

I "Like" It: Testing the Impact of Firm-Generated Social Media Content on Customer Engagement Behaviours

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Abstract

Previous research demonstrates that social media marketing can improve firms' financial outcomes. However, firms still need to be strategic in how they manage the content they post to their social media brand pages to improve customer brand engagement. Past empirical research conducts content analyses of firm-generated social media content as well as survey studies to help firms determine what type of content increases customer engagement. We build on this work by partnering with a professional sport team in the U.S. and conducting a discrete choice experiment (analysing the data using maxdiff models) to identify which firm-generated content increases customer engagement behaviours on social media. Results demonstrate that affective content leads to increased social media behaviour intent with avid fans. Researchers can apply the method we utilize to other social media and/or marketing contexts to test the effectiveness of marketing content.

Keywords: *social media marketing; customer engagement; discrete choice experiment*

Track: Digital Marketing & Social Media