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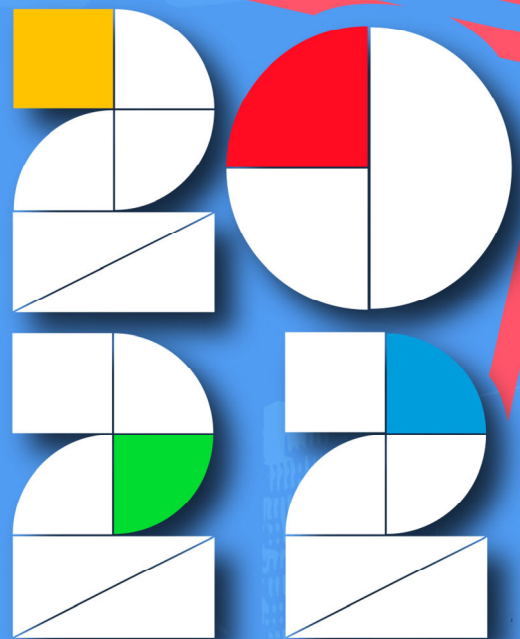
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Reengineering
Knowledge &
Creativity for
Global Excellence

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June



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TeSSH 2022***

**Reengineering Knowledge and Creativity
for Global Excellence**

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UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH

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Foreword

The papers compiled in these e-proceedings are papers presented online at Technology, Science, Social Sciences and Humanities International Conference 2022 (TeSSH I 2022) held on 30 June 2022 at Universiti Teknologi MARA (UiTM) Cawangan Kedah, Kedah, Malaysia. With the theme, ***Reengineering Knowledge and Creativity for Global Excellence***, the conference has brought together presenters of diverse background who shared their conceptual and empirical papers in broad areas that are subsumed under the fields of Technology, Science, Social Sciences and Humanities. These e-proceedings comprise current researches that were undertaken with the rigorous endeavour of knowledge enhancement to ensure that the world of academia will continue to flourish. It is thus hoped that readers will significantly benefit from knowledge contained in these proceedings.

TeSSH I 2022 and these e-proceedings would not have been possible without the great efforts from the presenters, and the generous support from the TeSSH I 2022 committee members and the Rector of UiTM Cawangan Kedah, Prof. Dr. Mohamad Abdullah Hemdi. A heartfelt gratitude is extended to all involved. It is hoped that these e-proceedings will be an impetus to stimulate further studies and research that benefit the society at large.

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The Determinants and Impact of Social Media Content on Consumer Engagement

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ABSTRACT

The digital age has transformed the business landscape, where everything went online at such a rapid pace. Social media is on the rise as a marketing tool, making traditional media obsolete as time passes. Contents posted online could either make or break an organisation. Consumers today have the power to choose what, when and where to watch online content, and they prefer personalized content. Social media plays a vital role in engaging interactions between organisations and consumers, among other benefits. Statistics show a rising trend in the number of global social media users, proving it as one of today's important platforms for firms to focus on, by initiating engagement with consumers through contents posted. It is no surprise that governments worldwide are also trying their best to increase firms' involvement in social media, especially among small-medium enterprises (SMEs), as they are one of the key drivers of a country's economic growth. Therefore, this concept paper aims to examine the relationship between social media content and consumer engagement and see value co-creation's mediating effect on the relationship.

Keywords: social media, content, consumer engagement, value co-creation.

INTRODUCTION

Digitalisation occurs rapidly in today's digital age, and the media broadcast landscape has shifted 360 degrees along with it. Before the Internet hit the world by storm, firms had no choice but to advertise on paid media platforms such as television, radio, and newspapers. Physical promotional materials such as vouchers, flyers, and member cards had to be printed to engage with customers. All the mainstream media advertisements are costly, and other supporting media may not contribute to attracting prospective consumers.

Today, digitalisation is part of everyone's lives. With the rise of the Internet and the invention of smartphones, tablets, and other technological devices, consumers have the power to choose what, when and where to watch online content, rendering traditional media increasingly irrelevant. Consumers are more interested in personalised content on social media such as YouTube, Netflix,

Disney+ Hotstar, TikTok, Instagram, Facebook, and many more. These 'Future Internet' or crowd-driven content platforms can attract millions of users to view, follow, and subscribe, granting them the power to watch, share, like, and comment on any content they like or dislike.

Social media is the new age platform, not just for everyday informal social chitchats. It plays a vital role in engaging interactions between customers and businesses. Organisations not jumping on the social media bandwagon will be left out of countless benefits. According to Wee et al. (2020), several works of literature, such as by Chong et al. (2012), Dong Hun (2010), Ainin et al. (2015), and Korda & Itani (2013), stated that organisations implemented social media usage as it provides low cost yet high-efficiency marketing medium. Moreover, Abed (2020) also stated that the major advantages of using social media are direct interaction with consumers, low adoption costs, wider market reach, and minimal IT skills required. The Malaysia Digital SME Study 2018 conducted by SME Corp. Malaysia and Huawei Technologies (M) Sdn Bhd proved that SMEs using social media and e-commerce in their business operations saw productivity improvement of between 26% to 27% (National Entrepreneur and SME Development Council, 2020). Ainin et al. (2015) also proved that Facebook usage has a powerful positive impact on organisations' financial and non-financial performance. This result reiterates the significance and reason why SMEs should seize the opportunity of social media implementation and utilisation.

However, Sutomo et al. (2020) asserted that only 87% of companies globally use social media. Meanwhile, according to National Entrepreneur and SME Development Council (2020), SME Corporation Malaysia conducted a survey in 2019 and found that 35.3% out of 1,347 firms were engaged in online business, surprisingly dropping slightly from 37.9% in the third quarter of 2018. Only 21.1% of respondents claimed they use social media, websites, and e-commerce platforms to market their products and services. Besides that, Economic Outlook 2022 under Budget 2022 presented by the Ministry of Finance (2021) stated that only 29% of businesses had a web presence, and only 5.2% engaged in e-commerce in 2015. Another survey by the SME Association of Malaysia showed that only a small fragment of local Malaysian SMEs, 26%, chose to continue using e-commerce platforms during post-pandemic (Ministry of Finance, 2021).

According to an article written by Mohsin (2021) in the web page by Oberlo, there are 3.78 billion social media users worldwide based on 2021 statistics. From the statistics by Oberlo, breakdown showed young adults ranging from 18-29 years old dominate the highest use of social media and were the ones with the broadest access to smartphones. The latest social media statistics was published by Statista.com in February 2022, where (Dixon, 2022b) stated that there are 4.65 billion active global social media population worldwide, while the active global mobile social media population worldwide, on the other hand, totalled up to 4.15 billion users. Meanwhile, Facebook ranked as the most popular social network based on global audience size. On the other hand, a survey done between January 2020 to December 2021 by Statista.com and article written by Dixon (2022a) found that TikTok had the highest engagement rate per post, 5.96%, as compared to other social media platforms such as Instagram, Facebook, and Twitter. From these statistics, we could clearly see that there are billions of active social media users worldwide, and engagement initiated through the platform can bring many benefits to organisations. Social media is one of the most important platforms that firms need to pay attention to in today's digital age.

Besides that, 'Dasar Keusahawanan Negara' by Kementerian Pembangunan Usahawan (2019) stated that to shift from a traditional economy to a new economy, governments across the world face the global challenge to instil digitalisation among entrepreneurs. Thus, the Malaysian government is encouraging entrepreneurs to go digital for their own benefit besides contributing to Malaysia's economic growth.

To thrive in today's dynamic and agile environment, entrepreneurs need to recognize the impact of social media usage for businesses to understand the types of content to be posted and ultimately grasp consumer engagement. All of them are interrelated and provide a timeline view of consumer behaviour. Social media is a widely used platform that connects the whole world with just a single click. Thus, businesses, especially SMEs, need to find ways to engage with their consumers through social media postings. Therefore, this conceptual paper aims to examine the relationship between social media content and consumer engagement and to see value co-creation's mediating effect on the relationship.

LITERATURE REVIEW

Social media is a digital environment that enables all users to mix personal and professional information, thus providing a natural opening for businesses to gain a new communication channel with their customers (Gustavsson, 2017). Dollarhide (2021) also refers to social media as a digital platform for sharing ideas, thoughts, and information through virtual networks and communities. TikTok, Instagram, Facebook, Twitter, and YouTube are among Malaysia's most popular and trending social media platforms. Boyd and Ellison (2007) stated that social media was initially created to connect friends but has grown into a global phenomenon since the creation of Facebook in 2008, as cited in Kraus et al. (2019). According to Mazza and Palermo (2018), billions of people use Facebook as a communication medium. Thus, businesses should take advantage of and use it for marketing and consumer engagement.

Next, content creation is defined as content on social media platforms and is often highlighted as very important by many sources. Nonetheless, few studies have been conducted to discover the amount of effort and resources needed to create content (Kraus et al., 2019). As Bill Gates had predicted 25 years ago, there will be intense competition and a significant number of failures in creating content in many categories such as sports, directories, classified advertising, online communities, and the most important is, entertainment and gaming (Gates, 1996).

Dolan et al. (2019) stated that several past scholars have looked into determining whether an emotional or rational type of message is more effective in a social media setting. Rational message appeal includes informational and remunerative content, while emotional message appeal includes entertaining and relational content. Informational content provides users with helpful and resourceful information, for example, news and product reviews. Remunerative content, on the other hand, provides incentives and monetary rewards, such as offers and deals. In contrast, entertaining content is fun and entertaining to users, for example, fun facts and memes. Finally, relational content considers consumers' needs for integration, social interaction, and desire for social benefits, such as motivational quotes and events.

Social media could act as a 'push' technology and peer interaction platform that could improve users' engagement, as mentioned by Tang and Hew (2017), cited in the article by Aleksandrova & Parusheva (2019). Social media facilitates user interaction and communication despite some challenges faced. Another scholar, Dolan et al. (2019), cited Malthouse et al. (2013), who said that the rise of the social media scene had shifted the paradigm of online consumer behaviour from passive observers to active users by participating in online conversations, interacting, and reacting to content. With this, new challenges arise for organisations because engaging with new millennial users requires the need to incorporate social media into their current business marketing strategy.

Besides that, Chuang (2020) highlighted that lack of customer co-creation hinders new products or services improvement and development, which will then affect social media agility and reduce firms' ability to fulfil customer demands. On the other hand, Cheung et al. (2021) found that the impact of interactivity and trendiness is not significant toward value co-creation intention. This finding means that high levels of interactivity between consumers and firms, and the trendiness of contents, do not necessarily improve the intention of consumers to co-create with firms.

Before we look into the literature on consumer engagement in social media content, let us first go through earlier models and frameworks that have been the foundation of all other frameworks and models. The basis of most modern technology acceptance theories originated from the Technology Acceptance Model (TAM), which Fred Davis coined in 1989. To encourage large-scale adoption, adoptees need to first perceive new technology as useful, which will then lead to the notable variable perceived usefulness, along with another variable, perceived ease of use, which directly influences intention to use new technology (Davis, 1989). However, not many know that TAM is a technology-focused adaptation of the Theory of Reasoned Action (TRA). This model predicted behaviours by looking into attitudes and behavioural intentions (Fishbein & Ajzen, 1975). TPB, or the Theory of Planned Behaviour, came after TRA, which involves just an additional variable which is 'perceived behavioural control', an extension of its founder Ajzen (1991). Perceived behavioural control is very much comparable to the self-efficacy theory by Bandura (1997). The additional

variable explains one's personal belief in how he or she can take appropriate actions in response to a given situation.

Many pioneering theories mentioned above have undergone extensive extensions and revisions over time by multiple scholars. Thus, the Unified Theory of Acceptance and Use of Technology (UTAUT) came into the picture. Venkatesh et al. (2003) expanded the existing model by updating and adding several new variables, such as effort and performance expectancy, which makes UTAUT current and relevant during its time. As of now, in 2022, UTAUT has also undergone several extensions and updates, thus the emergence of UTAUT2 and UTAUT3. UTAUT model includes four core variables to determine users' behavioural intention to use technology: performance expectancy, effort expectancy, social influence, and facilitating conditions. Gender, age, experience, and voluntariness of use are moderating variables assumed to influence the four key variables of usage intention and behaviour (Ui-Ain et al., 2015). After a few years, Venkatesh et al. (2012) extended their UTAUT model and introduced UTAUT2 by incorporating additional three constructs into the original UTAUT: hedonic motivation, price value, and habit. Chang (2012) mentioned that UTAUT2 proposed extensions of substantial improvement in behavioural intention and technology use. Next, UTAUT2 was further enhanced and extended by Farooq et al. (2017), who introduced personal innovativeness into UTAUT2 to enhance further its relationship with technology adoption and the use of information technology (IT) domain. This model is now commonly referred to as UTAUT3.

However, the theories and models above only examine the adoption and intention to use new technologies. Thus, scholars then try to find connections between adoption and intention to use technology acceptance, which leads to users' satisfaction and consumer engagement. A study by Momani (2020) cited its previous work, which shows the relationship between acceptance and satisfaction and their influence on the intention for continuous use of the system (Momani, 2018). This study is among many studies where scholars look into what happens after the adoption stage, and the terms vary from engagement to continuous usage to post-adoption. A doctoral thesis by Luqman (2017) also studied the determinants of continuance intention in mobile commerce usage activities among young consumers, which was based on the Expectation-Confirmation Model (ECM), Technology Acceptance Model (TAM), and Social Cognitive Theory (SCT) frameworks. Besides that, multiple scholars have investigated social media engagement or usage on firms' performance (Ainin et al., 2015; Rozak et al., 2021).

After looking into multiple areas and disciplines, the author saw that there is still a lack of past literature on the social media content and engagement landscape. Cheung et al. (2021) constructed a framework with the basis of five social media marketing (SMM) elements: entertainment, customization, interactivity, electronic word of mouth (eWOM), and trendiness. The SMM elements were examined to see the impact on consumers' intention to participate in value co-creation and consumer-brand engagement and how it finally affected perceived brand value. Another study by Dessart (2017) investigated individual-related antecedents and how they affected brand relationship outcomes, with social media engagement further divided into two, community engagement and brand engagement, as mediating variables. One particular study suits the domain the author is looking for the most, with a model depicting the relationship between social media content and social media engagement behaviour (Dolan et al., 2019). The independent variables were divided into two sub-categories: rational message appeals, which include informational and remunerative content, and emotional message appeals, which are entertaining and relational content. The dependent variables were divided into active social media engagement behaviours (creating, contributing) and passive social media engagement behaviours (consuming). The active social media engagement behaviours relate to co-creation among consumers introduced by Prahalad and Ramaswamy (2000), which means maximizing profits or benefits of both parties by co-creating content for social media.

On the other hand, Cortez and Dastidar (2022) devised a conceptual framework depicting the brand personality theory by Aaker (1997) in their longitudinal study. The elements include sincerity, excitement, competence, sophistication, and ruggedness. Then, the authors illustrated the loop relationship between the brand personality elements with exposures or impressions in content posts

and shares by firms with consumers' perceptions in terms of likes, clicks, comments and shares, and also actions which mean the gain of new followers by firms.

THEORETICAL FRAMEWORK

From thorough observations and readings of past literature, the author could see that most theories, frameworks, and models are interrelated. Therefore, the author decided to develop a theoretical framework for the study by adapting the model that Dolan et al. (2019) illustrated with informational content, remunerative content, entertaining content, and relational content as antecedents. On the other hand, the empirical model by Rozak et al. (2021) portrayed social media engagement as a mediator that strengthens the relationship between digital skill and SMEs performance but will be adapted in the author's framework as the dependent variable. Finally, value co-creation has been previously used as a mediator in Chuang (2020) and Cheung et al. (2021), studies. Thus, the author decided to also see value co-creation as the mediating variable for this study. Therefore, the theoretical framework is illustrated in Figure 1.

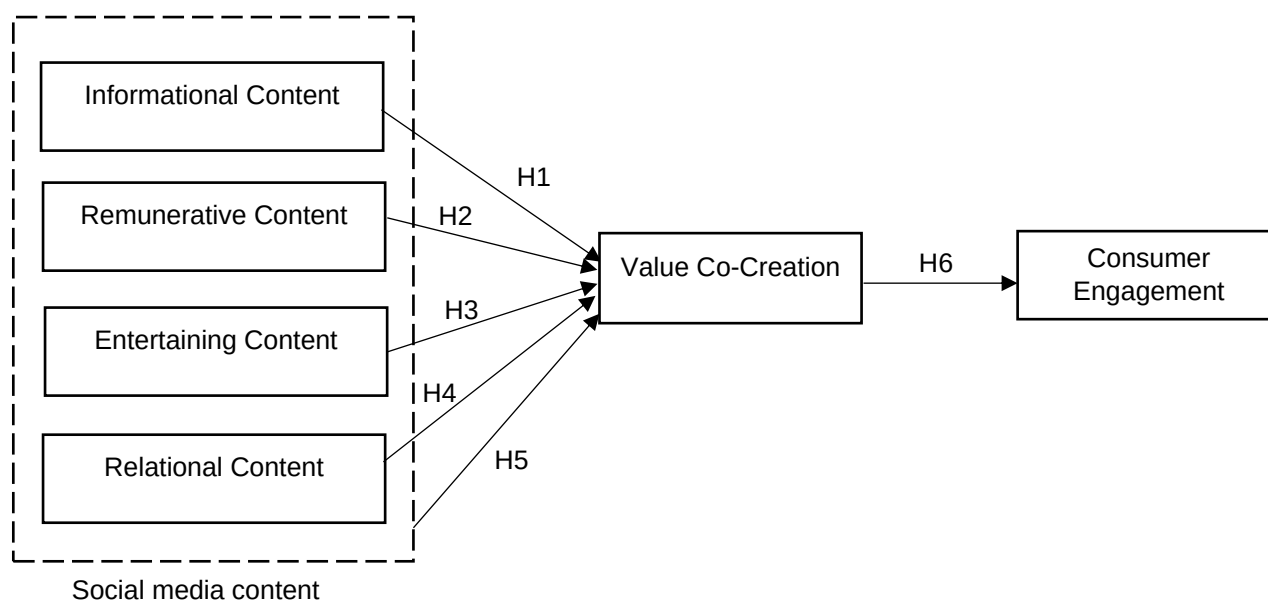


Figure 1: Theoretical framework

METHODOLOGY

This study will adopt the quantitative approach because it involves the process of collecting and analysing numerical data. This approach will be applied to uncover meaningful patterns and averages, make predictions, test causal relationships, and generalize results to wider populations which could then describe the determinants of social media content and how it impacts consumer engagement in today's digital world. The data will be analysed using the partial least squares structural equation modelling (PLS-SEM) method.

The population for the research will be SME owners in the East Coast region of Peninsular Malaysia. Since this is quantitative research, the researcher will use non-probability sampling. The selection of samples will use the convenience sampling method, where respondents will be selected based on their availability and willingness to take part in the study.

CONCLUSION

This conceptual paper aims to examine the relationship between social media content and consumer engagement and to see value co-creation's mediating effect on the relationship. The researcher hopes that by understanding the impact that social media contents could have on consumer engagement, SMEs will be more attracted to give the platform a focus it deserves, and thus, increasing their business performance.

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