



*Effect of User-Generated and
Brand-Generated Content on
Instagram Performance*

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Abstract

Title: Effect of User-Generated and Brand-Generated Content on Instagram Performance

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Social Media has become an ever-important mean of communication in people's lives across the globe. The unceasing growth of Social Media platforms emphasizes the necessity of a better management of these channels towards attaining engagement efficiency. This is a current matter for brands concerning the significance of the online presence in these platforms namely, on Instagram, the third most used platform worldwide. The present dissertation purposes to study the effect of User-Generated and Brand-Generated content on Instagram brand pages, regarding consumer engagement. The study aims to understand whether the content created by users raises higher engagement levels than content delivered by brands and, if so, is this effect moderated by two industries. The consumer engagement was measured through an engagement rate which considers the number of likes, comments and followers from the twelve brands of the automobile and smartphone industry elected to conduct this study. Results showed that the different content type has a significant impact on consumer engagement. Moreover, the research endorses that the User-Generated content achieves better engagement results than Brand-Generated content and this effect is moderated by both industries, automobile and smartphone.

Keywords: social media, social media platforms, social media marketing, Instagram, engagement rate, user-generated content, brand-generated content, automobile industry, smartphone industry

Sumário

Título: O Efeito de *User-Generated* e de *Brand-Generated Content* na Performance do *Instagram*

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As redes sociais estão a tornar-se num importante meio de comunicação no quotidiano das pessoas, por todo o mundo. O crescimento contínuo das plataformas de redes sociais evidência a necessidade de uma melhor gestão destes canais de modo a obter níveis de *engagement* eficientes. Este é um tópico atual para as marcas, tendo em consideração a relevância da presença online nestas plataformas, nomeadamente, no *Instagram*, a terceira plataforma mais utilizada a nível mundial. Esta dissertação propõe, assim, estudar o efeito do conteúdo *User-Generated* e *Brand-Generated* no *engagement* do perfil de Instagram das marcas. Esta análise tem como objetivo compreender se o conteúdo criado pelos utilizadores cria um maior nível *engagement* que o conteúdo publicado pelas marcas e, caso se verifique, se o efeito é influenciado pelas duas indústrias ponderadas para o estudo. O *consumer engagement* foi calculado através de um rácio de *engagement* que tem em consideração o número de gostos, comentários e seguidores de um total de 12 marcas da indústria Automóvel e da indústria de *Smartphones*. Os resultados revelam que os diferentes tipos de conteúdo têm um impacto significativo no *consumer engagement*. Do mesmo modo, esta análise verifica que conteúdo *User-Generated* alcança um melhor resultado no que toca a *engagement*, em comparação com o conteúdo *Brand-Generated*. Para além disso, os resultados demonstram que este efeito é, de facto, influenciado pelas duas indústrias, Automóvel e *Smartphones*.

Palavras-Chave: redes sociais, envolvimento, marketing de redes sociais, Instagram, engagement rate, user-generated content, brand-generated content, indústria automóvel, indústria de smartphones

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Chapter 1: Introduction

1.1 Background and Problem Statement

The rising influence of Social Media Platforms (SMP) has fundamentally transformed the daily life of people around the globe. Today, communication comprehends a digital format where people consume information differently than before. This evolution prompted by Social Media (SM) bent to a fast-changing marketplace where businesses need to be unceasingly updated on consumer's opinions, trends and behaviours (Aral, Dellarocas & Godes, 2013).

SMP have become one of the main marketing tools of most companies. These platforms allow brands to strengthen the relationship with customers and to promote their products and campaigns (Jaakonmäki, Müller, & Brocke, 2017). Hence, online presence is determinant for brands when it comes to consumer engagement. Proximity is easily achieved through direct contact with consumers since it can lead to greater outcomes in terms of revenue and brand reputation (Hudson, Roth, Madden & Hudson, 2016).

SM is perceived as the mean to reach the goal of effective engagement with customers (Peltier & Schultz, 2016). Multiple SMP, such as Facebook, Instagram, LinkedIn and YouTube, are the most used channels worldwide to attain that goal. Instagram, for instance, is one of the main trending applications with more than one billion monthly active users and it is considered as one of the most used content sharing SMP (Statista, 2019).

Yet, the measurement of the impact of SM marketing is another challenge brands face (Hoffman & Fodor, 2010). In order to do so, it is of great importance to define what are the measures of the impact particularly. Engagement is considered one of the preferred measures regarding the impact of brands on SMP. Moreover, it is defined as a consumer based measurement that regards interaction with an aspect of a brand or media property (Ghuneim, 2008). In respect of engagement on Instagram, it can be measured through several metrics such as likes and comments on the profile.

Concerning content strategy, brands can publish online several types of posts namely User-Generated Content (UGC), through reposts, and Brand-Generated Content (BGC). Over the years, consumers have turned away from the common promotion practices (Hassan, Nadzim, & Shiratuddin, 2015) as they have perceived UGC as more credible since it is based on consumers' own experiences.

Nevertheless, the literature on SM engagement is scarce to sustain whether UGC is the type of content that creates high levels of engagement or if it is effective in every industry, in terms of

engagement. Meaning, the studies on the impact of content typology used on Instagram are very limited.

Being one of the main channels of communication with consumers, brands and Marketeers may find important to understand if there is a type of content, on Instagram, that is more likely to drive better engagement results. Henceforth, the problem statement of this dissertation addresses the relevance on maximizing Instagram brand engagement results concerning content strategy that can possibly enhance the engagement. This being said, the present study proposes to enable a more efficient usage of Instagram as a SM marketing tool and at the same time, promote efficient brand engagement, on SM.

1.2 Aim and Scope

The general aim of this dissertation is to expand the knowledge on SM Marketing, namely, the engagement of post content on Instagram.

While taking into consideration the different content typology, UGC and BGC, from multiple Instagram brand pages of different industries, this study proposes to distinguish the type of content posted on the SMP and if one achieves better results of consumer engagement than the other.

Therefore, this research focuses on understanding the difference between UGC and BGC on Instagram brand pages from different industries and whether there is a certain content typology that is more efficient in terms of SM engagement.

In order to meet these objectives, the present dissertation addresses the following research questions:

Research Question 1: Does the different content typology shared by brands on Instagram have a different impact on consumer engagement?

Research Question 2: Is this effect moderated by the Automobile and Smartphone industries?

As it has been stated, Instagram was the SMP chosen for this study as it is the 6th platform with more users in the world and the 3rd most used when considering platforms that allow brand profiles (Statista, 2019).

Concerning Instagram, two industries were selected: the Smartphone and the Automobile Industry, from each 3 brand pages were chosen. The criteria to select the brand pages from both

industries relied on having a strong online presence with a similar number of followers and number of posts of both types of content.

The engagement metric from the pages will be assessed and analysed through the number of interactions on the Instagram brand page considered for the study, that is, the amount of comments and likes on a given post. This metric was elected as a measurement not only because it is public to every user and easily assessed but also because it will allow the analysis and comparison on the different Instagram brand posts. Additionally, it will grant what is the impact of the content on the levels of SM engagement.

1.3 Research Methods

This dissertation follows a descriptive approach, based on secondary data collected from the Instagram profiles of the two different industries.

The sample comprised 138 Instagram posts of 6 brand profiles during the month of October of 2019. From each industry, 3 brand profiles on the SMP were selected to be analysed. On the Smartphone Industry: *Samsung*, *Huawei* and *Asus*; and on the Automobile Industry: *Mercedes*, *Jaguar* and *Volkswagen*. All profiles belong to the Portuguese Instagram brand pages of each company.

The data collected contained a sample of profile posts in which it was considered the content typology, the number of followers, likes and comments in order to measure the effect of each type of content.

With the aim to understand the impact of content typology on SM engagement and determine whether there is a type that achieves better results in each industry, the data was treated quantitatively, and all statistical analyses were performed on SPSS.

1.4 Relevance

SM is perceived as an ever-changing subject by researchers. The platforms are in constant development and for that reason, the way users engage and establish their presence online is also continuously shifting. The platforms are changing, and the SM users are changing, as well (Weller, 2015).

Bearing that in mind, there is an incessant need of updated research on SM and related subjects such as consumer engagement and content typology. Other issue relies on topic researchers that have focused more on platforms such as Facebook and Twitter than on Instagram and its content typology. Therefore, this paper intends to fulfil such lack on the literature and encourage further studies in that sense.

Additionally, the conclusions of the present dissertation aim to provide guidelines and ideas for brands to improve their SM strategy. By knowing the effects of the different type of content on engagement metrics, the professionals responsible for the brand communication can plan their online presence and SM strategy accordingly. Marketeers, SM managers and companies, might find helpful to be aware of the different of type of content existent and which one might suit best for a certain campaign. This might lead to better results as it would save time and costs when planning a campaign or managing a brand SM account. Plus, it would be more likely to meet high levels of engagement more efficiently.

Henceforth, this dissertation aims to better understand the different content typology published by brands on Instagram and whether there is one that is more likely to achieve greater results, in terms of engagement metrics. This, with the main intention of promoting best practices on optimization of engagement on Instagram and consequently the impact of the brand positively through brand loyalty, for instance (Hollebeek, Glynn, & Brodie, 2014).

1.5 Dissertation Outline

This study is built on five chapters. The present chapter serves as the introduction of the problem background and statement and its aim, scope and relevance. Next chapter presents the literature review on the relevant topics for the research such as SM, brands on SMP and Instagram content typology. Chapter 3 presents the methodology used to conduct the current study. On chapter 4, the results are shown and discussed. Chapter 5, the final chapter, reveals the main conclusions and practical implications found and discusses potential limitations and some recommendations for future research.

Chapter 2: Literature Review

2.1 Social Media

Considered as one of the most popular online activities, the SM usage is a world social phenomenon with an estimated 2.96 billion users until 2020 and an expected increase of almost 3.1 billion by 2021 (Statista, 2019).

SM includes all the creative and interactive platforms, available in mobile and web-based technologies. Over these platforms, individuals and communities can share, co-create, discuss and modify User-Generated Content (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). The concept was created to describe and integrate the new platforms of digital communication that are in constant development in this interactive electronic environment (Vernuccio, 2014). There are different types of applications that must be considered as SM: collaborative projects (e.g., Wikipedia), blogs (e.g., personal blogging), content communities (e.g., YouTube), virtual games and social worlds (e.g., Second life and World of Warcraft) and SMP (e.g., Facebook and Instagram) (Kaplan & Haelein, 2010).

Hence, SM is also defined as Internet-based applications that allow the creation and exchange of User-Generated Content (UGC) and results from both ideological and technological foundations of Web 2.0. (Kaplan & Haenlein, 2010).

SM has created new ways of interacting with one another (Hansen, 2011). Consumers no longer use SM solely to research, but to engage with companies, by giving their opinions and feedback (Garretson, 2008). Platforms such as Facebook and Instagram have introduced new forms of communication between brands and consumers, such as brand pages, and this can be confirmed by the increasing number of brands in SMP (Schivinski & Dabrowski, 2014).

2.1.1 Social Media Platforms

The emergence of the SM was driven by the growing accessibility of high-speed Internet and by the increasing usage of mobile devices. As previously mentioned, SMP have become essential platforms in people's daily lives (Lin & Lu, 2011).

By definition, SMP are a form of SM. Considered as communication platforms, SMP are sites that allow people to connect and interact in several degrees while creating online profiles and inviting other users to join. It permits users to interact with each other, to share personal content and to view content from other users (Boyd & Ellison, 2008).

SMP functionalities focuses on users' self-image while allowing the user representation through an online profile and, on the connection between multiple users (Richter & Koch, 2008).

Furthermore, the opportunity to create, share and consuming content is another advantage and motivation for SMP users (Jahn & Kutz, 2012).

The leading SMP, Facebook, links approximately over 2 billion users across geographical, political or economic borders, being the world market leader with 2.38 billion monthly active users, followed by YouTube with 2 billion and WhatsApp with 1.6 billion (Statista, 2019).

Regarding Instagram, it has reached in June 2018, 1 billion monthly active users from which half of it access the app daily (SproutSocial, 2019). Reasons that lead to believe Instagram as the next “big thing” when it comes to SMP’s globally (Kallas, 2019). The continuous growth of the photo-sharing app has resulted in being valued by analysts at more than 100 billion dollars, or about one-fifth of Facebook’s total market cap (Bloomberg, 2018).

In Portugal, the statistics on SMP usage are similar when comparing to the worldwide figures. Moreover, it has been verified a growth concerning the mobile penetration as $\frac{3}{4}$ of the population owns a smartphone which means 6.8 million out of 10.3 million people (Markettest, 2017). These statistics contributed to the increase of SMP users in the country, being registered 6.32 million active users, in 2019. In the country, Facebook counts with 4.63 million of users and Instagram is the third most used app with 3.5 million monthly users (Statista, 2019).

2.1.2 Brands on Social Media Platforms

As formerly stated, SMP revolutionized the traditional tools and communication strategies between companies and consumers (Mangold & Faulds, 2009). Companies are including these channels in their marketing strategies and, consequently, are becoming increasingly more active (Kaplan & Haenlein, 2010).

The SMP extend the spheres of marketing influence and reach concerning brands (Hanna, Rohm, & Crittenden, 2011). Additionally, they provide brands the prospect to actively engage with customers through a more direct, timely and cheaper way (Kaplan & Haenlein, 2010). Whereas traditional media can only deliver one-way messages to consumers, on SMP brands can build relations and create a line of dialogue with consumers (Thompson et al. 2007). It is also known that, a successful campaign on a SMP can engage more customers than one done mainly through television (Gillin & Moore, 2007).

The rising attendance on behalf of successful brands on several SMP reveals that more brands are adhering to these platforms as an efficient form of communication among customers. (Pelet & Papadopoulou, 2013). It has become so important that companies also use SM to manage customer services and attend the needs of the customers (Engin Kaya & Yilmaz, 2014).

In fact, brands can take advantage of this communication format, learn the customers' perspectives of their products and services and, if necessary, improve the production of said brand, based on the opinion of the customers (Evans, Bratton & Mckee, 2010).

Hereby, SM and SMP have become vital to the building of consumer-brand relationships.

2.2 Instagram

Created in 2010 and owned by Facebook since 2012, Instagram is a mobile-based application which allows users to edit, upload and share their own content in a photo or video format. The SMP permits users to personalise their posts with elements such as filters, captions, hashtags and location (Statista, 2018).

Instagram users can follow and be followed, and when following they receive on their feed the most updated content from those pages. Through the app, users can interact with each other while liking or commenting other users' posts (Statista, 2018).

This app is optimised to run on a smartphone and, in comparison to Facebook or Twitter, it promotes a visual-oriented culture since the feed is composed of videos and photos instead of text (Zappavigna, 2016).

Since its acquisition, the platform has implemented new functionalities. First, video-sharing (Instagram Press, 2013) since the app began with photo sharing, then Stories – a feature that allows users to share videos or photos that stay accessible for only 24 hours (Instagram Press, 2016), and recently IGTV – where people can share videos for up to one hour long (Instagram Press, 2018).

As previously stated, Instagram is one of the most popular SMP, ranked in sixth place, with more than one billion monthly active users worldwide (Statista, 2019). The reasons behind the app's success remain on the user's motivations. As well on SMP such as Facebook, Twitter, Instagram users are highly motivated for personal gratification and entertainment (Ting et al., 2015). Meaning, enthusiasm can be generated by the opportunity of constant communication with others while maintaining social relationships and following public figures' lives. Instagram is also considered as a source of information regarding news and trends at a global scale by its users. Furthermore, the app is seen as means of entertainment since it is a tool that stimulates the feeling of escape from the reality, where people can break from their routine and share their personal memories (Lee, Lee, Moon, & Sung, 2015).

2.2.1 Brands on Instagram

As the platform continues to grow, brands have started to include Instagram as a part of their digital communication channels. Instagram internal data states that 80% of users follow at least one company page, more than 200 Million users visit at least one these profiles daily and half of the stories visualised on the app are posted from companies (Instagram, 2019).

The app offers companies the opportunity to create brand pages with additional features than a regular user page. Through these pages, companies are given the statistics on the brand page's behaviour in terms of metrics and users might find useful information available from the company such as working hours, location and products' prices (Instagram, 2019). Thereby, through Instagram, companies are able to interact with their consumers, whenever they endorse the brand, e.g. following, liking and commenting posts, while the brand may also respond by endorsing its followers in return (Virtanen et al., 2017).

For the current study, it was considered brands from two different industries: Automobile and Smartphone. The criteria to study these, relied on the magnitude and the impact that both industries have on Instagram regarding the number of followers and engagement metrics.

First, the Automotive Industry, which is one of the world's largest economic sectors by revenue, comprehends an extensive variety of companies and organizations involved in the design, development, manufacturing, marketing, and selling of motor vehicles (Encyclopædia Britannica). Due to the popularity growth of SM and SMP, this industry had to adapt their traditional way of communicating through television ads into SM brand pages.

According to the consumer engagement on SM, the Automobile market has suffered transformations. Recently, consumers have turned to Facebook and Instagram with the intent of seeking information about the cars. Moreover, on these platforms, Automobile brands have found that they can reach their target market directly and promote loyalty among customers while expanding their future potential ones on these channels (DigitalistMag, 2017).

Concerning the Smartphone Industry, it has emerged on the market as a result of the evolution of mobile devices and it is considered, currently, the fastest growing market segment in the telecoms industry (Cecere, 2014). This development on the Smartphone market led to advertisers and Marketeers of the industry to adapt their marketing strategies and shift into a more mobile-centric direction (Investopedia, 2019), also concerning their SM presence.

On SMP, the brands from both industries have started, over the years, to make themselves strongly present by promoting their products through BGC and UGC, according to each communication strategies'.

Regarding the Smartphone Industry, brands such as Samsung and Huawei, have a young target audience that relies on the “*carpe diem*” segment reaching people from 18 to 30 years old. Samsung, for instance, has a fixed strategy on cooperating with the community who create buzz behind their projects and products on SM which they believe to strengthen their efficiency on SM (Brand24, 2019). Henceforth, they repost numerous contents from their own consumers, as UGC, when using their mobile phones.

As for the Automobile Industry, brands such as Mercedes relied on a main audience of middle age people with middle to high income. However, in a more recent communication publication the brand revealed to be planning a change on their strategy that includes a stronger SM presence where the company aims to reach younger people from 25 to 44 years old (Baker, R., 2014).

Hence, UGC can be the type of content used by some brands as the Smartphone Industry, for instance, when wanting to reach younger audiences. Since the Automobile Industry has an audience essentially older than the Smartphone one, they have more posts on BGC, but they have recently started to include posts from their community (UGC) on their SMP, namely on Instagram.

2.3 Engagement on Social Media Platforms

Engagement in the online context, concerning brands, is considered as consumer brand engagement (Leckie, Nyadzayo, & Johnson, 2016). This multi-dimensional concept is defined as the consumer’s motivational state that occurs by virtue of interactive and creative experiences with a focal agent such as a brand (Hollebeck et al., 2011).

Henceforth, the meaning of engagement is intrinsically linked to a behaviour of the user (Van Doorn et al., 2010) and can be distinguished as the contact between the consumer and the brands, beyond the simple liking (Calder & Malthouse, 2009).

The online SMP provide the essential channels to build a consumer brand-relationship (Chu & Kim, 2011). A bond that has gained researchers’ attention and brands’ investment within the recent years.

This two-way communication has gained value and importance of co-created marketing relationships, between consumers and brands. The dynamic involvement of a consumer with a brand, product, service or company can be expressed by the creation of content on SMP in form of consumer-to-firm interactions and consumer-to-consumer communications, such as electronic Word-of-Mouth (eWOM), about the brand (Gummerus et al., 2012). As a form of

engagement, it is considered putting like or leaving a comment on any SMP in addition to the interaction between users in a SMP (Wallace, Buil, & Chernatony, 2014).

Since SMP are centred on relationships and intrinsically on the sharing between users, engagement is particularly relevant in SM communication. The use of SMP pages, including those of a brand, will ultimately lead to the building of significant relationships. For that reason, when brands use SMP to communicate with consumers they are allowing them to engage with the brand by reading and commenting brand posts, expressing their feelings of pleasure or regret, likes and dislikes, while at the same time being able to share that content within their social group (Tsai & Men, 2013).

When consumers feel that their needs are being answered by a brand, namely on SMP, or if their goals are being supported, they will be more likely to engage (Ashley & Tuten, 2013). This should be maximized by creating strong brand associations, through valuable content, which can prompt a sense of belonging and identity in the consumers as an emotional connection (Hollebeek et al., 2014).

Nowadays, Marketeers and SM managers are constantly looking for better, efficient and effective ways to creating this relationship with consumers and to engage with them, placing more emphasis on the SM to strengthen consumer engagement (Hudson et al. 2016).

Users of several SMP are able to create any type of content – a video review on Instagram, e.g., – and also contribute with comments and likes which in turn will prompt interactions with other SM users. This is one of the reasons why companies are beginning to encourage their followers to actively show their engagement with the brand. On Instagram, engagement takes place in the participation and conversation within the online community, through the “liking” of the content, sharing it and commenting on it (Conduit, Fahy & Goodman, 2015).

Furthermore, SM is known to be a highly measurable environment, and a relatively simple matter for a manager to measure the number of product reviews, blog posts and comments, retweets and appearances in the SM timelines of the company’s brands (Hoffman & Fodor, 2010).

In order to keep track of the performance on campaigns and initiatives, there are different metrics capable of measuring the impact of the engagement on Instagram brand pages. Examples of these metrics are: “interactions” which take into consideration the number of times someone has clicked on the brand’s profile or post; “profile visits” which measures how effective the content is by counting the number of visits on the page; “reach” to take count how many people are seeing the content (Socialinsider, 2019).

Concerning this present study, it will be used one of the most relevant metrics used on SM, currently: the Engagement Rate. This measure takes into consideration the engagement within the content, namely the likes and comments on the posts of the brand page, related to its follower count. The Engagement Rate is considered as a critical metric for modern companies. While customers continue to prioritize experience over product features and price, the importance of the engagement rate is estimated to grow within the years (Socialinsider, 2019).

2.4 Content on Social Media Platforms (Instagram)

Content marketing is a marketing technique that consists on creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience, with the objective of driving profitable customer action (Content Marketing Institute). It seeks to answer the questions, helping the consumers in the problem at hand and decision-making process, rather than focusing on the brand or company. Currently, content can be present in a variety of formats which include text, image, videos, books, webpages and podcasts (Forbes, 2014).

Focusing on Instagram, the app has provided brands with a platform for visual communication with their target market. Moreover, it has positively distinguished itself among the other platforms in terms of photo editing and sharing. Due to the enjoyableness and satisfaction factors that Instagram brings upon the consumers, the interaction on the SMP is growing. This increased participation in combination with the overall consumer approval, is what brands aim for with the content associated with them (Casaló et al., 2016).

For the purpose of this study, the focus stands on two types of content present on the platform: User-Generated Content (UGC) and Brand-Generated Content (BGC).

UGC is described as the information or material produced and posted voluntarily by an average Internet user, individually or collaboratively, which is in turn observed by the rest of the community (Kaplan & Haelein, 2010). This content takes on many different forms, such as Twitter tweets, Facebook status updates, and videos on YouTube, as well as consumer product reviews and advertisements (Dhar & Chang, 2009).

This way of communicating the product between consumers has originated eWOM which in turn is categorised as positive or negative content or review made and posted on the Internet by an actual, potential or former customer about a certain product or brand (Chu & Kim, 2011). Hence, UGC has become an important means through which consumers express themselves and communicate with others online (Boyd & Ellison 2008). As for Marketeers, it is relevant to better understand UGC impact across various media since it is brand-related and has the potential to shape consumer brand perceptions.

Concerning Instagram, most studies focus mainly on the use of the tool. However, there is already research on UGC content on other SMP that emphasizes the impact of this content typology on engagement and the importance it may have on companies' digital marketing strategies.

MacKinnon (2012) study revealed how consumers are now more likely to rely on posts and reviews made by other fellow SM user (UGC) for their purchase decision-making process.

Fotis (2012) research stated that consumers are more prone to interact by liking and commenting on content where human faces appear, on Instagram.

Jansen et al. (2009) found that 19% of tweets are brand-related, but that in almost half of those cases the brand is not the primary focus of the post. Nevertheless, in tweets where brands are focal, users express their opinion about and seek or provide information on the brand.

Blythe and Cairns (2009) research found that the most popular videos on YouTube are UGC videos such as vlogs, performances and informational content such as reviews and what regards to brand-related UGC, the videos often feature reviews, demonstrations, creative consumption, the "unboxing" of new products, amateur advertisements, satires and spoofs, brand community storytelling, among others.

Moreover, Shamma et al. (2014) concluded that users of SMP want to create, share and consume digital content, particularly if this content is about oneself which therefore is considered UGC.

While UGC is heterogeneously produced by a lay person outside of a professional context, BGC's source is professional expertise from the inside of a certain field provided by employees of a certain company or external providers (Burmann et al., 2012). However, the creation of the BGC might be ambiguous, since it can either be created by the brand or by hired SM influencers, celebrities or endorsers, where the products of the brand are positively reviewed (Bathar & Muda, 2016). In this present study, it will only be considered BGC the content only created by the company and not by any influencer or endorser.

Defined as content created and posted on SM by the brand itself, BGC is referred to the messages posted by firms on their official SM pages. It is, in effect, a multifaceted construct and its outcome will depend on the customers' response to the message and their innate disposition towards SM. BGC can help firms to develop one-on-one relationships with their customers, and to inform customers about its current product offerings, prices, and promotions (Kumar et al., 2016).

As previously mentioned, most studies concerning Instagram on content posted by brands on SM are uncommon. However, there are findings relative to BGC on another online SMP that are relevant to form the hypothesis for the current research paper relating to Instagram.

The study of Coelho et al. (2016), which related to 680 Facebook posts and 1169 posts on Instagram, measured the effect of post type (advertising, fan, events, information, and promotion) on audience likes and comments. The results disclosed that post types focusing on events and promotion led to a higher involvement of followers, particularly on Instagram.

According to the findings of Jahn and Kunz (2012), valuable content, either functional or hedonic, is an important driver that attracts users to fan-pages. Fan-pages are associated with UGC. Based on their research, the content must be interesting, entertaining, and innovative to be impactful.

BGC should be used efficiently to increase the brand awareness, promote customers' engagement, loyalty and inspire the eWOW in order to expand the knowledge of the brand's qualities (Ashley & Tuten, 2014).

2.5 Conclusions and Research Hypothesis

The several research findings relating to SM have led to the conclusion that both content types influence engagement.

The presence on SMP has become essential to the modern industries. SM offers brands an easy and direct way of communication with consumers (Kaplan & Haenlein, 2010) through a platform where they can discuss and influence what happens online (Mangold & Faulds, 2009). In this research the focus is on Instagram, presently the third most popular photo and video sharing SMP that, also, allows brands to share their content (Statista, 2019) and enables the interaction and commitment of the customers (Hanna, Rohm & Crittenden, 2011). As customers seek social integration and interaction but also information and entertainment (Thomson & Greenwood, 2017), the content delivered by brands ought to be perceived as original, new and unique (Casaló et al. 2016), according to each companies' marketing strategy and, consequently, industry.

Furthermore, reposts are a popular form of UGC that have risen the engagement levels on SMP. Reposting is the act of posting content from someone else's Instagram and share it in own profile, while tagging the original publisher. In this research, it is the brands that do the repost, originally from their community whom have tagged them before, on the official page.

As previously mentioned, several studies on content typology, other SMP revealed how consumers are now more likely to rely on posts and reviews made by other fellow SM users

(MacKinnon, 2012) and how the most popular videos are UGC such as vlogs, performances and reviews (Blythe & Cairns, 2009), meaning that UGC might have a bigger impact on engagement levels than BGC.

Therefore, the following hypothesis was formulated to study the relation between content typology and consumer engagement in Instagram:

***H1:** UGC drives higher consumer engagement levels than BGC.*

Nevertheless, what also drives this research is to understand which type promotes better engagement results, UGC or BGC, according to each industry chosen previously.

As mentioned before, both industries that are being studied – Automobile and Smartphone – have reposting content used in their own brand pages, which it is considered as UGC. In these posts, digital users share their experiences online, ultimately influencing their followers (Uzunoğlu & Kip, 2014). This happens frequently when brands work with their community and detain a strong marketing presence focused on eWOM and, obviously, on their engagement.

The differences between both industries lays mainly on the target audience factor. Since the Automobile Industry carries an older audience than the Smartphone Industry, and for that reason, it is more likely to younger generations to produce UGC and therefore this type of content is more likely to have less impact on older generations.

Hence, the last hypothesis was formulated to study the impact of content on consumer engagement concerning the industries:

***H2:** Different type of content (UGC and BGC) influence different levels of consumer engagement among the automobile and the smartphone industry.*

Chapter 3: Methodology

This chapter regards the methodology applied for the dissertation, concerning the research questions earlier proposed. It presents a description of the research methods, including the research approaches considered to the data collection, its respective measurement and analysis procedure.

3.1 Research Approach

The aim of this research is to understand whether there is a difference between the two types of content concerning consumer engagement, on Instagram brand pages.

In order to answer both research questions, it was necessary to define the elements that would be later considered as variables, prior to the data analysis.

Bearing in mind the main objective, the content typology elected to conduct the study was the User-Generated Content (UGC) and the Brand-Generated Content (BGC), both previously described on Chapter 2. Subsequently, to better understand the first research question and therefore impact that these types of posts might have on consumer engagement, literature shown that the engagement rate would be the preferred metric to employ on this specific research. Additionally, concerning the second research question, there were chosen two different industries as an illustration for the current research: the Automobile and the Smartphone Industry.

In sum, it is intended to find a pattern on consumer behaviour on which type of content raises higher levels of engagement and, specifically, if one applies best in each industry.

With this intention, it was employed a descriptive analysis that intends to provide a detailed picture of the phenomenon described in the research hypotheses, about which enough knowledge exists to enable the development of empirical generalizations regarding relationships among variables (Trochim, 2006).

Furthermore, through an inductive reasoning, a search for pattern from observation of the social phenomenon was made and data was collected on those possible reasons why it occurs and trends in the data were analysed. Then the development of explanations – theories – for those patterns through both hypotheses were raised in order to enlighten the specific phenomenon (Neuman, 2003).

3.2 Secondary Data

To proceed with this descriptive study, secondary data was used by gathering quantitative data from Instagram posts of brands of the two different industries.

In detail, the data was collected from the Portuguese Instagram profiles of each industry.

Regarding the Automobile Industry, from 3 brands: *Mercedes Benz PT*, *Jaguar Portugal* and *Volkswagen Portugal*. At the moment of the data collection, *Mercedes Benz PT* had around 46.1k followers, *Jaguar Portugal* page had around 22.6k and *Volkswagen Portugal* 28k followers.

As for the Smartphone industry there were 44 posts gathered from 3 brands: *Asus PT*, *Huawei Mobile PT* and *Samsung PT*. During the time of the data collection *Asus PT* had near 71.4k followers, *Huawei Mobile PT* 45.9k and *Samsung PT* 79.2k followers. These numbers of followers are important to mention since they have an impact on the results of the Engagement Rate that was later computed.

The following table presents an overview of the information mentioned above.

<i>Industry</i>	<i>Instagram Profile</i>	<i>Number of Followers</i>
Automobile	Mercedes Benz Portugal	46.1k
	Jaguar Portugal	22.6k
	Volkswagen Portugal	28k
Smartphone	Asus PT	71.4k
	HuaweiMobile PT	45.9k
	Samsung PT	79.2k

Table 1 – Brand Pages and Followers of the Instagram Profiles

3.3 Data Collection

A sample of 138 posts from 6 brands, in total, was collected manually during the month of October 2019.

The data gathered comprises the total amount of 138 posts from all 6 Instagram brand pages, corresponding 94 of those to the Automobile Industry and 44 to the Smartphone Industry. In detail, it was collected 43 UGC posts, which 15 are from the Automobile Industry and 28 from the Smartphone Industry. Regarding the BGC type of content, both industries registered a total of 95 posts on their Instagram brand pages, concerning 79 to the Automobile and 16 to the Smartphone Industry (Table 2).

The content typology elected has been previously defined on Chapter 2 and was categorised according to those definitions, henceforth, they are mutually exclusive as only one categorization was given to each post. Therefore, in order to proceed with the analysis and tests of the effect of the content engagement level on Instagram brand pages, each post was categorized according to its content typology. Meaning, to every post respectively was given a

dropdown option of both types of content: User-Generated Content (UGC) and Brand-Generated Content (BGC).

Furthermore, the posts from each brand were gathered and labelled as the correspondent industry. Therefore, each post was also given the notation of “Automobile” or “Smartphone”. Concerning the Engagement Rate, it was computed on the data set after the compilation was concluded.

All the data in the analysis was collected to an Excel dataset including the brands, the date of the Instagram post, the content type and the number of likes and comments, for tracking and analysis purposes. These values were then used to measure the Engagement Rate of each profile and post when introduced into a SPSS database.

The following table shows an overview of the data collection made and included in the study developed by this dissertation:

<i>Industry</i>	<i>Instagram Profile</i>	<i>UGC</i>	<i>BGC</i>	<i>Total of Posts</i>
Automobile	Jaguar Portugal	8	20	28
	Mercedes Benz Portugal	5	23	28
	Volkswagen Portugal	2	36	38
Smartphone	Asus PT	1	14	15
	Huawei PT	12	0	12
	Samsung PT	15	2	17
Total of posts		43	95	138

Table 2 – Data Collection Overview

3.3.1 Independent Variables

The first research hypothesis of the present dissertation aims, precisely, to understand whether UGC has higher influence on consumer engagement or not. Thus, the main independent variable concerns the content type categorized into both types: BGC and UGC.

The content typology is a categorical variable which splits into BGC and UGC, therefore when a post is considered BGC it was attributed “1” and when it was a UGC type of post it was attributed “2”.

Concerning the second research hypothesis of the study, it was intended to test if the effect of UGC on engagement levels is verified on the cases of the Automobile and Smartphone industries. In this sense, Industry is the second independent variable and its influence as a moderator was studied. Being considered a categorical variable as well, the Automobile posts were labelled “1” and the Smartphone posts “2”.

3.3.2 Dependent Variable

In order to attain the research goal of measuring the effect of content typology in consumer engagement, on Instagram brand pages, it is important to define the metrics that measured engagement and consequently, the dependent variable. For this study, as stated previously, it was selected the Engagement Rate.

This metric variable is comprised by the number of likes and the number of comments together. Since both variables assume extremely distinct values, knowing that users are more prone to click the like button than they are to make comments, both were standardized and averaged in order to compute the consumer engagement variable.

Hence, they were included in the Engagement Rate, a quantitative variable operationalized through the total sum of interactions and number of followers, as these are the metrics that express engagement on SM.

To summarize, here is how the Engagement Rate was computed, before proceeding with data analysis:

$$\text{Engagement Rate (\%)} = \frac{\text{Total Sum of Interactions of a Post (Likes + Comments)}}{\text{Number of Instagram Followers}}$$

Figure 1 – Engagement Rate Formula

Overall, knowing all three variables, we can operationalize the study through the following simplified model:

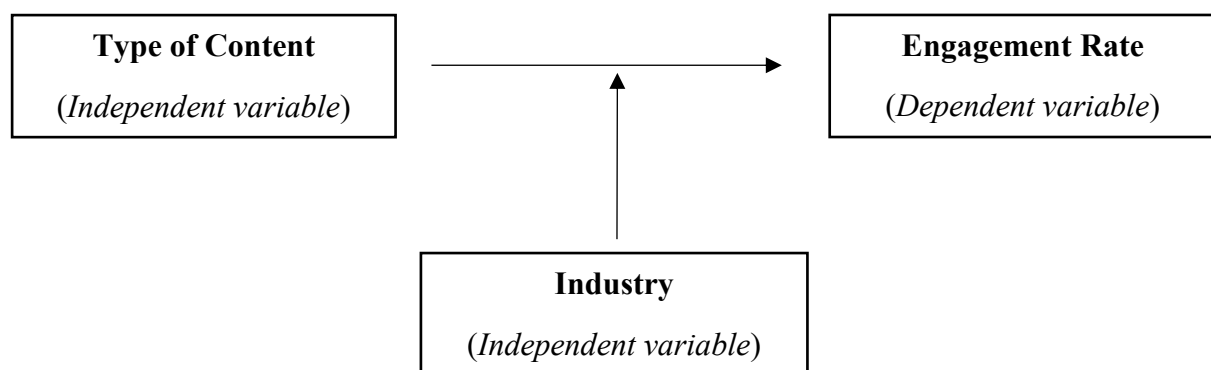


Figure 2 – Conceptual Model of the study

3.4 Data Analysis

As the fundamental purpose of this study is to understand which type of content might raise higher consumer engagement levels on Instagram, a descriptive analysis was performed with the purposefulness to confirm the normality of the distribution of the sample and to comprehend the general perspective of the collected sample.

With this intent, the normality tests were performed under the Kolmogorov-Smirnov and Shapiro-Wilk Test (Table 3). The tests scores indicate that the null hypothesis is rejected in the considered dependent variable (as the rule of thumb conditions sig. (p-value <0.05) to reject the null hypothesis).

This implies that a normal distribution is not confirmed and that the performance of a parametric analysis would be affected due to the normality distribution assumption not being confirmed.

<i>Tests of Normality</i>	<i>Kolmogorov-Smirnov</i>			<i>Shapiro-Wilk</i>		
	Statistic	df	Sig.	Statistic	df	Sig.
Engagement Rate	0,381	138	0,00	0,466	138	0,000

Table 3 – Tests of Normality

However, and although the seemingly absence of a normal distribution in the previously tests are a limitation regarding the use of parametric models, the effect and impact of violating the normality assumption can be debated. Assuming this, in a second moment, in order to verify if the data is normally distributed through the levels of Skewness, another descriptive analysis was performed (Table 4). The results shown that for the dependent variable, Engagement Rate, the Skewness is 3,16 which is near the value of 3 which for the effects of this thesis is considered as data normally distributed. Moreover, the Central Limit Theorem establishes a normal distribution to any set which its mean and standard deviation support a large random of samples (Routledge, 2019). Being this said, the following analysis proceeds considering the normality assumption, a method supported by the size of the final sample collected (138).

<i>Descriptive Statistics</i>			
	Engagement Rate	Industry	Type of Content
Mean	0,03	1,32	1,31
Std. Deviation	0,05	0,47	0,47
Skewness	3,16	0,79	0,82
Std. Error of Skewness	0,21	0,21	0,21
Kurtosis	9,35	-1,40	-1,34
Std. Error of Kurtosis	0,41	0,41	0,41

Table 4 – Descriptive Statistics of the variables

After confirming the normality of the data, it is important to define which statistic tests will be applied in the present study. Concerning the goal of the research and bearing in mind the nature of the variables (being the dependent variable metric and the independent variables non-metric) it was considered to run an Independent-Samples T-Test and a Two-Way ANOVA.

Regarding the First Research Hypothesis (H1), an Independent-Samples T-Test was performed with the purpose of understanding whether there were any statistically significant differences between the means of both independent variables.

Concerning the Second Research Hypothesis (H2), it was considered to run a Two-Way ANOVA since the aim was to comprehend if there is an interaction between the two independent variables (Industry and Content Type) on the dependent variable (Engagement Rate).

To summarize, these are the statistics tests conducted in this current research according to each hypothesis previously proposed:

<i>Hypothesis</i>	<i>Tests applied</i>
<i>H1: UGC drives higher consumer engagement levels than BGC.</i>	Independent-Samples T-Test
<i>H2: Different type of content influence different levels of consumer engagement among the automobile and the smartphone industry.</i>	Two-way ANOVA

Table 5 – Research Hypothesis and Tests applied

Chapter 4: Results and Discussion

This chapter aims to analyse the data collected from all 6 brand Instagram profiles, in order to answer the research questions and test the formerly proposed hypotheses.

4.1 Mean Analysis

4.1.1 Content Type: Mean Analysis

Concerning the First Research Hypothesis (H1) - “*UGC drives higher consumer engagement levels than BGC*” – it was performed a comparison of means of the variables “Total of Interactions” and “Engagement Rate” for each content typology.

Hence, the presented mean analysis on Table 6, comprises the Means and Standard Deviations of the variables “Total of Interactions” which combines the total of likes and comments registered on the Instagram brand pages, during the moment of data collection, and “Engagement Rate” which is the metric considered for the study that has been discussed on previous chapters.

Therefore, this comparison aims to better understand how both brands’ content type may impact the results.

As the Table 6 illustrates, it is notable that BGC presents the lower number of interactions ($M_{BGC_Interactions} = 615$) comparing to UGC that reveals to be the content type with the highest number of interactions ($M_{UGC_Interactions} = 3020$). Consequently, the highest Engagement Rate registered belongs to the UGC brand posts on Instagram ($M_{UGC_Engagement} = 6,36\%$) leaving the BGC with the lowest one ($M_{BGC_Engagement} = 1,58\%$).

<i>Content Type</i>		<i>Total of Interactions</i>	<i>Engagement Rate</i>
BGC	Mean	615	1,60%
	Std. Deviation	566,45	1,67%
UGC	Mean	3020	6,36%
	Std. Deviation	3748,98	8,16%

Table 6 - Comparison of Means by Content type

4.1.2 Content Type: Hypothesis Testing and Analysis

To proceed with the present study and test the First Research Hypothesis (H1), it was conducted an Independent-Samples T-Test. This test was performed with the intent to perceive if content type was linked to the consumer’s engagement and therefore if there are any statistically significant differences between the means of the “Engagement Rate” for each “Type of Content”.

On Table 7 and 8 it is presented the results of the Independent Samples Test and the corresponding descriptive statistics.

Since $p=0,00$ (Table 7), which is smaller than the significance level $\alpha = 0.05$, the null hypothesis is rejected, and it is possible to conclude that the means difference is statistically significant. Based on the results it is relevant to state that there was a significant difference in the mean “Engagement Rate” between the UGC and BGC ($t(136) = -5,420$, $p < 0,005$).

Moreover, results (Table 8) have shown that when it comes to content produced by the own brands, people are less likely to engage ($M = 0,016$, $SD = 0,017$) than when exposed to content created by other any regular users ($M = 0,063$, $SD = 0,082$).

Therefore, brand posts of UGC type raise higher consumer engagement than BGC content type.

<i>Independent Samples Test</i>	<i>Levene's Test</i>		<i>Independent Samples t-test</i>					
	F	Sig.	t	df	Sig.	Mean Difference	Std. Error Difference	
Engagement Rate	134,923	,000	-5,420	136	,000	-,04737	,008737	

Table 7 – Independent Samples t-test

	<i>Type (BGC/UGC)</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Std. Error Mean</i>
Engagement Rate	BGC	95	,016	,017	,002
	UGC	43	,063	,082	,013

Table 8 – Descriptive Statistics

With the intent of facilitating the analysis, Figure 3, represents graphically the conclusions stated previously. Through the plot it is possible to observe that, on average, posts with UGC raise higher consumer engagement resulting on higher Engagement Rate levels in comparison to BGC content.

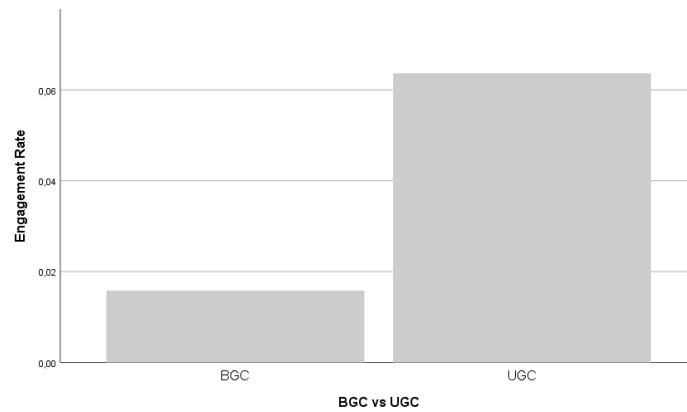


Figure 3 – Engagement Rate results in BGC and UGC brand posts

4.1.3 Industry: Mean Analysis

Regarding the Second Research Hypothesis (H2) – “*Different type of content influence different levels of consumer engagement among the automobile and the smartphone industry.*” – it was also performed a comparison of means of the variables “Followers”, “Sum of Interactions” and “Engagement Rate” for both Industries of the study.

The variable “Followers” concerns the number of followers of each brand from its respective industry, registered at the moment of the data collection.

Hence, the mean analysis on Table 9 which comprehends the Means and the Standard Deviations of the three variables, purposes to illustrate how the different Industries may have an impact on the dependent variable (Engagement Rate).

When looking to the Table 9, it is observable that the Smartphone Industry registered a higher number of followers (M_Smartphone_Followers=67459) than the Automobile Industry (M_Automobile_Followers=31985).

The Automobile Industry also registered the least Total of Interactions (M_Automobile_Interactions=568) comparing to the Smartphone industry (M_Smartphone_Interactions=3067).

For this reason and concluding, the Smartphone Industry brand posts lead to a better performance in terms of Engagement Rate (M_Smartphone_Engagement=5,98%), being 5 times more engaging than the Automobile industry (M_Automobile_Engagement=1,71%).

<i>Industry</i>		<i>Followers</i>	<i>Total of Interactions</i>	<i>Engagement Rate</i>
Automobile	Mean	31985	568	1,71%
	Std. Deviation	9564	559,6	1,69%
Smartphone	Mean	67459	3067	5,98%
	Std. Deviation	13771	3657,8	8,25%

Table 9 – Comparison of Means by Industry

4.1.4 Industry: Hypothesis Testing and Analysis

In order to test the Second Research Hypothesis (H2), it was decided to run a Two-Way ANOVA, as mentioned on chapter 3. This procedure, shown in Table 10, consists in a Test of Between-Subjects Effects which aims to analyse if any of the independent variables (Content Type and Industry) or the interaction of both are statistically significant.

According to what is illustrated in the Table 10, there is a statistically significant interaction between the effects of Content Type and Industry on the Engagement Rate ($F(1,134) = 15,102$; $p = 0,000$). Furthermore, both variables individually show a statistically significant impact on the dependent variable ($p_{\text{Industry}} = 0,001$; $p_{\text{Content_Type}} = 0,000$). The results have shown the impact of the Industry by itself on brand posts engagement and the Mean differences between categories (Table 10).

<i>Tests of Between-Subjects Effects</i>					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	,112	3	,037	19,005	,000
Intercept	,103	1	,103	52,423	,000
Industry	,022	1	,022	11,481	,001
Content Type	,034	1	,034	17,197	,000
Industry * Content Type	,030	1	,030	15,102	,000
Error	,262	134	,002		
Total	,504	138			

Table 10 – Two-Way ANOVA Test

Figure 4 illustrates the interaction results between the two independent variables (Type of Content and Industry) with the dependent variable (Engagement Rate). Through the graph, it is possible to understand the Two-Way ANOVA results concerning the Second Research Hypothesis (H2).

Meaning, UGC is the type of content that achieves better engagement results on both industries. Moreover, UGC generates remarkable engagement levels on the Smartphone Industry when comparing to BGC. Concerning the Automobile Industry, the scenario is not the same. Although the Automobile Industry followers reveal to be more likely to comment or like the posts when confronted with UGC posts, the difference between the two types of content is not that prominent.

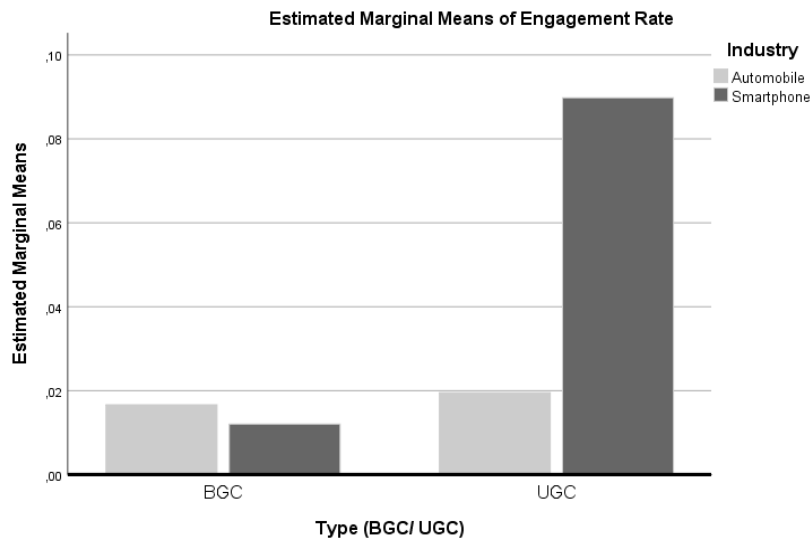


Figure 4 – Two-way ANOVA Results' Plot for the Industry and Content Type Interaction

4.2 Discussion

When taking into consideration the Mean Comparisons done prior to the T-Test and the Two-Way ANOVA, there is evidences that can be pointed out and discussed.

Starting with the content typology posted on brand Instagram pages: UGC is the content type that generates higher levels of engagement, whether it is in terms of Interactions (Likes and Comments) on SMP or in terms of Engagement Rate.

Moreover, concerning the industries and their impact on the engagement levels: Smartphone Industry revealed to be the most engaging industry, in comparison to the Automobile Industry. Again, it is the most engaging in terms of Followers, Total of Interactions and Engagement Rate measures.

These results were predictable as the literature presented on Chapter 2 sustains: with the digital growth, UGC has become more reliable and attractive for SMP users (MacKinnon, 2012). Furthermore, Smartphone Industry was the first to implement a strategic marketing plan that focuses on the engagement with users according to one of their main goals on innovation and on the capability of adapting to the costumers needs and expectations.

H1: *UGC drives higher consumer engagement levels than BGC*

Bearing in mind, the first independent variable of the study (Content Type) and the dependent variable (Engagement Rate) it was possible to run an Independent Samples T-Test to test the First Research Hypothesis (H1).

The results from the Independent-Samples T-Test exhibited a mean difference between brand posts under the UGC category and brand posts under the BGC category. Furthermore, the

statistic test confirmed that UGC reaches higher consumer engagement levels than BGC. At the same time, through the T-Test analysis it is also possible to state that content typology has a statistically significant impact on Engagement Rate means and that this rate is in fact, influenced by the content typology.

In sum, confirming that UGC drives higher consumer engagement levels on brand pages, namely Instagram, allows us to understand that the findings sustained on the literature and related to other SMP can be applicable in Instagram and the Engagement Rate in this platform. Hence, this is a significant finding for SM managers and Marketeers.

H2: *Different type of content influence different levels of consumer engagement among the automobile and the smartphone industry.*

Regarding the second independent variable, Industry, it was intended to study its effect on the Engagement Rate and its relationship with the Content Type and consequent impact on the dependent variable.

As the results from the Two-Way ANOVA test showed, the independent variable significantly has an impact on the Engagement Rate, revealing the existence of a moderator effect and, therefore, confirming the Second Research Hypothesis (H2).

When looking at the statistics test (Table 10) it is possible to recognize that the relation between the Content Type and Industry is significant concerning the differences in engagement means. Furthermore, it is important to mention the detailed impact each type of content has in the industries picked for the analysis. As it can be seen on the Figure 4, mentioned on 4.1.4., UGC is the type of content to achieve higher engagement levels on both industries. Even though, it is also noted that in the Automobile Industry the Engagement Rate between both types of content does not differ much.

Hence, these findings validate the Second Research Hypothesis (H2) and prove that Industry act as a moderator on the impact of the Content Type on Engagement Rate and it can be added that UGC is the most efficient type of content regarding engagement levels.

<i>Hypothesis</i>	<i>Findings</i>
H1: UGC drives higher consumer engagement levels than BGC.	UGC drives higher consumer engagements levels than BGC
H2: Different type of content influence different levels of consumer engagement among the automobile and the smartphone industry.	Different type of content has an impact on consumer engagement which is moderated by the Automobile and Smartphone industries. UGC drives higher engagement levels on both industries.

Table 11 – Summary of hypothesis and findings

Chapter 5: Conclusions and Limitations

This closing chapter comprises the main findings and the managerial implications of the dissertation on the effect of content typology on the consumer-brand engagement, in Instagram. Moreover, it is presented the limitations of the study and suggestions for future researches.

5.1 Main Conclusions

SM usage has become a world-renowned phenomenon in the recent years with an estimated 2.96 billion users until the end of 2020 and with an expectancy of growth by 2021 with 3.1 billion users (Statista, 2019). This increase contributed to a transformation on brands' marketing and communication strategies since platforms as Instagram provide brands a new and easier format to actively engage with consumers (Kaplan & Haenlein, 2010).

This shift in brands' communication panorama turns to be a challenge to Marketeers and SM managers when it comes to raise the engagement on SMP. Therefore, their main goal is to promote the engagement on the platforms since it can lead to higher consumer satisfaction, sales growth, brand loyalty and customer lifetime value (Hollebeek et al., 2014).

Thus, the focal purpose of this study relies, precisely, on understanding which content type might be helpful to brands in order to fulfil that goal. By content type it was considered User-Generated Content (UGC) which is defined as the content created and posted voluntarily by an average Internet user (Kaplan & Haenlein, 2010) and Brand-Generated Content (BGC), which is the one created and posted on SMP by the brand itself (Kumar et al., 2016).

Mainly, the findings of the research suggest that UGC type drives higher engagement levels than BGC type. Although the literature available on UGC and BGC is scarce, concerning the SMP Instagram, it was possible to gather information about other platforms that previewed these outcomes and that, now, can also be applied to Instagram (MacKinnon, 2012; Fotis, 2012; Jansen et al., 2009; Blythe and Cairns, 2009; Shamma et al., 2014).

Additionally, content produced by any regular user has revealed to be a trend on SMP, namely on Instagram, and brands or Marketeers might see these results as a valuable insight to apply in a marketing strategy.

Other finding from this research confirms that the different content type generates a different impact on consumer engagement, concerning different industries. In this study, there were chosen two different industries to be analysed, the Automobile and the Smartphone industry, and it was possible to confirm this hypothesis.

In fact, it is important to state that each industry or brand has its exact market to whom they create specific communication strategies on SMP (Hudson et al. 2016) considering that it

involves posting the most engaging content which can be UGC or BGC, and both might generate different impacts on these Instagram brand pages, in terms of engagement rates.

Research done prior to the statistical analysis noted that each industry has its specific target audience and, therefore, different marketing strategies. Regarding this dissertation, through literature it was possible to understand that: while the Automobile Industry carries an older audience and only recently started to change their target audience to a younger one (Baker, R., 2014), it lead to assume that BGC could have a higher impact than UGC, on the industry Instagram brand pages. On the other hand, the Smartphone Industry directs into a younger audience and, as literature sustains, younger generations are far more likely produce and engage with UGC than the older ones (Brand24, 2019).

Nevertheless, this study revealed that UGC creates, in fact, a higher impact on both industries, concerning the consumer engagement, however, this effect is far more notable in the Smartphone Industry. As mentioned, the Smartphone Industry has a younger target audience and its strategy on the SMP relies mainly on reposts, which is a form of UGC (Brand24, 2019). Concerning the Automobile Industry, with a smaller number of repost type of content, the impact between the different content typology did not differ much, despite the UGC have registered to some extent a higher result than BGC. This outcome can be sustained by the recent shift in the industries' marketing strategies towards a younger target audience (Baker, R., 2014).

5.2 Managerial and Academic Implications

With the rising of SM, creating the most efficient brand strategies of SM marketing on content has become one of the main challenges and focus for Marketeers. This focus demands an enhanced comprehension of the platforms, concerning implementation and its usage in the brand's marketing plan. Bearing in mind that the right strategy will, in turn, influence consumer engagement.

The aim of this research was to understand the impact of content typology on consumer engagement, namely, to understand which content type performed better on Instagram.

The findings of this study present to the Marketeers and SM managers useful insights on brand's marketing strategy. The conclusions previously stated, concern the impact that the content typology has on the brand's engagement rates and which content type might help achieving better engagement results, on the Instagram brand page.

Furthermore, this dissertation strengthens the knowledge available on different content types to post on Instagram brand pages, namely the ones originally created by brands and the ones created by regular users. Moreover, from these two content types, the one produced by any

regular user tends to drive a higher engagement rate – while generating more likes and/or comments – than the one produced by the own company. However, this might not be a pattern to be applied in every situation as each industry or brand has its own vision and market that wishes to attain. Hence, the perceptions given in the study ought to be contemplated as valuable insights that need to be well thought out according to the specific brand and industry. This study intends to contribute to the few researches available on brand engagement and brand content typology, regarding Instagram. Moreover, this knowledge is relevant to academic courses such as Consumer Behaviour and Marketing Planning which can be developed in future researches of the area.

5.3 Limitations and Future Research

Concerning prior research, there are studies on content typology related topics, however the majority is focused on other SMP such as Facebook or Twitter. Additionally, being the UGC a recent trend that has grown with the development of the SM usage, there is also far more literature on this type of content than on BGC which diffculted the process of formulating the hypothesis. This is presented as a limitation given that this dissertation aimed to analyse the effect of both content types on Instagram and finding a suitable framework to be applied.

For future research, this topic could be extended to a larger scale and studied further in many ways. For instance, including more industries in order to test whether UGC also engenders higher engagement rates than BGC.

When collecting the Instagram data, it was taken into consideration the number of followers and post of each brand, in order to have similar size brands and number of posts from each brand on the sample. However, if it will ever be considered to do a similar study or to extend this study to more brands and/or industries it is an important aspect to bear in mind, since there are small and large brands with high and low number of followers which might have an influence on the Engagement Rate – the higher the followers, the lower the engagement – and consequently, in the ending results. This insight can also be useful in further research.

Along these lines, this study intends to provide details on the impact of content on consumer engagement levels and also help SM managers and Marketeers of other brands when developing their content strategies, thus, these suggestions are a form of stimulating the development on this topic as it is up-to-date and of highly importance in its concerning area.

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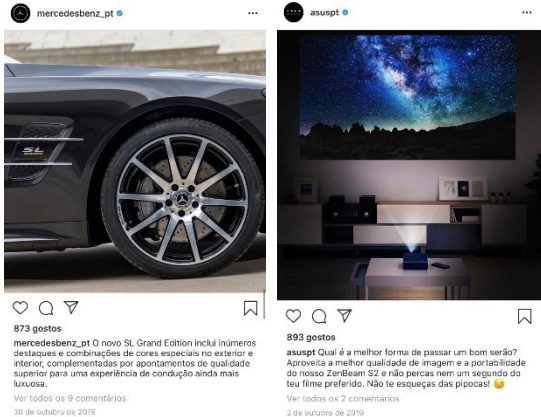
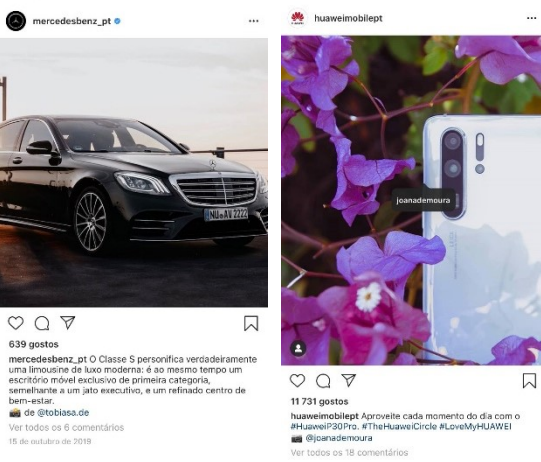
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Appendices

Appendix 1: Notation of Independent Variables

<i>Variable</i>	<i>Notation</i>
Content Type	1= “BGC”
	2= “UGC”
Industry	1= “Automobile”
	2= “Smartphone”

Appendix 2: Content Classification Examples

<i>Posts</i>	<i>Classification</i>
 The left post is from 'mercedesbenz_pt' and shows a close-up of a Mercedes SL wheel and lower body. The right post is from 'asuspt' and shows a ZenBeam S2 projector displaying the Milky Way in a dark room.	Brand-Generated Content Posts created by the own brand or company.
 The left post is from 'mercedesbenz_pt' and shows a Mercedes S-Class sedan. The right post is from 'huaweimobilept' and shows a Huawei P30 Pro smartphone next to purple flowers.	User-Generated Content Posts created by any regular user of the SMP that were later reposted on the brand's profile.

Appendix 3: Descriptive Analysis of the Variables

	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Skewness</i>	<i>Kurtosis</i>		
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Industry	1	2	1,32	,468	,786	,206	-1,403	,410
Engagement Rate	,00	,27	,0307	,05225	3,165	,206	9,346	,410
Content Type	1	2	1,31	,465	,823	,206	-1,343	,410
Number of Followers	22600	79200	43295,65	19922,440	,702	,206	-,909	,410
Total of Interactions	115,00	12553,00	1364,5145	2403,76894	3,133	,206	9,313	,410

<i>Dependent Variable: Engagement Rate</i>				
Type (BGC/ UGC)	Industry	Mean	Std. Deviation	N
BGC	<i>Automobile</i>	,0166	,01829	78
	<i>Smartphone</i>	,0120	,00378	17
	<i>Total</i>	,0158	,01672	95
UGC	<i>Automobile</i>	,0195	,00679	16
	<i>Smartphone</i>	,0898	,09398	27
	<i>Total</i>	,0636	,08164	43
Total	<i>Automobile</i>	,0171	,01690	94
	<i>Smartphone</i>	,0598	,08254	44
	<i>Total</i>	,0307	,05225	138

Appendix 4 – Test of Homogeneity of Variances

Test of Homogeneity of Variances		Levene Statistic	df1	df2	Sig.
Engagement Rate	Based on Mean	130,961	1	136	,000
	Based on Median	22,302	1	136	,000
	Based on Median and with adjusted df	22,302	1	49,492	,000
	Based on trimmed mean	93,660	1	136	,000

Appendix 5: Independent-samples t-test

Group Statistics						
	Content Type	N	Mean	Std. Deviation	Std. Error Mean	
Engagement Rate	BGC	95	,0160	,01674	,00172	
	UGC	43	,0633	,08183	,01248	

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Engagement Rate	Equal variances assumed	134,923	,000	-5,420	136	,000	-,04737	,00874	-,06466	-,03009
	Equal variances not assumed			-3,761	43,600	,001	-,04737	,01260	-,07276	-,02198

Appendix 6: Two-Way ANOVA

<i>Between-Subjects Factors</i>			
	Notation	Label	N
Industry	1	Automobile Industry	94
	2	Smartphone Industry	44
Content Type	1	BGC	95
	2	UGC	43

<i>Tests of Between-Subjects Effects</i>						
Dependent Variable: Engagement Rate						
Source	Type Sum of Squares	df	Mean Square	F	Sig.	
<i>Corrected Model</i>	,112 ^a	3	,037	19,005	,000	
<i>Intercept</i>	,103	1	,103	52,423	,000	
<i>Industry</i>	,022	1	,022	11,481	,001	
<i>ContentType</i>	,034	1	,034	17,197	,000	
<i>Industry *Content Type</i>	,030	1	,030	15,102	,000	
<i>Error</i>	,262	134	,002			
<i>Total</i>	,504	138				
<i>Corrected Total</i>	,374	137				

a. R Squared = ,298 (Adjusted R Squared = ,283)

Source: SPSS