

Original Article

The Members Engagement of Health-Oriented Brand Communities in Iranian Social Networks: Developing Suitable Content StrategyKianoush Nazari Ameleh¹, Pejman Jafari^{1*}, Farhad Ghaffari²¹ Department of Business Management, Science and Research Branch, Islamic Azad University, Tehran, Iran² Department of Economic, Science and Research Branch, Islamic Azad University, Tehran, Iran

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ABSTRACT

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Introduction: Creating engagement with generated content has become a major challenge for health-oriented brand communities. Therefore, the present study seeks to fully understand the brand - consumer and consumer-consumer engagement with the content generated by the Instagram social network health clinics.

Method The present study was conducted in two steps. In the first step, data was collected by interviewing nine native experts and a review of previous studies. And designed research model with the axial, open, and selective coding. In the second step, with the Nethnography method, 1572 posts of Instagram 8 health clinics were coded for 1 year period and analyzed by SPSS using multiple variance analysis and correlation tests. In general, the present study was conducted as a multiple case study method.

Results: 95% confidence level there is a meaningful relationship between content type, hashtag, content agility (except saved post and discovery percentage), content day (except discovery percentage and reach), content context (except profile visit and percentage discovery) and tone of voice (except like, impression, discovery percentage and new follower) with brand-consumer engagement and also between the content type, content day, content context, content agility (except mention), tone of voice (except comment) and hashtag (except mention) with consumer-consumer engagement.

Conclusion: In order to creating engagement, we must raise brand-consumer and consumer-consumer engagement, this requires the production of appropriate content.

Introduction

With the rapid growth of social networks and its influence in society, companies also take advantage of this opportunity and do some of their branding and marketing activities using these media (1). In 2015, approximately 75 million users use Instagram every day, Instagram has more than 300 million active users, with over 20 billion photos being shared on Instagram since 2010.

70 million photos will be shared on Instagram every day. In 2017, about 20 million Iranian users are on Instagram, and with 700 million Instagram users in the world, they are about 2.85% of the total Instagram users (2). The existence of the Internet and its capabilities, as well as the desire of humans to create relationships, knowledge and information, have created new types of societies, including online societies, one of the concepts that has come from within the online communities is the brand community.

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The concept of the brand community is defined as a specialized concept outside the geographical boundaries of a limited society and is based on the structure of the acclaimed social relations of a brand (3). The virtual brand communities that focus on the company first formed their interactions on the company's website, and then developed with user-friendly solutions like the Yahoo page, that recently, it has been transmitted to social networks such as Facebook, Twitter, and Instagram (4).

The share of social networks is growing at a time when consumers are spending online, and as a consequence, the funding that companies allocate for marketing activities on social networks is also growing. Today, brands face a huge task with respect to brand communities, and they decide on a social content strategy that can engage members of these communities, therefore, in such a situation, the production of appropriate content for effective presence in this space is very necessary (4).

Kaplan and Haenlein (5) argue that understanding the concepts of Web 2 and UGC is a key to understanding social media, and sees it as a set of Internet-based programs that make Web 2 an ideological and technological platform for evolution that enables users to create and exchange content generated by the user. Social media users are communicated with each other, regardless of national boundaries, culture, and religion (6). In general, social media is now the standard way for new generations of consumers to search, share information and create experiences with others (7). Instagram, Twitter, Facebook, Wiki, LinkedIn, Blogs and YouTube are examples of what is called "social media. "The advancements in mobile technology make social media more accessible, as it can be part of everyday life and the way people live (8). Organizations should attempt to set up brand communities not only as a marketing strategy, but as a strategy for their organization (9).

The purpose of the brand community is not just the gathering of people with the core of a brand, but social interactions between these members is also very important (10). A brand community refers to a group of enthusiastic consumers organized around the lifestyle, activities, or ethics of the brand (3). Today the concept of brand community is tied to the media, brands are passing through geographical boundaries because the media have exceeded the boundaries of geography (3). Brand communities and social media created brand communities based on social media, the main difference with traditional brand communities is to share common interests among a large number of people. With the help of social media, brand community provide a platform where marketers at a fraction of the cost get a deep insight into the needs and demands of customers when they interact with each other (11). As a result, online brand community is a vital source of customer needs that offers valuable insight into corporate market research (12).

Therefore, content marketing is one of the attractive marketing techniques for generating high quality and relevant content for informing and educating individuals (13). The goal of creating these content is to capture and obtain the defined audience (14). The ultimate goal of this is to gain profitable customers, attracting and retaining customers by creating consistent, relevant, and valuable content with the intention of changing customer behavior or optimizing its behavior (15).

By creating appropriate content, consumer engagement with the generated content rises, the root of consumer engagement theories into the extended domain of affiliate marketing (16). Engagement as the degree to which a person creates value in the empirical and communicative processes of the community (17).

Conflict represents a motivational state (18) that illustrates the experiences of individual interaction with a particular person or company

(19). And to provide online products and key information (20). According to a survey of 200 business decision makers from companies around the world, they define customer engagement as "building deep relationships with customers that make purchasing decisions, participation and Interaction over time."

Brand-oriented approaches in the 1990s (consumer-based approach, personality approach, and community approach) focused on brand-to-consumer communication, and only two-way interactions were investigated, but with community-based approach, focusing on two-way communication (brand-consumer) to three-way interactions. And the relationship of consumers with each other was also examined and in brand community, brand-consumer and consumer-consumer relationships were evaluated. In other words, in spite of a brand community, there was a need for interaction between consumers (3).

A complete set of variables has been obtained from the study of domestic and foreign research related to the topic and interviews with native experts (social networking experts in Iran). From independent variables of the content strategy content context, content day, content agility, content type and from dependent variables of the engagement, brand-consumer engagement variables have been extracted from previous research studies. Similarly, the independent variables of the content strategy, hashtag and tone of voice, and the dependent variables of the engagement consumer-consumer engagement have been extracted from interviews with native expert.

Despite the importance of generated content to create maximum engagement, there is a deep shortage in this area because both little research has been done and most companies have failed in this area, so this study seeks to investigate how: Focus on content strategy and brand-consumer and consumer-consumer relationships affect the

various types of user engagement in social media brand communities?

Methods

The present study is a multiple case study. In terms of the research process, it is quantitative. And in terms of the method of data collection is Netnography is utilized through library facilities, based on its purpose, is an "applied" research. Given the fact that during one year, the review of the social pages of the brands is longitudinal. The research tools include interview questions design, conducting interviews with experts, collecting data through Netnography, coding and analyzing data and presenting results.

The statistical population of this study includes health clinics (slimming, beauty and nutrition clinics), which created their own page in the social media of Instagram, using the carts (# health clinics # beauty clinics # slimming clinics # nutrition clinics # health # slimming # beauty) can be tracked, with 8 clinics selected as sample by intensity sampling method.

This research was done in two stages, the first stage consists of two parts, in the first part of the first stage, by studying the articles and researches, some of the variables related to content strategy, consumer-brand engagement were extracted, and a pool of variables was formed, and nine experts were interviewed to complete the pool. In the sixth interview, we arrived at a theoretical saturation, but we continued with up to 9 people for certainty.

In the second stage, after the completion of the variables and the formation of the model, information from the Instagram page of the health clinics was gathered by the method of Netnography. After coding and analysis, according to the nature of the present study, a library method was used for collecting secondary data and observation method for collecting primary data. Due to the fact that the research is done in an online environment, observation is an

online observe type, and Netnography method has been used for online observation.

In this research, data analysis was done in two stages. In the first phase, which is related to the interview with native experts, it was done using content analysis (open, axial and selective coding), and the second part, which relates to information collected from the Instagram Health Clinic page, the data were first coded and then analyzed by SPSS software using multivariate analysis and correlation analysis.

Results

After collecting data from the Instagram social network 8 health clinics, the results are presented in Table 1.

Clinic posts were evaluated from six aspects of content strategies and results are presented in the form of Tables 2.

Hypothesis 1 - Content type has a significant relationship with brand-consumer engagement.

The results of multivariate variance analysis (MANOVA) and correlation of the relationship between content type variables (text, video and image) and consumer-brand engagement variables (like, comment, view, save post, profile visit, new follower, reach, impression) shows that there is a significant relationship between the content type and the brand - consumer engagement variables at the level ($P < 0.05$). However, the intensity of the relationship between the reach and view with content type is more than other variables and has a higher correlation with the content type.

Table 3

Hypothesis 2 - Content agility has a significant relationship with brand-consumer engagement.

At the level ($P < 0.05$) there is a significant relationship between content agility with the like, comment, view, profile visit, new follower, reach, and impression. However, the intensity of the correlation of content agility with the new follower and comment is higher than other

variables. And there is no significant relationship between content agility with save post and discovery percentage.

Table 4

Hypothesis 3 – Content day has a significant relationship with brand-consumer engagement.

There is a significant relationship at the level ($P < 0.05$) However, content day has a stronger correlation with view and like than other variables.

Table 5

Hypothesis 4 – Content context has a significant relationship with brand-consumer engagement.

At the level ($P < 0.05$), there is a significant relationship between content context with like, comment, view, save post, new follower, reach and impression. However, the correlation intensity of content context with like and reach is higher than other variables, and there is no significant relationship between content context with the profile visit and the discovery percentage.

Table 6

Hypothesis 5 – Tone of voice has a significant relationship with brand-consumer engagement.

There is a significant relationship between tone of voice with comment, view, save post, profile visit and reach on the level ($P < 0.05$). There is not a significant relationship between tone of voice with like, discovery percentage, new follower and impression at level ($P < 0.05$). However, the results show that the tone of voice correlation intensity is higher with profile visit than other variables.

Table 7

Hypothesis 6 – Hashtag has a significant relationship with brand-consumer engagement.

There is a significant relationship between hashtag with brand-consumer engagement variables at the level ($P < 0.05$). However correlation intensity between Hashtag with like and impression is stronger than other variables.

Table 8

Hypothesis 7 - Content type has a significant relationship with consumer - consumer engagement.

At the level ($P < 0.05$), there is a significant relationship between content type and consumer-consumer engagement variables (mention, consumer - consumer comment). And the intensity of the correlation of the content type with the consumer-consumer comment is stronger than mention.

Table 9

Hypothesis 8 – Content agility has a significant relationship with consumer - consumer engagement.

There is a significant relationship between content agility with consumer-consumer comment at the level of $P < 0.05$, and there is no significant relationship between content agility with mention and the intensity of the correlation of the content agility with consumer-consumer comment is strong.

Table 10

Hypothesis 9 - Content day has a significant relationship with consumer - consumer engagement.

There is a significant relationship between the content day with consumer-consumer comment at the level of $P < 0.05$, and correlation intensity of both variables is very strong with content day.

Table 11

Hypothesis 10 - Content context has a significant relationship with consumer - consumer engagement.

There is a significant relationship between the content context with the consumer-consumer

comment and mention at the level of $P < 0.05$) and correlation intensity content context is strong with consumer-consumer comment.

Table 12

Hypothesis 11 – Tone of voice has a significant relationship with consumer - consumer engagement.

There is a significant relationship between tone of voice and mention ($P < 0.05$). And there is not a significant relationship between tone of voice with consumer-consumer comment. Correlation intensity tone of voice with mention is strong.

Table 13

Hypothesis 12 - Hashtag has a significant relationship with consumer - consumer engagement.

There is a significant relationship between hashtag and consumer-consumer comment ($P < 0.05$). And there is not a significant relationship between hashtag with mention. Correlation intensity hashtag with consumer-consumer comment is strong.

Table 14

Discussion

Due to the importance of social networks, this subject was investigated: What is the role of developing an appropriate content strategy to create the most brand-consumer and consumer-consumer engagement? To answer this question, the present study, after collecting and analyzing data, led to the following findings.

1-There is a significant relationship between content type variables and consumer - consumer engagement variables (mention, consumer - consumer comment), and the intensity of the correlation of the content type with the consumer-consumer comment is stronger than of mention. But considering that this relationship was first evaluated, its results are not comparable to those of others. On the other hand, there is a significant

relationship between the content type and brand-consumer variables. This result in the studies of Chauhan and Pillai (4), Dysart (21) and Tsimonis and Dimitriadis (22) have also been confirmed.

2- There is a significant relationship between the hashtag with consumer-consumer comment, and there is no significant relationship between hashtag and mention. On the other hand, there is a significant relationship between the hashtag (number of hashtag) and the brand-consumer engagement variables. These relationships have been evaluated for the first time that others can compare the results of their future research.

3- There is a significant relationship between content agility variable and consumer-consumer comments, and there is no significant relationship between content agility and mention. And comparisons are not possible given that previous studies have not investigated this relationship. There is also a significant relationship between content agility and like, comment, view, profile visit, new follower, reach, and impression. There is no significant relationship between content agility with save post and discovery percentage.

Previously, this results was confirmed by the studies of Chauhan and Pillai (4), Dysart (21).

4- There is a significant relationship between the content day with consumer - consumer comment and coronation intensity between the two variables with the content day is very strong, but another study did not assess this relationship. And there is a significant relationship between content day with brand-consumer engagement variables (with the exception of discovery percentage).

These results are not consistent with the results of the studies of Chauhan and Pillai (4), Tsimonis and Dimitriadis (22). These studies were done in the educational institutions and because of the difference in the type of industry and culture, the lack of a relationship between the content day and the brand-consumer engagement variables was confirmed.

5- There is a significant relationship between the content context with consumer-consumer engagement. And this relationship has not been studied by other researchers. Also, in the brand-consumer segment, there is a significant relationship between the content context with the like, comment, view, save post, new follower, rich and impression, There is not significant relationship between content context with the profile visit and the discovery percentage.

These results are not consistent with the results of the studies of Chauhan and Pillai (4), Tsimonis and Dimitriadis (22). These studies were done in the educational institutions and because of the difference in the type of industry and culture.

6- There is a significant relationship between tone of voice with mention. And there is not a significant relationship between the tone of voice with consumer-consumer comment. And also in the brand-consumer segment, there is a significant relationship between the tone of voice with comment, view, save post, profile visit and reach. There is not a significant relationship between tone of voice with like, discovery percentage, new follower and impression.

These relationships have been evaluated for the first time that other researchers can compare the results of their future research.

Conclusion

As a result, Iranian health clinics are required to consider the six criteria (content Type, content agility, content day, content context, tone of voice and hashtag) in the content strategy planning. And measure its success by measuring the extent of the engagement of members of their brand communities with the generated content. And a very important point, which is the result of the contribution of this research and which many clinics are not aware of, in addition to measuring brand-consumer engagement, consumer - consumer engagement is important. In this way, deep relation between brands and members of

their communities will be created in the long term, and the company will benefit from it.

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Conflicts of interests

The authors declare that there is no conflict of interest regarding the publication of this article.

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Table 1: Post number of each clinic

Clinics	Number of Post
A	189
B	210
C	170
D	200
E	220
F	189
G	169
H	225
Total	1572

Table 2: Post frequency

Content Strategy Variables	Subcategory Variables	Number
Content Type	Text	82
	Video	695
	Image	795
Content Agility	00-04	95
	04-08	9
	08-12	237
	12-16	348
	16-20	477
	20-24	406
	1 post per day	557
	2 post per day	629
	3 post per day	261
	4 post per day	71
Content Day	6 post per day	54
	Saturday and Sunday	460
	Monday, Tuesday and Wednesday	666
Content Context	Thursday and Friday	446
	Clinic Information	160
	Promotion	50

	Product or Service	594
	Customer	38
	Informative	482
	Entertaining	248
Tone of Voice	Serious	1213
	Funny	359
	Official	680
	Unofficial	892
	Politely	1545
	Disrespectful	27
	Intuitive	530
	Based on Real Information	1042
Number of Hashtag per Post	0-5	214
	5-10	15
	10-15	100
	15-20	113
	20-25	325
	25-30	805

Table 3: Relationship between Content type with brand – consumer engagement

Hypothesis	P	t - value	Results	r	Correlation Level
Content type with like	0.000	39.994	supported	0.381	moderate
Content type with comment	0.000	35.380	supported	0.371	moderate
Content type with view	0.000	326.560	supported	0.733	strong
Content type with save post	0.000	35.690	supported	0.323	moderate
Content type with profile visit	0.000	62.459	supported	0.342	moderate
Content type with discovery percentage	0.000	33.023	supported	0.309	moderate
Content type with new follower	0.000	23.699	supported	0.311	moderate
Content type with reach	0.000	76.998	supported	0.607	moderate
Content type with impression	0.000	91.727	supported	0.603	moderate

Table 4: Relationship between Content agility with brand – consumer engagement

Hypothesis	P	t - value	Results	r	Correlation Level
Content agility with like	0.000	5.074	supported	0.44	moderate
Content agility with comment	0.000	7.625	supported	0.73	strong
Content agility with view	0.001	4.096	supported	0.32	moderate
Content agility with save post	0.555	1.315	Not supported	0.12	weak
Content agility with profile visit	0.000	4.961	supported	0.45	moderate
Content agility with discovery percentage	0.520	2.825	Not supported	0.15	weak
Content agility with new follower	0.000	16.187	supported	0.78	strong
Content agility with reach	0.000	5.933	supported	0.43	moderate
Content agility with impression	0.000	5.220	supported	0.55	moderate

Table 5: Relationship between Content day with brand – consumer engagement

Hypothesis	P	t - value	Results	r	Correlation Level
Content day with like	0.000	14.113	supported	0.76	strong
Content day with comment	0.000	12.599	supported	0.73	strong
Content day with view	0.000	23.761	supported	0.87	strong
Content day with save post	0.000	10.661	supported	0.72	strong
Content day with profile visit	0.000	7.552	supported	0.55	moderate
Content day with discovery percentage	0.610	1.697	Not supported	0.06	weak
Content day with new follower	0.000	7.165	supported	0.49	moderate
Content day with reach	0.051	5.024	Not supported	0.07	weak
Content day with impression	0.000	12.261	supported	0.71	strong

Table 6: Relationship between Content context with brand – consumer engagement

Hypothesis	P	t - value	Results	r	Correlation Level
Content context with like	0.000	30.299	supported	0.89	strong
Content context with comment	0.000	6.451	supported	0.42	moderate
Content context with view	0.000	8.972	supported	0.47	moderate
Content context with save post	0.000	9.223	supported	0.53	moderate
Content context with profile visit	0.061	1.308	Not supported	0.12	weak
Content context with discovery percentage	0.053	2.019	Not supported	0.11	weak
Content context with new follower	0.000	19.584	supported	0.72	strong
Content context with reach	0.000	23.834	supported	0.77	strong
Content context with impression	0.000	18.290	supported	0.70	strong

Table 7: Relationship between tone of voice with consumer – consumer engagement

Hypothesis	P	t- value	Results	r	Correlation Level
Tone of voice with like	0.053	3.944	Not supported	0.19	weak
Tone of voice with comment	0.013	5.230	supported	0.53	moderate
Tone of voice with view	0.019	14.784	supported	0.81	strong
Tone of voice with save post	0.012	10.463	supported	0.71	strong
Tone of voice with profile visit	0.009	24.518	supported	0.92	strong
Tone of voice with discovery percentage	0.058	2.392	Not supported	0.15	weak
Tone of voice with new follower	0.061	1.166	Not supported	0.13	weak
Tone of voice with reach	0.017	12.304	supported	0.76	strong
Tone of voice with impression	0.055	3.685	Not supported	0.18	weak

Table 8: Relationship between hashtag with consumer – consumer engagement

Hypothesis	P	t- value	Results	r	Correlation Level
Hashtag with like	0.000	40.715	supported	0.93	strong
Hashtag with comment	0.000	16.363	supported	0.72	strong
Hashtag with view	0.000	19.921	supported	0.73	strong
Hashtag with save post	0.000	10.105	supported	0.52	moderate
Hashtag with profile visit	0.000	12.697	supported	0.58	moderate
Hashtag with discovery percentage	0.000	24.916	supported	0.76	strong
Hashtag with new follower	0.000	13.863	supported	0.70	strong
Hashtag with reach	0.000	29.672	supported	0.85	strong
Hashtag with impression	0.000	31.562	supported	0.87	strong

Table 9: Relationship between content type with consumer – consumer engagement

Hypothesis	P	t- value	Results	r	Correlation Level
Content type with mention	0.000	6.149	supported	0.71	strong
Content type with consumer - consumer comment	0.000	32.368	supported	0.97	strong

Table 10: Relationship between content agility with consumer – consumer engagement

Hypothesis	P	t- value	Results	r	Correlation Level
Content agility with mention	0.510	0.427	Not supported	0.21	weak
Content agility with consumer - consumer comment	0.000	7.781	supported	0.88	strong

Table 11: Relationship between content day with consumer – consumer engagement

Hypothesis	P	t- value	Results	r	Correlation Level
Content day with mention	0.000	13.667	supported	0.91	strong
Content day with consumer - consumer comment	0.000	15.541	supported	0.96	strong

Table 12: Relationship between content context with consumer – consumer engagement

Hypothesis	P	t- value	Results	r	Correlation Level
Content context with mention	0.000	6.470	supported	0.82	strong
Content context with consumer - consumer comment	0.000	7.773	supported	0.89	strong

Table 13: Relationship between tone of voice with consumer – consumer engagement

Hypothesis	P	t- value	Results	r	Correlation Level
Tone of voice with mention	0.000	21.184	supported	0.94	strong
Tone of voice with consumer - consumer comment	0.272	1.209	Not supported	0.17	weak

Table 14: Relationship between hashtag with consumer – consumer engagement

Hypothesis	P	t- value	Results	r	Correlation Level
Hashtag with mention	0.051	1.340	Not supported	0.25	weak
Hashtag with consumer - consumer comment	0.000	20.729	supported	0.94	strong