People also tend to be more interested in and open to good-looking ads and content. Instagram's strategy, which connects good pictures and promotion, is leading compared to Facebook and Twitter. (Rochman & Iskandar, 2015) Social media marketing is an effective way of communicating with your customers and potential customers, as well as promoting your brand or business. Social media marketing is a multi-faceted approach in which a brand or company can get its message out to its target audience using social media platforms. This can be done through sharing, retweeting, and blogging. (Kaplan, Haenlein, 2010) User engagement is an essential factor affecting a person's opinion and attitude about a brand. User engagement is the quality of the user experience that emphasises the positive aspects of the interaction, and in particular the phenomena associated with being captivated by a web application, and so being motivated to use it. (Lehmann, Lalmas, Yom-Tov & Dupret, 2012). Consumers who are actively involved in social media marketing will most likely be more loyal to the company they maintain a relationship with.

As consumers become more connected through their mobile devices, social networking sites, and mobile apps, they expect more than just informative information; they want their messages to be seen at all times. There are different ways to measure user engagement, but some of the most common ones are likes, shares, and clicks. The combined action taken by social media users can be broken down into three main categories – sharing content, commenting on shared content, and liking pages and profiles. What does this mean for your business? It means that if you have a product or service that has high perceived value among your target audience then you should not only show them how to go about using it in the most effective way possible but also show them why they need to spend the time using it. (Insider, 2022)

One key aspect of using this method is how content and context can impact user engagement levels within a given community/platform by changing how users interact with content and creators (the person who creates something). (Yesiloglu, Was, 2020).

Social media marketing is a strategy for creating and distributing content, which can be in the form of text or images. The goal of social media marketing is to get people to interact with your company's brand. This interaction creates a relationship between you and your customers, allowing them to feel comfortable sharing their experiences with others online. (Aldous, An & Jansen, 2019).

When it comes to user engagement on platforms like Facebook, Instagram, Twitter, etc., certain factors affect how engaged users are with an organization's content:

- Content and context—the creator behind the piece (e.g., CEO vs intern)
- Creators' voice—the tone and style used by creators when creating content
- The time at which audio and visual content was posted
- The frequency at which the posts were posted
- The language used in such posts

To find out what helps brands and companies with promoting their products we will be statistically comparing a variety of user-generated posts and by using an analytical algorithm we will be able to statistically derive the driving force behind user engagement. We will also deep dive into what exactly helps conversion rates when it comes to visual, audio, and other contextual clues. We will be using a data-driven approach when it comes to extracting and simplifying data and we will be analyzing the accumulated data such as Instagram posts, stories and reels, and keywords used in posts. (Torbarina, Jelenc & Brkljačić, 2020)

Review of Literature

The growing influence of social media on marketing is undeniable. User engagement has become synonymous with brand engagement and loyalty. The above paper has deduced that during the pandemic, the usage of social media platforms by Indians substantially increased which led to increased decision-making purchases online to satisfy their product needs. It was also deduced that Indians during the pandemic were more likely to purchase a product that had been marketed through social media and not only that but they would even compare its attributes to other products eventually leading up to a purchase. (Jaakonmäki, Roope, Müller, Oliver, & Jan 2017)

The impact of images on social media marketing has been divided into this article. Not only that but also the several characteristics within an image such as the mere presence, the source, and the image quality are all driving forces of user engagement when it comes to social media. While these attributes are content based there are several context-based cues that are included in this paper. Social media sites such as Instagram and Twitter, user engagement and consumer behavior are widely different and it depends on

the type of content that is being uploaded such as images will get more engagement on Instagram rather than Twitter as Instagram is a more picture-based platform. Whereas text content receives more engagement on Twitter rather than Instagram. (Tajudeen, Jaafar, & Ainin, 2018)

The above paper goes into detail on the effects of content, context, and creator on user engagement in social media marketing. They deduced that creator's sex, age, gender, and following massively impacted user engagement. Content cues like happy or positive keywords or emojis used in social media posts lead to higher engagement, especially on Instagram. Context cues such as times of the day/days of the week have been proven useful to marketers as at these key times engagement increases and thereby, they can garner the most amount of interaction between the customer and the brand. (Chung, Shin, Animesh, & Han, 2017)

Earlier people used to communicate on an in-person and day to day basis hence their interactions were limited. But now with the power of social media more and more people are engaging in interactive behaviors across all platforms. Studying the interactions between friends and associates on social media is an effective tool to be able to strategize more user engagement in a business context. Using Facebook data, the VARX model has been implemented to study the dynamic relationship between external and internal engagement, friend engagement, and user network size. A positive relation was found between a user's external engagement and a user's network size and friend engagement. (Khairani & Fachira, 2021) In this study consumer sentiments were taken into concern through semi-supervised consumer sentiment analysis to provide a quantitative dataset, then data analysis was carried out to check the validity of the hypothesis. It was proven that customer sentiment, be it positive or negative expressed in the comment section of a brand-related post was associated with brand popularity. However, the nature of these relationships is controlled by public opinion in the form of upvotes on comments. (Farook & Abeysekara, 2016)

The research methodology of this paper was carried out through surveys that were carried out in mainland China. The findings of the paper suggested that users' involvement with social media was directly proportional to users' engagement with social commerce content. It was also deduced that task, social and physical attractiveness played an important role in user engagement with social commerce content. It was also found that task attractiveness affects user engagement directly whereas social and physical attractiveness affects SNS involvement indirectly. (Thomas, 2020)

The immediate future of social media in marketing will be controlled by the Omni social presence of influencers and privacy concerns of social media. The near future concerns will be governed by combating loneliness and isolation, requiring integrated customer care, and using social media as a political tool. The far future will be governed by the use of AI and the digital space will be largely occupied by non-humans. (Wahid & Gunarto, 2022)

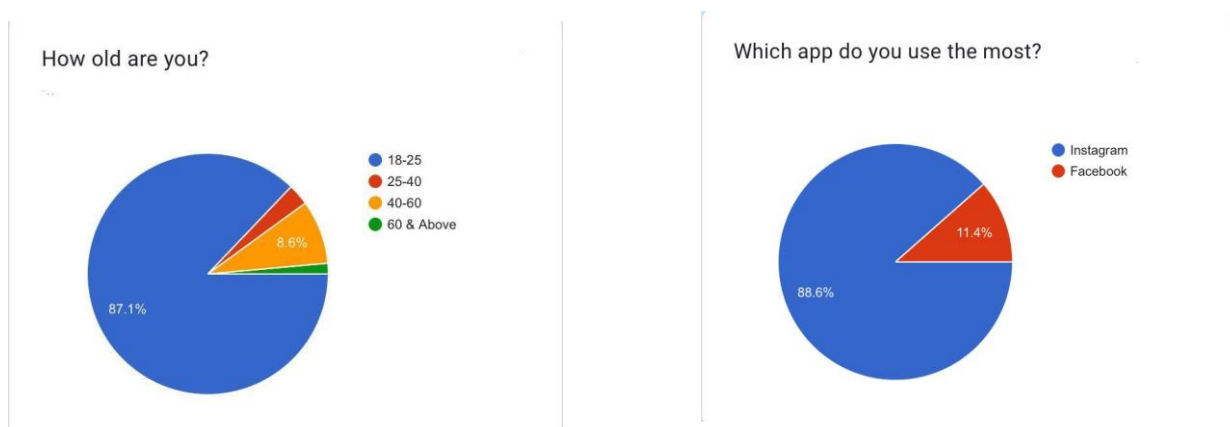
Research Methodology

We have done primary research and followed up with a quantitative approach through a survey to analyze the relationship between the content, context, and creator related to features and user engagement. The research process we have chosen in this paper is a questionnaire with over 100 responses from people of various age groups and backgrounds to find a pattern in what features and aspects affect user engagement. Engagement on Instagram can be measured by the number of likes, total number of comments, number of shares, and number of saves on a post. The number of likes is usually greater than the number of comments. Comments indicate user interest in the post and thereby they are significantly lesser. Many content creators

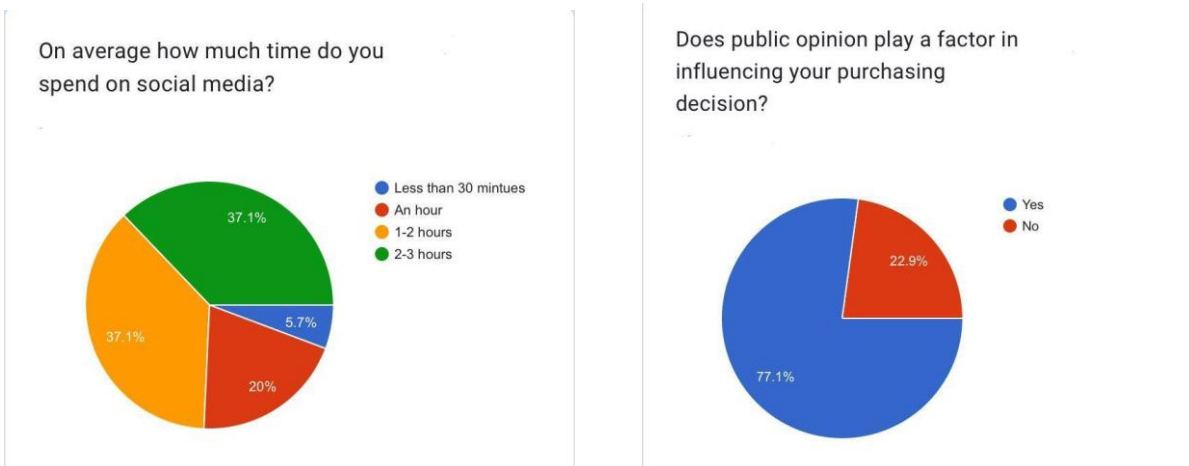
aim to increase shares and saves as these are the ultimate factors to increase user engagement and beat the Instagram algorithm. The Instagram algorithm controls all the factors of user interaction. Likes indicate the user's approval and agreement with a post/video while comments are a verbal expression of a user's interest. Share is carried out by a user when they want to share a piece of content with another individual since it covers a ground of common interest. Saves are carried out by users when they want to store a piece of content in a special folder where they can come to view it at any point in time. We asked questions based on features with which people frequently interact on social media. In this research paper, we have only considered Instagram. We have considered different aspects of creator features such as the number of followers the creator has, the impact of the creator, the contextual feature such as the timings of the post they have uploaded during, and the festive season. Lastly, the content features such as the music, the language, the visuals, the graphics, and the quality of the post. By putting all of them together collectively, we have given a well-rounded analysis of the most important features which increase user engagement on Instagram. We have interpreted our results and compared them to the existing articles based on the same topics.

Analysis and Findings

From our research, we have deduced that more than 87.1% of users on Instagram are from the age of 18-25. Thereby the people interacting the most with any type of content on Instagram will be from this age group. The people from this age group are also known as 'millennials' and 'gen z's. The amount of time spent on social media had several differences but 37.1% of people voted that they spent over 2-3 hours on social media daily.



The most common day to post was Wednesday. Over 51.4% of the people said that they use social media frequently between 8 pm-12 am. While 21.4% of people use it between 12 pm-4 pm and 20% of people use it between 4 pm-8 pm. Over 55.7% of the people stated that they use social media during any spare time they have in the day including spare time, meal time, school/work, etc.

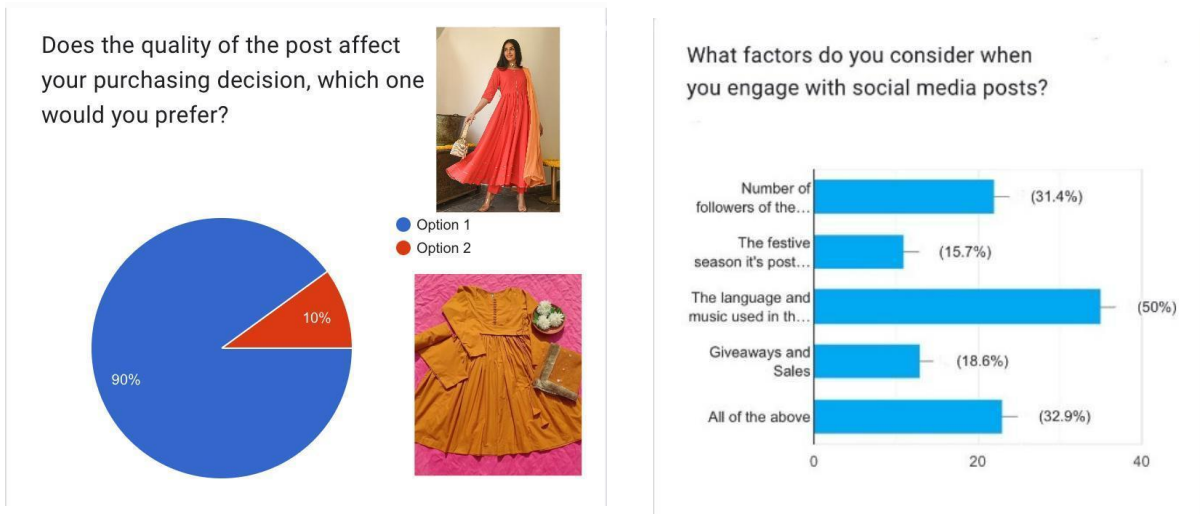


When asked how likely they were to purchase a product online more than 52.9% said that they were somewhat likely. When asked if the role of a creator affects the purchasing decision of the user over 67.1% of people said that they would not purchase it just because a famous creator recommended it.

We also deduced from our survey that 77.1% of the people were likely to buy a product only if the public opinion of the said product is high. When asked how often a customer is likely to buy a product from a sponsored post over 45.7% of people said that they would not buy from it while 45.7% of people said that they would sometimes buy from such posts.

When asked if they would purchase festive season-related products during the aforementioned season, 51.4% said that they would not purchase products while 41.4% said that they sometimes would buy from such posts. 81.4% of people stated that they would rather purchase from a more prominent brand rather than buy from a famous influencer. 31.4% of people stated that they take into consideration the number of followers of a creator while interacting with Instagram posts. 15.7% said that they take into account the festive season in which the content was posted. 50% of people said that the language and music included in the post heavily influence their interaction. 18.6% said that giveaways and sales are what lead them to interact with a post.

Around 50% of people give importance to content which is the music, and language used in the content which shows that content and context play an important role to affect user engagement with the users. So, putting trending music or innovative captions can engage more users to interact with the posts put up by content creators. 47.1% of people stated that they sometimes comment on social media posts while 41.4% stated that they never comment on a stick. 90% of people stated that the quality of a post heavily influences their purchasing decision. Add on, the editing, and the lighting of the posts also affects the purchase and the user engagement as the better the quality of the picture, the more the people will be influenced to buy the product. As the result shows that 90% of people chose option 1 which had a better background, quality, and lighting was chosen more to purchase.



Conclusion

This study discovered that age has a significant influence on customers' behavior in marketing consumer goods. Consumers will always go for quality goods rather than quantity when purchasing goods even with the influence of their age and income. Understanding, analyzing, and keeping track of consumer behavior is very critical for a marketing department to retain its position successfully in the marketplace. Shopping has become truly omnichannel. People of age 18-25 are more into social media which makes them more into online shopping. Today's generation uses Instagram the most. People use social media during their spare time to pass their time. People, most probably the 'Gen z's' get influenced by the fashionistas on social platforms and urge to buy what they have. But some people do prefer to buy clothes by going to the store. They feel that there is a lot of risk in buying clothes online if it does not turn out to be what they had seen online. Public opinion plays a very important role in influencing purchase decisions. People sometimes purchase products from sponsored posts. Shopping for clothes online and joining social networks are becoming increasingly common activities. The findings suggest that the factors that consumers think affect purchasing clothing online are the influence of social networks, demand-driven clothes, clothing diversity, convenient and secure system of order, and discounts. Therefore, online apparel sellers in social networks should enhance those qualities that consumers want to boost the success of their businesses. When purchasing things offline, a buyer may see, feel, and touch the product, which is not feasible when shopping online. Some individuals will not buy anything until they can touch and feel it. The tastes and preferences of customers change all the time. When a buyer buys a thing in person, he or she has the option to try it on, but this is not feasible when ordering online.

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