The Impact Of Frequency And Spacing Of Brand-Generated Content On The Dynamics Of Consumer Interaction On Brands' Facebook Pages

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Abstract

This study examines the influence of frequency and spacing of brand-generated content on the dynamics of consumer interaction on social media. Dynamics of consumer interaction was operationalized in two ways: as the level of interaction and the growth rate of interaction of a post. Additionally, the moderating role of sentiment on the relationship between the frequency and the level of interaction was examined. Also, this paper investigated the role of posting and spacing between messages on the number of brand followers. Two data sets were collected via Facebook's API consisting of 6,471 and 932 brand posts respectively. Results showed that frequency of brand-generated content and the level of consumer interaction has an inverted u-shape relationship and that the level of consumer interaction is positively influenced by the time period (or space) between the posts. Furthermore, findings suggest that posting on social media (higher audience reach specifically) is positively associated with unfollowing by followers and that the growth rate of interaction of the post depends on the rate of new message generation by the same brand. Based on these findings, marketing managers are advised to employ a more moderate posting behavior in terms of posting frequency for optimal consumer interaction.