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Editor's Note

First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before.

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.



MS SURIANI JACK
Chief Editor

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

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THE POWER OF ENGAGEMENT : UNDERSTANDING ACTIVE SOCIAL MEDIA ENGAGEMENT AND THE IMPACT ON SALES IN THE HOSPITALITY INDUSTRY

TASHA ANAK PETER

SURIANI JACK



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INTRODUCTION

The goal of this study is to learn about the most essential characteristics of active social media engagement among followers of a food and beverage sales company, as well as the impact of social media engagement rate on new product sales.

The research shows that highly engaged social media posts improve company success by increasing sales. Additionally, the study uses text mining algorithms to find the most successful usage of social media platforms, providing a recipe for success. The text mining techniques indicate the optimal date/time, type of posting, hashtag to utilize, and social media platform to use for maximum engagement.

OBJECTIVE

The objective of this research is to find out what factors/actions indicate a highly engaged social media post, and to see if these types of postings have an impact on a food and beverage products company's performance.

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CHAPTER 1

STATEMENT OF PROBLEMS

According to the article, despite research on active participation/engagement in other industries, there are few findings that characterize active participation/engagement among social media users in the hotel business, particularly in the food and beverage goods industry.

Furthermore, while active involvement has been studied in many researches, there is currently no formula that identifies a social media user who is actively engaged. Furthermore, and perhaps most crucially, the influence of a highly engaged social media post on business performance has not been empirically examined

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LITERATURE REVIEW

From 2012 to 2019, this research article used references from a variety of sources. Journal articles were used as references in the research work. The researchers in these articles offer a variety of perspectives on the research paper topic. Past studies show that the food and beverage products industry have received little attention in IT research and encouraged more attention from a technological perspective (Chiasson & Davidson, 2005). This study places the research context in the food service sales sector, which are rarely studied in the current literature

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LITERATURE REVIEW

Therefore, the findings of this study could help expand the extant research scope of the food and beverage products industry. In Study 1 and Study 2, one food and beverage services company (Monin Inc.) provided data for the applied analysis. This case study approach allows for deeper and richer findings by focusing on the generation of new ideas by highlighting the importance of context in applied research (Poulis, Poulis, & Plakoyiannaki, 2013)

METHODOLOGY

The study's goal is to find the impact of social media on business performance as measured by direct sales. The study first looks for the crucial formula for a highly engaging social media post, then sees if that formula helps a company sell more products. As a result, two studies are carried out

Study 1. Text mining is performed on the unstructured social media posts to identify the critical components of a highly engaging social media post.

Study 2. A regression analysis is conducted to quantify the impact of social media engagement on sales

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CHAPTER 1

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DISCUSSION AND FINDINGS

From Study 1, Phase I descriptive information about social media posts, several interesting insights were observed:

I.Instagram has the highest engagement metrics, implying that other social media sites such as Facebook and Twitter are losing favour with customers.

II.Despite the fact that photos are the most popular post type on Twitter, Monin C's video received the most response from his followers.

Evening has been identified as the peak time for high engagement among followers across Facebook, Twitter, and Instagram



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From Study 2, a relationship between bottle sales of new products launched on social media was found to be significant, highlighting the notion that deepens the definition and extends the level of customer participation to sales dollars

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SUGGESTION FOR IMPROVEMENT

A deeper dig into the utilization of engagement rate by consumers who buy products and those who do not may be part of future research in this area. Then, based on the level of involvement and purchasing plans, customer-brand strategies and partnerships can be determined

Furthermore, in order for practitioners to fully utilize the engagement rate, the author has advised that future research should focus on developing a scale and testing its applicability across sectors and contexts. To increase profitability through social media channels, research can be used to establish which characteristics of engagement are most beneficial with diverse consumer bases

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CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

In the article, we can see that, contribution of social media towards business development and its impacts towards records management is from a practical perspective, this study using text mining procedures also revealed a critical formula of success for a highly engaged social media post.

Therefore, by performing this method , an analysis was made, and it create a model that showcasing the critical patterns of engaging social media post on the three major platforms. This can help the company strategically use social media in a constructive way to benefit the company sales and marketing teams by positively contributing to firm performance through sales.

CONCLUSION

As the conclusion, from a practical perspective, this study unequivocally demonstrates the importance of social media engagement rates to marketing and sales teams. By capturing higher percentages of engagement among social media followers, marketing and sales teams can capture more sales dollars from both existing and potential customers who choose to engage with the company.

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