Social media engagement behavior

A framework for engaging customers through social media content

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Abstract

Purpose – Organizations are investing heavily in social media yet have little understanding of the effects of social media content on user engagement. This study aims to determine the distinct effects of informational, entertaining, remunerative and relational content on the passive and active engagement behavior of social media users.

Design/methodology/approach – Facebook Insights and NCapture are used to extract data from the Facebook pages of 12 wine brands over a 12-month period. A multivariate linear regression analysis investigates the effects of content on consuming, contributing and creating engagement behavior.

Findings – Results reveal distinct effects of rational and emotional appeals on social media engagement behavior. Rational appeals in social media have a superior effect in terms of facilitating active and passive engagement among social media users, whereas emotional appeals facilitate passive rather than highly active engagement behavior, despite the social and interactive nature of the digital media landscape.

Research limitations/implications – Results contribute directly to understanding engagement and customer experience with social media. Further theoretical and empirical examination in this area will aid in understanding the dynamic nature of the levels of engagement within social media.

Practical implications – Findings provide managers and practitioners with guidelines and opportunities for strategic development of social media content to enhance engagement among consumers in a social media forum.

Originality/value – This study is one of the first to empirically examine the construct of social media engagement behavior. It extends the utility of dual processing theory to demonstrate how rational and emotional message appeals result in online engagement.

Keywords Social media content, Engagement, Facebook, Dual processing theory, Uses and gratifications theory

Paper type Research paper

Introduction

In the attempt to build online engagement among consumer groups, marketing practitioners are investing heavily in social media. Facebook's growing dominance of digital is well

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known; in 2017, Facebook accounted for 23 per cent of total US digital advertising spending. In 2018, Facebook is expected to take $1 of every $10 spent on all advertising – digital and non-digital combined (eMarketer, 2018). However, most of the investment into digital strategy appears largely wasted, with an average of only 0.07 per cent of Facebook fans interacting with a brand's post (Gayomali, 2014) and up to 61 per cent of consumers stating that they do not see social media as a place to interact with brands (Ritson, 2011).

Regardless of these figures, social media content directed at consumers continues to proliferate as digital spending increases. However, these marketing efforts will fail unless marketers understand how to effectively engineer their content to facilitate customer engagement (Lee *et al.*, 2013). This paper aims to provide a broader understanding of how to enhance consumer engagement through social media content. To provide managers with guidance for developing social media content, this research investigates the distinct effects of informational, entertaining, remunerative, and relational content on social media engagement behavior (SMEB).

The advent of social media has changed the marketer–customer interface, allowing customers to engage directly with the organization in both personal and real-time interactions (Harrigan *et al.*, 2015). Business environments have become more dynamic and interactive, with customers seeking participation and engagement with unique offerings and activities of the organization (Vivek *et al.*, 2012). As a result, both academics and practitioners have begun to focus on the concept of engagement in social media platforms (Brodie *et al.*, 2013). However, despite this interactive avenue to create value and engage with the firm (Brodie *et al.*, 2013; Gummerus *et al.*, 2012), little research has investigated how engagement is achieved. Although recent studies have explored both the antecedents and consequences of customer engagement (van Doorn *et al.*, 2010; Gambetti *et al.*, 2012; Leckie *et al.*, 2016), studies that consider engagement with social media are only beginning to emerge (Malthouse *et al.*, 2013), revealing a clear need to develop a theoretical understanding of the nature of engagement behavior in response to marketing practices within a social media context (Sashi, 2012). This theoretical development requires an investigation of consumers' behavioral response to organizational communication such as brand posts on Facebook.

In applying uses and gratifications theory (UGT) (Katz and Foulkes, 1962) and the underlying tenets of the theories of persuasion such as dual processing theory (Kahneman, 2011), this paper offers an explanation of how specific types of social media content (grouped into rational vs. emotional message appeals) may influence both passive and active online engagement behavior. Using Facebook Insights and associated NCapture data of 12 wine brands, the authors empirically demonstrate how these different types of social media content drive user engagement with that content. This study addresses a Marketing Sciences Institute 2014-2016 and 2016-2018 key topic of interest: how social media marketing activities create customer engagement.

Within this paper, we examine the literature on customer engagement in a social media context, enabling the development of a conceptual framework and hypotheses which draw upon the theoretical foundations of UGT to develop the categorization of social media content, organized according to two main rational appeals – informative content (De Vries *et al.*, 2012; Cvijikj and Michahelles, 2013) and remunerative content (Cvijikj and Michahelles, 2013) – and two main emotional appeals – entertaining content (De Vries *et al.*, 2012; Taylor *et al.*, 2011) and relational content (Muntinga *et al.*, 2011; Lee *et al.*, 2013). Additionally, the conceptual framework and hypotheses use dual processing theory to explain how rational and emotional content brings about observed engagement behavior in the social media setting. To test the conceptual model, we use behavioral data and social

media content in the form of branded posts collected from Facebook Insights and NCapture. Using information gathered and categorized through a quantitative content analysis of social media content, multivariate linear regression analysis is used to investigate the relationships between content types (informational, remunerative, entertaining and relational) and the four types of engagement behavior (consuming, liking, sharing and commenting). The results of this research demonstrate the varying effects of rational and emotional message appeals on social media engagement behavior.

Customer engagement through social media

The emergence of social media platforms precipitated a paradigm shift in online customer behavior, altering the way customers interact with each other and with brands. In particular, social media's interactive properties have transformed consumers from passive observers of content to active participants who now actually create vast quantities of content through their online conversations, interactions, and behaviors (Malthouse *et al.*, 2013). Central to this shift is the concept of customer engagement, which recognizes that customers co-create value through these interactions (Bijmolt *et al.*, 2010). Social media influence the degree to which customers engage with an organization, and the customer's level of engagement both affects and is affected by the organization's approach to customer relationship management (Malthouse *et al.*, 2013). Consequently, organizations are challenged to adjust their relationship marketing strategies to incorporate the role of social media and focus on building customer engagement. As such, this research directly contributes to theory and practice in the fastest growing area of marketing expenditure.

Customer engagement has been defined as a psychological process by which customers move toward being brand loyal (Bowden, 2009) and is characterized by emotional, cognitive, and behavioral activation states in brand interactions (Brodie *et al.*, 2011). Several authors have paid specific attention to the behavioral dimension of engagement and have defined engagement as behavior other than purchase that results from motivational drivers (van Doorn *et al.*, 2010). Customer engagement goes beyond mere participation and involvement, as it encompasses an interactive relationship with an engagement object such as a brand (Brodie *et al.*, 2011), involves voluntary and discretionary customer behavior toward the object (Verleye *et al.*, 2014), and requires perceived experiential value in addition to the instrumental value obtained from brand interactions (Mollen and Wilson, 2010).

Much of the early research on customer engagement focused on online and social media contexts (Sawhney *et al.*, 2005; Calder *et al.*, 2009; Brodie *et al.*, 2013). Within these contexts, authors conceptualized the construct (Brodie *et al.*, 2013; Wirtz *et al.*, 2013), empirically validated measurement scales (Hollebeek *et al.*, 2014), argued for the properties of engagement, such as intensity (Malthouse *et al.*, 2013; Muntinga *et al.*, 2011) and identified several antecedents and consequences (De Vries *et al.*, 2012; Gummerus *et al.*, 2012; Wirtz *et al.*, 2013). While the literature identifies individual-related factors as antecedents to customer engagement, few studies have examined the influence of marketing strategy on customer engagement. User-generated content increases purchase intentions by engaging customers in thinking about a personal goal, demonstrating that engagement does not arise merely from customer participation (Malthouse *et al.*, 2016). Although some studies have examined the influence of social media content on engagement behavior (Muntinga *et al.*, 2011; Cvijikj and Michahelles, 2013), further investigation of the influence of social media content posted by the organization is warranted.

Customers engage with various objects, including product or service offerings (Brodie *et al.*, 2011), media (Calder *et al.*, 2009) and activities and events (Vivek *et al.*, 2012). While customers engage with an organization through multiple touch-points and service

encounters, often the focal point of engagement remains ambiguous. This study takes a behavioral perspective of engagement (Gummerus *et al.*, 2012; van Doorn *et al.*, 2010) within the environment of a social media platform and provides greater insight into the behavioral manifestations of engagement through that medium. Thus, we adopt the definition of SMEB as "a customer's behavioral manifestations that have a social media focus beyond purchase, resulting from motivational drivers" (Dolan *et al.*, 2016, p. 265).

Behavior that reflects engagement with social media includes customers' creation of, contribution to, or consumption of brand-related content within a social network (Muntinga *et al.*, 2011). The degree of engagement itself varies, falling on a continuum from basic forms of engagement (e.g. "liking" a page on Facebook) to higher forms of engagement depicting customer participation in co-creation activities (e.g. writing reviews) (Malthouse *et al.*, 2013; Muntinga *et al.*, 2011). This investigation relies on the SMEB construct proposed by Dolan *et al.* (2016), which is characterized by varying levels of intensity of engagement. This construct consists of discrete levels of behavioral intensity, including lower intensity and more passive engagement behaviors (i.e. consuming), moderately active engagement behaviors (i.e. contributing), and highly active engagement behaviors (i.e. creating). These categorizations are explained further in Table I.

Categorizing social media content: uses and gratifications theory

UGT is an approach to understanding why and how individuals use media to satisfy specific needs (Katz and Foulkes, 1962). The theory addresses how individuals choose media that satisfy their needs, allowing them to realize gratifications such as knowledge enhancement, entertainment and relaxation, social interaction and reward or remuneration (Ko *et al.*, 2005). UGT was one of the first perspectives to consider the role of the audience in media choice, suggesting that individuals actively search for, identify with, and use media to fulfill specific gratification needs (Ku *et al.*, 2013).

Within UGT research, Swanson (1987) advocated the need to understand the role of message content. Early UGT studies indicated that audience members seek and find different gratifications within media content, affecting consumption of the content, and a UGT perspective has been used to predict specific behaviors that result from consumers' motivations for using social media sites (Smock *et al.*, 2011). In social media, a brand's overt goal is to attract an audience by providing value, or gratification, through its content. Content must therefore be designed in a way that creates value for individual consumers to build a stronger level of engagement (Malthouse *et al.*, 2013). Constructs based on the theoretical underpinnings of UGT, such as the need for social interaction, the need for entertainment, the need information seeking and sharing, and the desire for reward or remuneration, have been explored in recent literature that has investigated consumer choices of online and social media (Whiting and Williams, 2013; Cvijikj and Michahelles, 2013; Muntinga *et al.*, 2011). Consequently, UGT provides a framework for understanding the motivations of individuals seeking a specific type of content within the social media setting.

This study draws upon the theoretical foundations of UGT to develop a categorization of social media content, organized according to two main rational appeals – informative content (De Vries *et al.*, 2012; Cvijikj and Michahelles, 2013) and remunerative content (Cvijikj and Michahelles, 2013) – and two main emotional appeals – entertaining content (De Vries *et al.*, 2012; Taylor *et al.*, 2011) and relational content (Muntinga *et al.*, 2011; Lee *et al.*, 2013), as presented in Table II. In line with UGT, these four types of content are expected to gratify customer motives for social media use, resulting in expressions of the active and passive SMEB outlined earlier.

SMEB	Intensity	Definition	Example activities	Activities tested in this study
Creating	Active	The highest level of positive, active SMEB whereby users initiate unprompted, positive, and active contributions to social media communities	Commenting positively on posts, blogs, videos and pictures Publishing a brand-related weblog Uploading brand-related video, audio, pictures or images	Commenting positively on posts, blogs, videos and pictures
Contributing	Active	A moderate level of positive, active SMEB whereby users make positive and active contributions to existing content on social media brand pages	Rating products and/or brands Making contributions to brand forums "Liking" and "sharing" brand-related content to personal social media profile Inviting a friend to like the page Tagging friends in brand-related content	"Liking" and "sharing" brand-related content to personal social media profile
Consuming	Passive	The minimum level of positive, passive SMEB whereby users consume content without any form of active reciprocation or contribution	Viewing brand-related video Listening to brand-related audio Viewing pictures and photos posted by the brand Reading brand posts, comment threads and conversations Reading product/brand reviews within the social media page	Total number of clicks Clicks to play video Clicks to read more Link clicks Other clicks Photo views

Table I.
SMEBs

Rational and emotional message appeals

Message appeal design has been considered largely in traditional media contexts, with numerous studies suggesting that advertising and creative message appeals can be organized as either rational (also referred to as informational or utilitarian) or emotional (also referred to as affective or transformational) (Wu and Wang, 2011). Rational messages are thought to be processed intellectually while transformational messages appeal to the psychological characteristics of the target audience (Laskey *et al.*, 1989). While many authors argue that emotional message appeals are more effective in engaging consumer than rational appeals, the findings are inconsistent and conflicting, and have been based on static traditional media settings (Aaker and Norris, 1982; Aaker *et al.*, 1986; Batra and Ray, 1985; Shimp, 1981; Golden and Johnson, 1983; Liu and Stout, 1987). The static traditional media setting differs from a social media context in that social media allow for dynamic and real-time interaction between message senders and receivers.

Scholars have considered several factors that influence whether emotional or rational messaging is more effective in a social media setting. First, customers' motivation to engage (i.e.

Message appeal	Variable	Definition	Sub-categories
Rational	Informational content	Informational content represents the extent to which the social media content provides users with resourceful and helpful information	Brand name, general information, product image, vineyard image, winery image, price, website address or link, venue image, product review image, product award image, tasting and sampling, product variety, product region/origin, product, product making and/or processing, vineyard, opening hours, year made, contact details, brand fact or news, service, wine show awards and reviews, information about an event, product description
	Remunerative content	Remunerative content refers to the extent to which the social media content provides monetary or incentive rewards	Deal or offer, purchase instructions, competition image, sales or promotion image, competition
Emotional	Entertaining content	Entertaining content refers to the extent to which social media content is fun and entertaining to media users	Food or recipes, food with product image, emoticon, weather, humor, fun fact or historic image, scenic image, occasion image, celebrity, meme image, animal image, animal, slang
	Relational content	Relational content refers to the extent to which the social media content meets the consumer's need for integration and social interaction and desire for social benefits	Questions, thanking fans, quiz or game, holiday or event occasions, affection, ask for action, child or baby image, inspirational or motivational quote, customer image, employee image, community involvement image, friends and fans, family, employee name, emotions including happy, caring, depression, inadequateness, fear, confusion, hurt, anger, loneliness and remorse

Table II.
Social media content categories

their regulatory focus) has been considered with respect to both utilitarian and hedonic websites (Ashraf and Thongpapanl, 2015; Ashraf *et al.*, 2016a, 2016b). Results have shown that promotion-focused consumers feel more engaged when exploring a hedonic website than prevention-focused consumers, who feel more engaged when exploring a utilitarian website (Ashraf *et al.*, 2016a, 2016b). Second, the type of business [business to business (B2B) vs business to consumer (B2C)] has been found to influence engagement with functional and emotional messages, (Swani *et al.*, 2017), with consumers more likely to elaborate on B2B (vs B2C) messages that contain functional appeals because of their rational (vs emotional) set of considerations (Gilliland and Johnston, 1997; Brown *et al.*, 2012; Swani *et al.*, 2014). Further, the effects of message sequencing (rational to emotional or emotional to rational sequences) has an impact on consumer attitudes to brands (Lim *et al.*, 2018), suggesting advertisements that communicate marketing messages in an emotional to rational sequence produce more favorable attitudes toward the product brand among consumers than advertisements that communicate in a rational to emotional sequence (Lim *et al.*, 2018).

This study addresses the role of rational and emotional appeals within a social media context, and in particular, their influence on the intensity (i.e. active or passive) of receivers' SMEB. Dual processing theory serves to explain how rational and emotional content brings about observed engagement behavior in the social media setting.

The following section describes rational and emotional appeals as used in social media. That discussion leads to the development of a conceptual model that draws upon dual processing theory and hypotheses depicting how such appeals facilitate online engagement behavior.

Rational appeals

Past research has categorized rationally framed message appeals as those that include factual information related to the product (McKay-Nesbitt *et al.*, 2011; Laskey *et al.*, 1989; De Vries *et al.*, 2012; Ashley and Tuten, 2015; Laskey *et al.*, 1989). Rational appeals refer to product specifications, features, performance, and other tangible cues (Swani *et al.*, 2014). Rational appeals differ from emotional appeals, which contain less and more subjective information (Leonidou and Leonidou, 2009) and are aimed at building affective impressions of product aspects that are open to individual consumer interpretation (Belch and Belch, 2004).

Rational appeals are better appreciated by consumers whose purchasing decisions are guided more by logic, information, and facts (Schiffman and Kanuk, 2004) and who may be highly educated or have a strong technical background. In contrast, emotional appeals may be appreciated more by persons who place less value on factual information and have greater emotional involvement, as in the case of less-educated consumers or teenagers (Leonidou and Leonidou, 2009).

Given the dynamic and interactive nature of social media, this study draws upon previous research specific to the social media setting to categorize posts with informational as having rational, rather than emotional, appeal (Berthon *et al.*, 2008; Tafesse and Wien, 2017; McKay-Nesbitt *et al.*, 2011; Lee *et al.*, 2013). Therefore, informational content strategies are those that highlight the functional attributes of company products and services such as information regarding product specifications, features, performance and direct calls to purchase (Swani *et al.*, 2017, 2014) and are widely considered to use a functional, or rational, appeal (Campbell *et al.*, 2011; Lohtia *et al.*, 2003). In the social media context, rational message appeals have been conceptualized as posts that contain elements such as brand-related information (Cvijikj and Michahelles, 2013), product-related information (De Vries *et al.*, 2012; De Vries and Carlson, 2014) and product-oriented facts, including direct brand and product mentions, product prices, information on product availability (e.g. release date) and comparisons on price or price match guarantees (Lee *et al.*, 2013).

In addition to offering information, social media can provide rational content that includes remunerative benefits. Not uncommonly, brands offer monetary incentives such as loyalty points, lucky draws, and price promotions in an effort to stimulate engagement in online brand communities (Wirtz *et al.*, 2013). Remunerative content offered to consumers has been studied as an antecedent of consumer decisions to actively contribute to online communities (Muntinga *et al.*, 2011), as consumers often engage in social media expecting to gain an economic incentive, a job-related benefit, or personal gain (Muntinga *et al.*, 2011).

However, opposing research has shown that remunerative content, such as price incentives, discounts and deals, can be emotional rather than rational in nature. For example, value perceptions arising from remunerative content can influence emotions (Peine *et al.*, 2009; Zielke, 2011) and evoke responses that may be either positive (e.g. joy and enjoyment of low prices) or negative (e.g. shame and guilt over discount shopping)

(Zielke, 2011, 2014). In this study, in the context of social media communication and message appeal remunerative content is categorized as having a rational appeal (Füller, 2006; Cvijikj and Michahelles, 2013). Remunerative content includes monetary incentives, special offers, giveaways, prize drawings, monetary compensations (Füller, 2006), as well as contests and sweepstakes (Cvijikj and Michahelles, 2013).

Emotional appeals

Emotional or affective appeals speak to a viewer's psychological and social needs (Ashley and Tuten, 2015) and focus on stimulating emotions associated with the brand or product (McKay-Nesbitt *et al.*, 2011). "Emotional appeals attempt to stir up either negative or positive emotions that can motivate purchase" (Kotler and Armstrong, 1994, p. 468).

Emotional appeals often highlight aspects of brand personality through the use of entertaining content such as remarkable facts, the use of emotion, emoticons, mentions of holidays and humor (Lee *et al.*, 2013), as well as teasers, slogans and wordplay (Cvijikj and Michahelles, 2013). This type of content meets the criteria for an emotional appeal given its objective to generate positive emotions and create warm feelings (Stafford and Day, 1995). In addition to being entertaining, emotional appeals may constitute an effort to drive social interaction among fans through "relational content" such as posing questions and discussion topics to fans and using small talk or banter (Lee *et al.*, 2013). This type of relational content speaks to followers' psychological and social needs (Ashley and Tuten, 2015) by facilitating social interaction, establishing a sense of community, and engaging with the community through participation from its members (Tafesse and Wien, 2017).

Past research has shown that the extent to which content is perceived as having an emotional or rational appeal depends on the type of emotion (i.e. happy/sad, afraid/surprised and angry/disgusted) used in the content rather than overarching presence of emotional content in general (Frenay, 2016). Moreover, the extent to which entertaining and relational content is considered to have an emotional rather than rational appeal maybe subject to the arousal (calming or exciting) and valence (positive or negative) of the appeal (Frenay, 2016). Scholars suggest that the combination of arousal and valence drives behavior (Berger and Milkman, 2012).

Consistent with previous research specific to social media communications (Lee *et al.*, 2013; Cvijikj and Michahelles, 2013; Swani *et al.*, 2014, 2017; Tafesse and Wien, 2017), this study categorizes posts with entertaining and relational content as having an emotional appeal. Furthermore, by engaging with emotional content, consumers gain a means to express their feelings, increase their self-enhancement and fulfill their need to share information (Swani *et al.*, 2014, 2017). Emotional message appeals such as the use of entertaining advertisements have been found to lead to positive attitudes toward both the advertisements (Taylor *et al.*, 2011) and the brand and produce a desire to return to the website (Raney and Janicke, 2013).

This study investigates how rational (informative and remunerative) and emotional (entertaining and relational) appeals manifest within social media content and examines their effect on the online engagement behavior of social media users. Table II presents the conceptualization of message appeals used in this study.

Conceptual model and hypothesis development

This examination draws on dual processing theory to explain how social media content making rational and emotional appeals leads to active and passive SMEB. The dual processing theory demonstrates how thoughts are processed in two ways (Kahneman, 2011). The central thesis is a dichotomy between two modes of thought. System 1 is an implicit,

automatic and unconscious process usually associated with strong emotional bonds included in the reasoning process. System 2 is a more explicit, controlled and conscious process, often subject to judgments and attitudes (Kahneman, 2011). This study does not seek to measure the processing of an individual. Rather, it utilizes dual processing theory consistent with previous literature, where the theory has underpinned research examining why consumer actions differ when exposed to different information (Kahneman, 2011; Swani *et al.*, 2017), including in economic literature, where it is used to explain how information processing affects decision making and economic behavior (Alós-Ferrer and Strack, 2014). System 1 processing results in fast, automatic, frequent, emotional, stereotypic, and unconscious behavior, while System 2 processing leads to slow, effortful, infrequent, logical, calculating and conscious behavior (Kahneman, 2011).

Drawing from previous research examining consumer responses to traditional advertising and social media messages (Chandrasekaran *et al.*, 2017; Swani *et al.*, 2014, 2017; Jensen and Jepsen, 2007), this investigation argues that messages containing a rational appeal (i.e. informational and remunerative content) require the receiver to give more careful consideration to the rational set of considerations and elaborate by using System 2 processing (Gilliland and Johnston, 1997; Swani *et al.*, 2014). Through central processing (i.e. System 2 processing) of rational content (within television advertising), online brand searching behaviors are increased (Chandrasekaran *et al.*, 2017). Similarly, online marketing messages high in utilitarian content are processed centrally and are more likely to be shared with others in the form of e-WOM (Chiu *et al.*, 2014). In contrast, messages that contain an emotional appeal (i.e. entertaining and relational content) allow the receiver to engage in peripheral processing of the message (i.e. System 1 processing), which draws on simple heuristics or "feelings" regarding the content (Petty and Cacioppo, 1986; Um, 2008).

Within a social media environment, passive engagement behaviors such as reading and clicking reflect System 1 processing, while more active and time-consuming actions such as writing a comment reflect System 2 processing – a deeper form of engagement appropriate for highly involved users motivated to take advantage of a platform that allows them to voice their opinion (Swani *et al.*, 2017). Preliminary research suggests that in a social media context, whether System 1 and System 2 processing is activated influences the forms of engagement consumers undertake online (Swani *et al.*, 2014, 2017). Message appeals (emotional vs rational) can influence the popularity of social media messages (in the form of likes and comments) (Swani *et al.*, 2017).

On the basis of the theoretical underpinning of dual processing theory and previous research (Swani *et al.*, 2014, 2017), this study argues that the nature of the message appeal (rational or emotional) will influence the type of SMEB (active or passive) that ensues. It is predicted that emotional content will result in passive SMEB (i.e. consuming) owing to the activation of System 1 processing. In contrast, rational content will have a higher cognitive load and is likely to facilitate System 2 processing, resulting in active behaviors (i.e. liking, sharing and commenting).

Conceivably, active SMEBs may occur alongside, actually immediately after, passive engagement behavior. This is because system 1 processing is immediately activated, whereas system 2 is slow thinking and requires deliberate activation (Kahneman, 2011). As such, a viewer will like, comment on, or share content (active SMEB) after first consuming the content (passive SMEB, System 1 processing) in the form of reading, clicking, and scrolling. Therefore, we hypothesize that while we expect rational content to facilitate more active SMEB owing to viewers' System 2 processing, passive SMEB will also occur in response to rational content. Specifically, we propose that rational content (informational and remunerative content) facilitates both passive and active engagement behavior (*H1* and

H2). Further, in contrast, emotional (entertaining or relational) content of social media messages is more likely to promote System 1 processing and hence facilitates only passive behaviors (*H3* and *H4*). Figure 1 depicts these relationships.

H1. Informational content positively influences active and passive SMEB.

H1a. Informational content positively influences passive SMEB (consuming).

H1b. Informational content positively influences active SMEB in the form of contributing (likes).

H1c. Informational content positively influences active SMEB in the form of contributing (shares).

H1d. Informational content positively influences active SMEB in the form of creating (comments).

H2. Remunerative content positively influences active and passive SMEB.

H2a. Remunerative content positively influences passive SMEB (consuming).

H2b. Remunerative content positively influences active SMEB in the form of contributing (likes).

H2c. Remunerative content positively influences active SMEB in the form of contributing (shares).

H2d. Remunerative content positively influences active SMEB in the form of creating (comments).

H3. Entertaining content positively influences passive SMEB in the form of consuming.

H4. Relational content positively influences passive SMEB in the form of consuming.

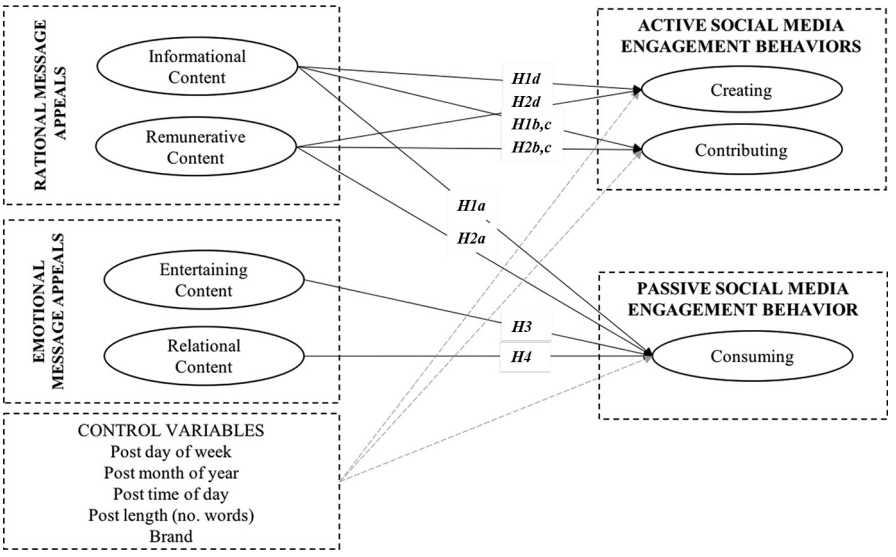

Figure 1.
Model of the relationship between social media content and social media engagement behavior

Research context

The data set used to explore the relationships depicted within the conceptual model above was derived from the Australian wine industry. As wine brands compete to attract and retain consumers, many are embracing social media to reach their consumers and communicate their brand experience, quality, and personality. Social media has been found to be particularly effective among wine consumers, as word of mouth is an important driver of wine sales (Leigon, 2011). An additional socialization aspect also characterizes social media, where consumers exchange information and encourage others to try different wines (Wilson and Quinton, 2012), especially as a majority of consumers are well educated in wine, rely on a wide range of information for decision making, and frequently seek to learn more about wine (Bruwer and Li, 2007). The market also contains enjoyment-oriented social wine drinkers, who consume wine for social occasions and tend to buy wine they have purchased before with limited information (Bruwer and Li, 2007).

While the fact that many brands use social media to interact with customers is not surprising, practitioners have identified a lack of awareness and knowledge regarding effective social media strategy (Ashley and Tuten, 2015). To investigate this phenomenon and further understand effective social media strategy in terms of building engagement, data for the study were collected from Facebook Insights and NCapture, as outlined below.

Facebook Insights

Facebook Insights is a tool provided to administrators of Facebook brand pages to enable high-level monitoring of the activities on the Facebook page. Facebook Insights allows administrators to download data concerning the performance of a post, such as the number of people the post reached, the number of people who clicked on the post, and the number of people who liked, commented on or shared the post. If the post is a video, Insights data also show the total number of video views and length of video views. Despite these capabilities, the use of Facebook Insights data is sometimes limited, as it is provided only to administrators of the Facebook page. Therefore, analysis of data relating to multiple brands – that is, competitor data – is possible only with permission and access granted by the page owner. Facebook Insights also does not capture consumers' comments on the page.

NCapture

NCapture is a Web browser extension developed by QSR International allowing researchers to quickly and easily capture content including web pages, online PDFs and social media for analysis within NVivo 10. NCapture allows the downloading of Facebook wall posts and comments from any URL, eliminating the need for access and permissions required when relying on Facebook Insights data. NCapture collects data similar to Facebook Insights, including the content, type, and timing of brand page posts, number of likes, and number of comments. NCapture has an advantage over Facebook Insights in its ability to collect the content and authorship of fan comments relevant to each moderator post. Data missing from the NCapture extension include the number of shares made on a post, post reach, the number of clicks and video views and the amount of negative feedback evoked by the post, all functions that are available through Facebook Insights.

To access the required social media data for this study from the Australian wine industry, an introductory email was sent to 50 Australian wine brands outlining the study and requesting access to the required data. Of the 50 wine brands that were contacted, 12

brands agreed to participate in the study by providing their internal Facebook Insights data. The data provided through Facebook Insights are not publicly available, and are accessible only by the page administrator. Each wine brand provided data for a 12-month period, beginning on 1 January and concluding on 31 December 2013. The 12 participating brands (Table III) have a range of the number of "fans" of their brand page (min = 916 fans, max = 13,958 fans), various regions and/or locations (Barossa Valley, Yarra Valley, Margaret River, and McLaren Vale), and ownership structures (family-owned and corporate) as well as frequency of posting (min = 25 posts in one year, max = 383 posts in one year).

Method

This research consisted two phases. The first phase comprised a quantitative content analysis of social media content and SMEB. The second phase of the method involved using multivariate linear regression analysis to test the aforementioned hypotheses. Prior to the emergence of accessible big data, scholars collected consumer information through sources such as browser cookies, click-stream analysis and membership cards (Malthouse *et al.*, 2013). Now, easily accessible social media data allow researchers to access disparate and significant new sources of behavioral data.

The data comprise behavioral data and social media content in the form of branded posts collected from Facebook Insights and NCapture. Using the information gathered through the quantitative content analysis of social media content (Phase 1), the second phase of the method involved using multivariate linear regression analysis to investigate the relationships between content types (informational, remunerative, entertaining and relational) and the four types of engagement behavior (consuming, liking, sharing and commenting).

Data set

To test the hypotheses, a database of 2,236 Facebook posts was derived from the social media pages of 12 Australian wine brands over a 12-month period. In total, 97.1 per cent of posts were included in the study, with the excluded 2.9 per cent representing outliers. This information was supplemented by the data captured by NCapture, and enabled capture of the comments posted in response to the social media content in an NVivo database.

Table III.
Brand profiles

Brand	No. page fans at time of data collection	No. of posts (1 January 2013–31 December 2013)
A	916	25
B	1,348	355
C	1,330	145
D	4,500	295
E	7,496	383
F	1,608	107
G	12,551	179
H	1,434	47
I	3,749	177
J	3,684	191
K	1,495	106
L	13,958	226
Total	54,069	2,236

Phase 1: quantitative content analysis

Social media content coding. To categorize social media content according to its informational, entertaining, remunerative and relational characteristics, the researchers followed Neuendorf's (2002) approach to quantitative content analysis, which allows the researcher to objectively and systematically identify specified characteristics of messages (Carney, 1972). Given the significant amount of data provided through tools such as Facebook Insights and NCapture, the researchers used automated quantitative methods of text analysis. Specifically, computer coding and text analysis were employed to make inferences about social media content. This approach generated a full coding scheme and a custom dictionary for the text analysis of each type of social media content (informational, entertaining, remunerative and relational), presented in Appendix 1. The dictionaries constructed by the researchers are referred to as custom dictionaries and within this study included variables selected from recent literature regarding social media content operationalization (Lee *et al.*, 2013; Cvijikj and Michahelles, 2013; De Vries *et al.*, 2012) and researcher immersion in the message pool.

To capture the elements of informational content, the coding scheme (Table II, sub-categories) was developed from previous research testing informational content presence (Cvijikj and Michahelles, 2013; De Vries *et al.*, 2012; Lee *et al.*, 2013) and provides the custom dictionary applied to mechanically generate indications of the occurrence of this content. The informational content category contains 24 codes. For items such as product variety and product region, the researchers consulted Australian wine industry statistics. For example, according to Wine Australia (2015), Australia produces 39 wine varieties and has 88 wine-growing regions, which are included as the custom dictionary items for product variety and product region respectively. The overarching code for remunerative content contains five indicator codes and was derived from conceptualizations of remunerative content or similar (Ashley and Tuten, 2015; Lee *et al.*, 2013). The coding scheme for entertaining content was derived from previous research (Lee *et al.*, 2013; Cvijikj and Michahelles, 2013). Entertaining content may include humor, images of animals, and memes. The entertaining content category contains 13 codes (Appendix 1) and draws on Lee *et al.* (2013), Ashley and Tuten (2015), and Tafesse and Wien (2017). Relational content includes the use of emotion and therefore a custom dictionary of emotion developed by Drummond (2004) was incorporated into the coding scheme (Appendix 1). In addition to emotion, relational content is generated when posts pose a question to the audience, or embed a quiz or game, to stimulate a response. Mentions of holidays and events and images within content that include people are also coded within this category. The relational content category contains 15 codes (Appendix 1).

By using a large number of narrowly defined definitions (e.g. "discount" and its synonyms such as reduction, price cut, markdown and sale), the researchers had the option of creating a variety of flexible index combinations of the dictionaries (Neuendorf, 2002). As in this study, dictionaries often emerge from the data. This approach to dictionary construction bases the lists on actual word frequencies from the message sample (Neuendorf, 2002), which the researchers achieved through a basic quantitative output from the message sample, a word count reporting the frequency of each word occurring in a text or a set of texts. To ensure reliability, the researchers applied the coding scheme and custom dictionary to a subset of 100 posts and compared with human coding results of the same 100 posts. The percentage agreement between the custom dictionary coding and human coding was 88 per cent. Following this process, the researchers investigated the individual posts with low agreement and added specific terminology (noted by the human coder) to the custom dictionary. They then updated the custom dictionary, repeating the human coding

reliability check. These steps generated the final coding scheme and corresponding custom dictionary applied to the social media posts.

Image coding. Human coding was required in the study to code non-textual data in which the custom dictionaries could not be applied. This non-textual content includes photos within social media content. NVivo 10 was used to complete coding of image content according to the codes in Appendix 2. A training session was held in which the two coders, the author, and a research assistant worked together on a subset of the data, which allowed for discussion regarding agreement and disagreement on the coding of images. Following this discussion, the two coders conducted an independent coding test on a sample of 100 images. Cohen's kappa coefficient was calculated for a test sub-set of 100 images and a median kappa value for inter-coder reliability regarding coding of all images was 0.77, indicating substantial agreement among the two independent coders (Viera and Garrett, 2005). Appendix 2 presents kappa coefficients for each of the individual image categories, and shows that of the 18 image categories, kappa coefficients were moderate (0.60-0.79) for seven image categories and strong (0.80-0.90) for 11 image categories (McHugh, 2012). Following this discussion between the two coders, the research assistant coded the remaining images with random checks and controls on all the remaining images.

Data exploration

Prior to investigation of the hypotheses, data pertaining to the 2,236 Facebook posts were explored using descriptive statistics. The statistics revealed that the amount of informational content (with reference to the aforementioned coding scheme) contained in any given post ranged between 0 and 12, with posts comprising an average of 2.1 pieces of informational content ($\bar{x}$ = 2.1, s.d. = 1.75). The amount of remunerative content ranged between 0 and 4 ($\bar{x}$ = 0.2, s.d. = 0.46). The amount of entertaining content ranged between 0 and 5 ($\bar{x}$ = 0.7, s.d. = 0.87). The amount of relational content ranged between 0 and 7 ($\bar{x}$ = 1.2, s.d. = 1.14).

Descriptive statistics relating to the passive engagement measure (consuming SMEB) revealed that, across all 2,236 posts, 98 per cent of posts comprised between 0 and 250 demonstrations of consuming behavior. These demonstrations include actions such as consumers clicking to play and view a video, clicking on other links in the content, clicking to read more content, and clicking to view photos (Table I). To ensure that the remaining 2 per cent of posts, which displayed a much higher level of consuming behavior (ranging up to 921 demonstrations of consuming behavior), did not have a disproportionate influence on the overall results, these observations were removed prior to analysis. Similarly, evaluation of descriptive statistics relating to the active engagement measures resulted in the removal of 0.9 per cent of posts containing outliers in terms of contributing behavior in the form of likes, 0.6 per cent of posts containing outliers in terms of contributing behavior in the form of shares, and 0.8 per cent of posts containing outliers in terms of creating behavior (numbers of comments). In total, this evaluation resulted in 64 of the original 2,236 observations being removed prior to analysis (2.9 per cent of the total data file), leaving a remaining sample size of 2,172. After the removal of outliers, the amount of consuming behavior on a post ranged between 0 and 249 ($\bar{x}$ = 38.7, s.d. = 42.41), the number of likes (contributing) ranged between 0 and 186 ($\bar{x}$ = 18.9, s.d. = 15.32), the number of shares (contributing) ranged between 0 and 29 ($\bar{x}$ = 1.2, s.d. = 2.64), and the number of comments (creating) ranged between 0 and 29 ($\bar{x}$ = 1.8, s.d. = 3.44).

In addition to the four independent variables of primary interest in the study, a number of other extraneous variables have also been shown to potentially influence engagement behavior. Specifically, engagement can be influenced by brand (Voorveld *et al.*, 2018), time of

day (Cvijikj and Michahelles, 2013; Golder *et al.*, 2007), day of the week (Cvijikj and Michahelles, 2013; De Vries *et al.*, 2012), and month of the year for the post (Golder *et al.*, 2007), as well as the number of words contained in any given post (De Vries *et al.*, 2012). Therefore, these variables were also measured and accounted for in the analysis. The number of words contained in a post was operationalized as a continuous measure ($\bar{x}$= 29.2, s.d. = 24.2), while brand, day of the week, month of the year, and time of day were operationalized as discrete measures. Owing to sample size restrictions, time of day (which was measured to the closest hour) was operationalized on three levels: 7 a.m.-4 p.m., 5-11 p.m. and 12-6 a.m. This classification is based upon three time intervals for social media interaction derived from social media use patterns (Golder *et al.*, 2007).

Phase 2: analysis procedures

We used a multivariate linear regression analysis to test for any significant effect of informational, remunerative, entertaining, and relational content over the four types of engagement behavior (consuming, liking, sharing, and commenting). To control for the effect of potential extraneous influences on these relationships, number of words, brand, time of the day, day of the week, month of the year were included in the model as control variables. The multivariate linear regression analysis allows investigation of the four dependent variables simultaneously, thus controlling for the overall Type I error rate (Hair *et al.*, 2014). The correlations between the dependent variables are displayed in Table IV. The analysis also allows for investigation of the univariate relationships in different linear regression models that handle each of the four types of engagement behavior as dependent variables separately, instead of as one joint variable. No interaction effects were hypothesized and initial analyses revealed that no interaction effects, first-order or higher, were significant (all $p > 0.05$). Therefore only main effects were investigated to ensure model parsimony. The data were checked, and all the assumptions (i.e. equality of variance-covariance matrices, normality, linearity and absence of multicollinearity (VIF < 4) of multivariate linear regression analysis were met.

Results

The hypothesis tested by multivariate linear regression is the joint effect of the set of independent variables on the set of four dependent variables (SMEB). The multivariate tests indicate a significant effect for all content types and three of the five extraneous variables (brand, month of year, day of week) on SMEB when the four measures of active and passive SMEB are considered collectively (Table V). With respect to the other variables in the model, the number of words contained in a post and time of day it was posted showed no evidence of a significant relationship with the collective four measures of active and passive consumption (number of words: Wilks' $\Lambda = 0.998$, $p > 0.05$; time of day: Wilks' $\Lambda = 0.996$, $p > 0.05$).

Table VI displays the results from the separate univariate F-tests associated with each dependent variable, while Table VII displays the regression coefficients for each predictor

SMEB	Consumption	Likes	Shares	Comments
Consumption	1	0.645**	0.459**	0.557**
Likes		1	0.565**	0.669**
Shares			1	0.558**

Note: **Significant at the 0.01 level

Table IV.
Correlations between dependent variables

Independent variable	Wilks' Λ	df	Error df	*F*
Informational content	0.994	4	2132.00	3.044*
Remunerative content	0.985	4	2132.00	7.927 **
Entertaining content	0.994	4	2132.00	3.066*
Relational content	0.995	4	2132.00	2.872*
Month of year	0.950	44	8158.45	2.516**
Day of week	0.982	24	7438.87	1.604*
Time of day	0.996	8	4264.00	0.998
Brand	0.701	44	8158.45	18.013**
Number of Words	0.998	4	2132.00	0.883

Table V.
Multivariate tests

Notes: **Significant at the 0.01 level; *significant at the 0.05 level

for each dependent variable. The multivariate linear regression analysis does not yield an overall association measure (Dattalo, 2013). However, observation of the individual R^2 values indicates that the explanatory power for each of the dependent variables ranges between 0.12 and 0.25.

Investigation of Tables VI and VII demonstrates that, after accounting for any influences of the extraneous variables, the analysis provides evidence that informational content positively influences active SMEB in the form of likes ($p < 0.05$) (*H1b*) and shares ($p < 0.05$) (*H1c*). However, no evidence suggests that informational content influences comments ($p > 0.05$) (*H1d*). Investigation of the impact of informational content on passive engagement reveals a significant positive effect on passive (consuming) SMEB ($p < 0.05$), supporting *H1a*. This result is perhaps not surprising, as passive consumption is often a precursor to active media consumption. For example, a consumer may passively interepret an informational message in the form of reading, viewing, and clicking prior to actively liking or sharing the post (contributing behavior). This finding indicates that rational message appeals, specifically in the form of informational content, result in both passive and active SMEB, as expected. Therefore, *H1a, H1b* and *H1c* are supported, while no support emerges for *H1d*. Remunerative content demonstrates evidence of a significant positive effect on active SMEB in the form of likes ($p > 0.05$) (*H2b*) and shares ($p > 0.05$) (*H2c*) but not consumption ($p > 0.05$) *(H2a)* or comments ($p > 0.05$) (*H2d*). Hence, support occurs for *H2b* and *H2c* but no evidence emerges to support *H2a* and *H2d*. This finding is interesting, as it indicates that consumers actively "like" and "share" remunerative content, but do not passively consume (e.g read, click on) the content prior to this. This finding is, however, supported by literature which indicates that a simple headline or buzzword, such as "win", "share" or "like" can create immediate liking and sharing of content, without the audience having to actually read and/or comprehend the content within the post. In a study of 2.8 million items of shared social media content, Gabielkov *et al.* (2016) found that almost 60 per cent of links shared on social media have never been clicked on or read in detail. This notion of "silent sharing" as referred to by Gabielkov *et al.* (2016) warrants further investigation, particularly offering managerial relevance for content designers who want to ensure their content is consumed and read, rather than just liked and shared.

The analysis yields evidence that both entertainment ($p < 0.05$) and relational content ($p < 0.05$) positively influence passive consumption (consumption), offering support for *H3* and *H4*. In addition, evidence shows that entertainment content

Independent variable	Dependent variable	Type III sum of squares	df	Mean square	*F*
Corrected model	Consumption	750220.729[a]	35	21434.878	15.477**
	Likes	277424.749[b]	35	7926.421	20.436**
	Shares	1245.009[c]	35	35.572	8.835**
	Comments	2406.847[d]	35	68.767	8.520**
Intercept	Consumption	427272.628	1	427272.628	308.503**
	Likes	121612.823	1	121612.823	313.541**
	Shares	278.509	1	278.509	69.176**
	Comments	859.920	1	859.920	106.544**
Informational content	Consumption	11182.831	1	11182.831	8.074**
	Likes	2521.277	1	2521.277	6.500*
	Shares	30.224	1	30.224	7.507**
	Comments	17.960	1	17.960	2.225
Remunerative content	Consumption	44.338	1	44.338	0.032
	Likes	2194.806	1	2194.806	5.659*
	Shares	38.409	1	38.409	9.540**
	Comments	0.034	1	0.034	0.004
Entertaining content	Consumption	14554.496	1	14554.496	10.509**
	Likes	2634.213	1	2634.213	6.791**
	Shares	11.794	1	11.794	2.929
	Comments	14.086	1	14.086	1.745
Relational content	Consumption	13690.185	1	13690.185	9.885**
	Likes	414.781	1	414.781	1.069
	Shares	0.599	1	0.599	0.149
	Comments	21.465	1	21.465	2.659
Number of words	Consumption	520.871	1	520.871	0.376
	Likes	0.765	1	0.765	0.002
	Shares	3.587	1	3.587	0.891
	Comments	7.412	1	7.412	0.918
Time of day	Consumption	646.984	2	323.492	0.234
	Likes	1218.583	2	609.291	1.571
	Shares	11.371	2	5.686	1.412
	Comments	20.885	2	10.443	1.294
Brand	Consumption	587571.030	11	53415.548	38.568**
	Likes	225080.820	11	20461.893	52.755**
	Shares	897.345	11	81.577	20.262**
	Comments	1913.672	11	173.970	21.555**
Month of year	Consumption	51549.076	11	4686.280	3.384**
	Likes	8648.993	11	786.272	2.027*
	Shares	56.774	11	5.161	1.282
	Comments	128.601	11	11.691	1.449
Day of week	Consumption	3168.910	6	528.152	0.381
	Likes	5013.236	6	835.539	2.154*
	Shares	7.643	6	1.274	0.316
	Comments	63.004	6	10.501	1.301
Error	Consumption	2956949.264	2135	1384.988	
	Likes	828100.844	2135	387.869	
	Shares	8595.781	2135	4.026	
	Comments	17231.699	2135	8.071	
Total	Consumption	6847112.000	2171		
	Likes	1791258.000	2171		
	Shares	12335.000	2171		
	Comments	25375.000	2171		
Corrected total	Consumption	3707169.994	2170		
	Likes	1105525.593	2170		
	Shares	9840.790	2170		
	Comments	19638.546	2170		

Notes: **Significant at the 0.01 level; *significant at the 0.05 level [a]. $R^2 = 0.202$ (Adjusted $R^2 = 0.189$) [b]. $R^2 = 0.251$ (Adjusted $R^2 = 0.239$) [c]. $R^2 = 0.127$ (Adjusted $R^2 = 0.112$) [d]. $R^2 = 0.123$ (Adjusted $R^2 = 0.108$)

Table VI.
Univariate tests

Parameter	Consumption B	Consumption *t*	Likes B	Likes *t*	Shares B	Shares *t*	Comments B	Comments *t*
Intercept	75.700	15.96**	41.355	16.475**	2.015	7.879**	3.609	9.967**
Informational content	1.608	2.842**	0.764	2.550*	0.084	2.740*	0.064	1.492
Remunerative content	0.326	0.179	2.295	2.379*	0.304	3.089*	0.009	0.065
Entertaining content	3.117	3.242**	1.326	2.606*	0.089	1.712	0.097	1.321
Relational content	2.485	3.144**	0.433	1.034	0.016	0.386	0.098	1.631
Number of words	−0.029	−0.613	−0.001	−0.044	0.002	0.944	0.003	0.958
Time: 7am - 4pm	–	–	–	–	–	–	–	–
Time: 5pm - 11pm	1.436	0.464	−2.151	−1.735	−0.196	−1.555	−0.274	−1.529
Time: 12am - 6pm	−0.187	−0.080	−1.398	−0.853	−0.250	−1.496	−0.325	−1.374
Brand: L	–	–	–	–	–	–	–	–
Brand: A	−43.103	−5.352**	−27.155	−6.372**	−0.566	−1.303	−2.163	−3.519**
Brand: B	−57.169	−16.723**	−33.078	−18.285**	−2.048	−11.113**	−3.200	−12.261**
Brand: C	−31.710	−7.432**	−20.705	−9.170**	−0.333	−1.447	−2.128	−6.533**
Brand: D	−44.252	−12.357**	−28.149	−14.853**	−1.883	−9.753**	−3.116	−11.397**
Brand: E	−43.773	−12.936**	−28.974	−16.180**	−1.532	−8.395**	−2.866	−11.094**
Brand: F	−13.062	−3.338**	−4.434	−2.141**	−0.693	−3.285**	−1.753	−5.869**
Brand: G	−47.752	−12.027**	−28.967	−13.786**	−1.855	−8.667**	−2.732	−9.014**
Brand: H	−24.467	−4.003**	−17.167	−5.307**	−1.924	−5.838**	−0.531	−1.138
Brand: I	−49.581	−12.598**	−28.502	−13.685**	−1.414	−6.662**	−3.159	−10.516**
Brand: J	−48.348	−10.311**	−27.987	−11.279**	−1.981	−7.836**	−3.098	−8.656**
Brand: K	−51.964	−11.225**	−30.098	−12.286**	−1.058	−4.241**	−2.004	−5.672**
Month: December	–	–	–	–	–	–	–	–
Month: January	−16.729	−3.826**	−5.835	−2.521*	0.210	0.889	−0.080	−0.241
Month: February	−14.072	−3.330**	−6.648	−2.973**	0.251	1.101	−0.039	−0.120
Month: March	−0.272	−0.068	−6.973	−3.307**	−0.006	−0.028	−0.197	−0.649
Month:April	−3.788	−0.954	−4.867	−2.315*	−0.104	−0.485	−0.040	−0.133
Month: May	−7.360	−1.807	−5.294	−2.456*	−0.277	−1.259	0.047	0.153
Month: June	0.447	0.110	−2.508	−1.162	−0.175	−0.797	0.136	0.437
Month: July	−9.805	−2.394*	−6.677	−3.080**	−0.240	−1.086	−0.475	−1.518
Month: August	−4.890	−1.158	−5.031	−2.251*	−0.258	−1.133	−0.448	−1.390
Month: September	−6.348	−1.575	−5.062	−2.374*	0.003	0.015	−0.412	−1.340
Month: October	−8.195	−1.911	−4.959	−2.185*	−0.151	−0.654	−0.489	−1.495
Month: November	−3.792	−0.933	−1.507	−0.701	0.157	0.715	0.278	0.895
Day: Friday	–	–	–	–	–	–	–	–
Day: Saturday	4.313	0.903	−2.688	−1.063	−0.006	−0.025	−0.612	−1.676
Day: Sunday	−0.193	−0.052	−6.469	−3.323**	−0.047	−0.239	−0.362	−1.290
Day: Monday	0.137	0.038	−5.039	−2.628**	0.075	0.383	0.017	0.061
Day: Tuesday	−0.439	−0.119	−4.734	−2.428*	0.141	0.709	−0.244	−0.866
Day: Wednesday	−0.450	−0.121	−3.454	−1.757	0.090	0.450	−0.023	−0.083
Day: Thursday	−1.784	−0.502	−4.739	−2.520*	0.056	0.294	−0.260	−0.960

Table VII.
Parameter estimates

Notes: **Significant at the 0.01 level; *significant at the 0.05 level

positively influences the number of likes a post receives. However, neither relational nor entertainment content demonstrates any further evidence of a relationship with any other aspects of active engagement.

Investigation of the extraneous influences demonstrates evidence of a significant difference in consumption and likes depending on the month of the year ($p < 0.05$), while the number of likes differs by the day of the week. Active and passive SMEB also differ by brand, in particular Brand L demonstrated particularly high levels of SMEB. Thus, the effects of day of the week, month and brand proved to be useful controls in

the model. Post hoc multiple comparison tests using Tukey's (1953) honestly significant differences method were conducted to investigate the differences between factor levels for these three variables and to provide information in terms of choosing the baseline for the parameter estimates to best demonstrate these differences. For example, Tukey's honestly signficant difference intervals revealed that Brand L had significantly higher levels of SMEB, and therefore we set this brand as the baseline when producing parameter estimates. The post hoc tests and parameter estimates reveal that Brand L evoked significantly higher passive and active SMEB than other brands, the month of December saw more consumption and likes than many other months, and the greatest number of likes occurred on Fridays.

Discussion

Implications for theory

This research contributes directly to understanding engagement and customer experience with social media, as it uses data from actual consumer interactions with real brands in the marketplace. In response to calls from previous researchers (Brodie *et al.*, 2011; Vivek *et al.*, 2012), this in-depth examination within a context-specific environment (i.e. social media) provides greater insight into the behavioral manifestations of engagement. Although previous research has recognized various focal objects of customer engagement (Brodie *et al.*, 2011; Vivek *et al.*, 2012), few studies have examined engagement with a single touch-point in the service experience. Engagement is interactive and context-dependent and can be properly understood only through an examination of each service experience (Calder *et al.*, 2009; Brodie *et al.*, 2011; Gummerus *et al.*, 2012). Further, this study is one of the first to rely on the SMEB construct (Dolan *et al.*, 2016). While previous scholars theorized that engagement with social media existed at both low and high levels of intensity (Muntinga *et al.*, 2011; Dolan *et al.*, 2016), empirical demonstration was lacking. By empirically connecting rational and emotional social media content to the SMEB construct, this study provides evidence that active and passive behaviors can be facilitated by specific types of content, and that these behaviors do vary in intensity. Results reveal an empirical relationship between social media content and SMEBs, demonstrating that content should be designed to encourage individual consumers to exhibit a greater level of engagement (Malthouse *et al.*, 2013).

This study drew upon the theoretical foundations of UGT to categorize the social media content according to two main rational appeals – informative content (De Vries *et al.*, 2012; Cvijikj and Michahelles, 2013) and remunerative content (Cvijikj and Michahelles, 2013) – and two main emotional appeals – entertaining content (De Vries *et al.*, 2012; Taylor *et al.*, 2011) and relational content (Muntinga *et al.*, 2011; Lee *et al.*, 2013). In line with UGT, these four specific types of content presented on the same media platform (Facebook) resulted in differing expressions of the active and passive SMEB. Previous studies of UGT have focused on understanding engagement and active selection of media in a much broader sense, for example, internet usage (LaRose *et al.*, 2001), social media usage (including blogs, networking sites, and internet forums) (Leung, 2013), online gaming (Rauschnabel *et al.*, 2017), and animated news consumption (Cheng and Lo, 2012). Rather than focusing on an overarching type of media (such as social media), this study focuses on specific content embedded within that media, and how the appeals and information presented within one media platform may vary in its effect according to the principals of UGT. Our findings demonstrate that social media content appeals facilitate various behaviors, consistent with the categorizations made by previous scholars using the UGT theoretical lens (Ko *et al.*, 2005).

Researchers have suggested that within social media, a brand's overt goal is to attract an audience by providing value, or gratification, through its content (Malthouse *et al.*, 2013). Researchers have advocated social media channels as an important tool in the marketing communications mix owing to their ability to create personalized and emotional content (Mangold and Faulds, 2009; Malthouse *et al.*, 2013). Further, scholars have promoted social media as a platform for brands and consumers to express their feelings and opinions through highly experiential and emotional brand imagery (Kim *et al.*, 2015; Swani *et al.*, 2014). Emotional branding strategies in social media can serve as a tool to trigger "stronger feelings and emotional responses, enabling the brand to connect with consumers on an emotional level" (Tafesse and Wien, 2017, p.12). However, the results of this investigation suggest that if the marketer seeks to gain social media engagement, then rational rather than emotional social media content will stimulate more active engagement among social media followers. Informational content within social media posts positively influences active SMEBs, including contributing behavior in the form of likes and shares. Additionally, the results provide evidence to suggest that informational content positively influences passive SMEB (consuming).

The findings also reflect studies of traditional advertising content effectiveness that utilize central processing theory to explain how rational television content increases active online behaviors (Chandrasekaran *et al.*, 2017). The results are also in line with work demonstrating that online marketing messages high in rational content (utilitarian) lead to greater information sharing when high cognitive involvement occurs (Chiu *et al.*, 2014). Importantly, the effectiveness of informational content is greater than that of remunerative content, which results in active SMEB in the form of liking and sharing but not passive behavior (consuming). This finding indicates that while rational content appears superior to emotional content within social media to drive active SMEB, the type of rational content is important, and content should comprise product- and brand-related information rather than sales-focused promotion such as remunerative content. This finding is contrary to views of scholars who have suggested that the main reasons consumers engage with brands through social media is to obtain discounts (Heller Baird and Parasnis, 2011). With regard to emotional content in the form of entertaining and relational social media posts, the results provide evidence that both entertaining and relational content positively influence passive SMEB in the form of consuming. Neither entertainment nor relational content provides any evidence of a relationship with active engagement in the form of commenting or sharing. This result offers support for this study's theorization of peripheral message processing outlined within dual processing theory. Emotional appeals generally result in low elaboration (i.e. processing of the presented message through the peripheral route) (Petty *et al.*, 1983; Um, 2008). Under this peripheral processing the authors hypothesized that the receiver of content (i.e. the social media user) was more likely to engage in peripheral processing of the message, relying of simple heuristics or "feelings" regarding the stimuli. Findings surrounding emotional content support this perspective.

Implications for practice

Managers can benefit from the insights provided by this study in multiple ways. First, results provide important implications regarding the strategic design and delivery of social media content. Managers should include informational content within social media posts to increase active SMEBs in the form of likes and shares. Users are also likely to passively consume informational content by clicking on, reading, viewing, and consuming the content.

Comparatively, remunerative content will result in active SMEB in the form of sharing and liking, although it does not facilitate any passive SMEB. Managers wishing to increase the number of shares should use monetary incentives within content. However, this form of content will not influence passive SMEB.

To increase passive engagement such as viewing of photos, watching videos, and reading/processing of content, managers should employ entertaining and relational content. While many managers may expect that highly entertaining content is likely to be the most "viral" in terms of increasing likes, shares, and comments, this study's findings demonstrate that this result is not the case regarding the generation of shares and comments. Media users do not actively engage in sharing and commenting despite their passive consumption of the content.

Limitations and further research

Further theoretical and empirical examination in this area will increase understanding of the dynamic nature of the levels of engagement behavior in the SMEB construct. For example, several factors beyond the user gratifications for information, entertainment, remuneration and relational interaction were not included in this study.

Future research should also include consideration of motivations for social media use and engagement, and the role motivations play in activating various pathways for information processing and subsequent online behavior. For instance, prior work provides a strong foundation for considering customers' motivation to engage (i.e. their regulatory focus) with utilitarian (functional) and hedonic (emotional) online content (Ashraf and Thongpapanl, 2015; Ashraf *et al.*, 2016a, 2016b). Further exploration of the extent to which regulatory focus as a motivation drives engagement with social media content would be valuable in deepening and extending the findings of this study. Future scholars can also draw upon the theoretical underpinning of UGT and related research to explore consumer motivations and how they may influence engagement. Studies predicting user motivations for SMEB could incorporate factors such as such as personal identity (Calder *et al.*, 2009), affection, instrumentality, psychological reassurance, fashion/status, mobility (Leung and Wei, 2000), relaxation, coordination for business, status seeking (Grellhesl and Punyanunt-Carter, 2012), the need to vent negative feelings, personal recognition (Leung, 2013) and escape (Leung and Wei, 2000). Such research may require a mixed-methods approach to comprehensively identify and explicate individual motivations for online engagement. Another important consideration includes the type of business (B2B vs B2C), which can act as an important factor driving engagement with rational versus emotional messages (Swani *et al.*, 2017). The effects of message sequencing (rational to emotional or emotional to rational message sequences) should also be investigated (Lim *et al.*, 2018).

This study relies on the theoretical lens of dual processing theory to explicate the relationship between rational and emotional social media content and active versus passive SMEB. Further studies should advance this notion by empirically testing the information processing paths (System 1 and System 2) resulting from content such as social media messages. This examination could include neuromarketing approaches to research design, whereby investigations could focus on understanding social media content's impression on the memory centers of the brain by measuring more cerebral responses to content using neurometrics tools like facial coding, implicit response testing, eye tracking, and magnetic resonance imaging (Miller, 2016).

This research was conducted with a single product category (wine). Future research in a broader range of product categories could elicit interesting findings regarding how social

media content delivered by the brand might facilitate engagement behavior. For example, future scholars might wish to explore how characteristics of the brand, product, or service may influence the effectiveness of certain content on engagement. Examples include consideration of high involvement versus low involvement products and services, utilitarian versus hedonic brands and services, and profit versus not for profit and social marketing efforts. For example, high involvement products usually involve greater consumer attention, advanced or more complex thinking and evaluation, as well as slower, reasoned decisions. On this premise, it could be hypothesized that rational content is even more effective in high involvement settings, because of the theorization that the activation of System 2 processing, results in a deeper form of engagement, appropriate for highly involved users motivated to take advantage of a platform that allows them to voice their opinion (Swani *et al.*, 2017). Further research could also consider the congruity between the type of product (hedonic vs. utilitarian) and type of content (rational vs emotional). It could be expected that when the product or service category is highly utilitarian, rational content may be superior, while likewise, hedonic products and services would have a greater congruity with emotional content appeals.

This study's behavioral investigation of social media engagement fails to consider users' expressions of relevant cognitive and emotional dimensions of engagement. The extent to which social media content can facilitate users' cognitive and emotional engagement experiences constitutes a valuable area of further investigation. The extent to which SMEB is caused by factors beyond social media content also warrants further investigation. Although this study's results show that SMEB results from the provision of social media content, SMEB is likely to be caused by a range of factors beyond content. For example, customer expressions of engagement may arise as a result of a brand-related experience outside of the social media platform. Obtaining information regarding the demographics of the social media audience of the relevant brand pages would be beneficial for future research, to deepen the understanding of the relationships depicted within the conceptual model of this paper. Specifically, future research could use this information to determine consumer-related moderating effects on the relationship between social media content and social media engagement behavior. Finally, future research should also investigate the consequences of SMEB. The extent to which various types of users' SMEB lead to outcomes such as future purchase intention and behavior, brand loyalty, word-of mouth, and satisfaction would add value to the body of research concerning customer engagement in a social media context.

Conclusion

This paper examined customer engagement in a social media context and developed a conceptual framework that draws upon the theoretical foundations of uses and gratification theory and dual processing theory to initially categorize social media content and examine how these message appeals influence the intensity (i.e. active or passive) of receivers' SMEB. Using information gathered through a quantitative content analysis of social media content, multivariate linear regression analysis was used to investigate the relationships between content types (informational, remunerative, entertaining and relational) and the four types of engagement behavior (consuming, liking, sharing and commenting). The results of this research demonstrate that the effectiveness of different types of social media content have varying effects on social media engagement behavior. Subsequently, this study extends knowledge of how brands can strategically facilitate engagement behavior in the social media domain. The findings demonstrate how social media content can be strategically designed to influence the occurrence of passive and active SMEB.

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Appendix 1

Informational Content Codes		Dictionary for Text Analysis
1	Brand name	[insert brand name]
2	General Information	Newspaper and magazine press coverage, new website announcements, media mentions, hiring and job availability advertisements
3	Product image	Image contains a picture of the product: wine bottle, wine label, glass of wine
4	Vineyard image	Image contains a picture of the vineyard
5	Winery image	Image contains a picture of the winery: winery facilities, production
6	Price	[$], [price], [dollar]
7	Website	Post contains a link or reference to the company website [http] [www] [.com]
8	Venue image	Image contains a picture of a review or award: medal, wine review screenshot or newspaper/magazine clipping, trophy
9	Product review image	Image contains a picture of a review or award: medal, wine review screenshot or newspaper/magazine clipping, trophy
10	Product award image	Image of a trophy, medal or certificate awarded to the brand.
11	Tasting and sampling	[tasting], [taste], [tried], [samples], [try], [trying]
12	Product variety	[Chardonnay], [Pinot Grigio], [Riesling], [Sauvignon Blanc], [Viogner], [Chenin Blanc], [Gewürztraminer], [Semillon], [Verdelho], [Cabernet Sauvignon], [Pinot Noir], [Tempranillo], [Carmenere], [Durif], [Grenache], [Sangiovese], [Zinfandel], [Mouvedre], [Mataro], [Syrah], [Savignin], [Traminer] [colombard] [Muscat Gordo Blanco] [Muscat a Petits Grains Blanc] [Malbec]. [Nebbiolo] [Ruby Cabernet] [Petit Verdot] [Dolcetto] [Durif] [Barbera] [Cabernet Franc] [Muscat a Petits Grains Rouge] [Merlot] [Pinot Gris] [Roussane] [Sultana] [Trebbiano] [Arneis] [Crouchen] [Marsanne] [Tarrango] [Touriga]
13	Product region/origin	[Barossa Valley], [Eden Valley], [High Eden], [Currency Creek], [Kangaroo Island], [Langhorne Creek], [McLaren Vale], [Southern Fleurieu], [Coonawarra], [Mount Benson], [Padthaway], [Wrattonbully], [Robe], [Bordertown], [Riverland], [Adelaide Hills], [Lenswood], [Piccadilly Valley], [Adelaide Plains], [Clare Valley], [North West], [Tamar Valley], [Pipers River], [East Coast], [Coal River], [Derwent Valley], [Southern Bendigo], [Goulburn Valley], [Nagambie Lakes], [Heathcote], [Strathbogie Ranges], [Upper Goulburn], [Gippsland], [Alpine Valleys], [Beechworth], [Glenrowan], [Rutherglen], [Murray Darling], [Swan Hill], [Geelong], [Macedon Ranges], [Mornington Peninsula], [Sunbury], [Yarra Valley], [Grampians], [Henty], [Pyrenees] [Peel], [Perth Hills], [Swan Valley], [Blackwood Valley], [Geographe], [Great Southern], [Albany], [Denmark], [Frankland River], [Mount Barker], [Porongurup], [Manjimup], [Margaret River], [Pemberton] [Murray Darling], [Perricoota], [Riverina], [Swan Hill], [Central Ranges], [Cowra], [Mudgee], [Orange], [Hunter Valley], [Broke Fordwich], [Northern Rivers], [Hastings River], [Northern Slopes], [South Coast], [Shoalhaven Coast], [Southern Highlands], [South Australia], [Victoria], [New South Wales], [Western Australia], [Tasmania], [Australian Capital Territory], [SA], [WA], [NSW], [VIC], [TAS], [ACT]
14	Product	[range] [wine] [product]
15	Product making and processing	[winemaking], [ferment], [crop], [pick], [harvest], [crush], [bottle], [bottling], [press], [rack], [barrel], [blend], [vintage], [veraison], [bud burst], [fertilise], [spray], [plant], [prune], [decant]
16	vineyard	[vineyard], [vines], [winery]
17	Opening hours	[open], [closed], [hours], [opening], [times], [shut], [am], [pm]
18	Year made	[19XX], [20XX]
19	Contact details	[phone], [email], [contact], [address], [location], [website], [get in touch], [reach], [connect]
20	Brand Fact/News	[did you know], [fact], [news], [update], [blog]
21	Service	[service], [facility], [facilities], [venue], [event], [function], [occasion], [wedding], [party], [celebration], [set up], [setting up]
22	Wine show, awards and reviews	[wine show], [win], [won], [award], [awarded], [received], [achieved], [successful], [medal], [trophy], [result], [points], [score],[review], [silver], [gold], [bronze], [presented], [presenting], [star], [judge], [named], [listed], [finalist], achievement], [success], [rating], [wine of the year],
23	Event	[event], [tickets], [festival], [fork in the road], [sea and vines]
24	Product description	[red], [white], [fruit], [tannin], [oak], [fresh], [clean], [crisp], [elegant], [soft], [smooth], [bold], [chocolate], [rich], [full bodied], [yum], [tasty], [delicious,] [spice], [zest], [acid], [aroma], [dense], [palate], [flavour], [fragrance], [balanced], [caramel], [complementing], [citrus], [chalky], [characters], [notes], [raisin], [mocha], [tannic], [toffee], [tannin], [vibrant], [colour], [sweet], [sugar]
Entertaining Content Codes		Dictionary for Text Analysis
1	Food/Recipe	[recipe], [food], [cooking], [baking], [breakfast], [lunch], [dinner], [oven], [stove], [boil], [grill], [cooked], [eat], [chef], [chicken], [duck], [peach], [chocolate], [dessert], [morning tea], [porchetta], [pork belly], [chorizo], [scallops].
2	Emoticon	[☺] [:-)]
3	Weather	[weather], [forecast], [sun], [shine], [rain]. [cold], [wind], [chilly], [frosty], [sunshine], [humid], [mild], [freezing], [icy], [foggy], [hot], [heat], [cloudy], [stormy], [winter], [summer], [spring], [autumn], [hail], [snow], [storm], [fire], [rainbow], [sleet], [cloudy], [thunder], [lightening], [fog], [sunrise], [sunset], [degrees], [temperature].
4	Humour	[Fun], [funny], [banter], [joke], [gag], [happy], [joking], [kidding], [April fools], [hilarious], [cool], [whimsical], [exciting], [haha], [hehe], [entertain], [laugh], [giggle], [humour], [priceless], [amusing], [laughable], [laughing]
5	Interesting/Fun fact/Historic image	Image contains and interesting artefact, relates to the history of the brand or provides a fun fact
6	Scenic Image	Image is a scenic photo of the vineyard
7	Occasion image	Image includes customers or staff at event, special occasion or party hosted by the brand
8	Food and produce image	Image includes pictures of food, produce and recipes used by the brand
9	Celebrity	Image includes a celebrity of popular figure
10	Meme Image	Image or picture, typically humorous in nature, often in cartoon or pictorial form
11	Animal Image	Image contains a picture of an animal or pet
12	Animal	[Cat], [dog], [kitten], [puppy], [pet], [animal [bird], [kitty] [budgie]
13	Slang	[Lol], [omg], [jk], [wtf], [l8r], [plz], [ttyl], [cheers], [guys], [wow], [arvo], [aussie], [gr8], [mate], [m8]
Remunerative Content Codes		Dictionary for Text Analysis
1	Deal/Offer	[Special], [discount], [exclusive], [deal], [sale], [promotion], [clearance], [bargain], [on sale], [marked down], [low price], [free], [gift]
2	Competition image	Image contains details and instructions about a competition/contest and/or prize
3	Sale/Promotion image	Image contains details about a sale, discount, promotion or special price.
4	Competition	[Win], [reward], [free], [prize].
Relational Content Codes		Dictionary for Text Analysis
1	Question	[?], [question] [ask you] [what do you think] [can you suggest] [suggestions] [ideas] [help]
2	Congratulations and thanking fans	[congrats], [congratulations], [well done], [thanks], [thank you].
3	Quiz/Game	[Quiz], [game], [test], [guess], [challenge]
4	Holiday/Event/Day	[Birthday, [Christmas], [Easter], [Boxing Day], [New Year], [Australia Day], [Good Friday], [Anzac Day], [Queen's Birthday], [Labor Day], [holiday], [public holiday], [Melbourne Cup], [April fool], [Father's Day], [Mother's Day], [Monday], [Tuesday], [Wednesday], [Thursday], [Friday], [Saturday], [Sunday], [festive season]
5	Affection – x and o	[xo], [xx], [x]
6	Ask for action	[comment if], [like if], [share if]
7	Child/baby image	Image contains a picture of a child or baby
8	Inspirational/ motivational quote	Image contains an inspirational or motivational quote, wordplay or text
9	Customer image	Image contains a single customer or group of customers
10	Employee image	Image contains a single employee or group of employees
11	Community involvement image	Image contains a reference to community involvement through local events, charities and causes

(*continued*)

Figure A1.

12	Friends and fans	[friends], [fans], [customers], [supporters]
13	Employee name	Post includes a name of employee, customer or pet [Tim], [Nigel], [Rebecca], [Christie], [Emily], [Tony], [Rachel], [Marc], [Pamela], [George], [Glen], [Claire], [Adam], [Travis], [Steve], [James], [Liam], [Eric], [Johann], [Charles], [Wendy], [Michael], [Jeremy], [Corrina], [Brioni], [Kieran], [Don], [D'arry], [Chester], [Jack], [Jay], [Smithy], [Robert], [Dan], [Paul], [Sam], [Hayley], [Mel], [Ryan], [Andreas], [Prue], [Justine].
14	Emotion 1 - Happy	Delighted, ebullient. ecstatic, elated, energetic, enthusiastic, euphoric, excited, exhilarated, overjoyed, thrilled, tickled pink, turned on, vibrant, zippy, aglow, buoyant, cheerful, elevated, gleeful, happy, in high spirits, jovial, light-hearted, lively, merry, riding high, sparkling, up.
14	Emotion 2- Caring	Adoring, ardent, cherishing , compassionate, crazy about, devoted, doting, fervent, idolizing, infatuated, passionate, wild about, worshipful, zealous, admiring, affectionate, attached, fond, fond of, huggy, kind, kind-hearted, loving, partial, soft on, sympathetic, tender, trusting, warm-hearted, appreciative, attentive, considerate, friendly, interested in, kind, like, respective, thoughtful, tolerant, warm toward, yielding.
14	Emotion 3- Depression	Alienated, barren, beaten, bleak, bleeding, dejected, depressed, desolate, despondent, dismal, empty, gloomy, grieved, grim, hopeless, in despair, woeful, worried, awful, blue, crestfallen, demoralized, devalued, discouraged, dispirited, distressed, downcast, downhearted, fed up, lost, melancholy, miserable, regretful, rotten, sorrowful, tearful, upset, weepy, blah, disappointed, down, funk, glum, low, moody, morose, sombre, subdued, uncomfortable, unhappy
14	Emotion 4 - Inadequateness	Blemished, blotched, broken, crippled, damaged, false, feeble, finished, flawed, helpless, impotent, inferior, invalid, powerless, useless, washed up, whipped, worthless, zero, defeated, deficient, dopey, feeble, helpless, impaired, imperfect, incapable, incompetent, incomplete, ineffective, inept, insignificant, meagre, puny, tenuous, tiny, uncertain, unconvincing, unsure, weak, wishful, lacking, lame, overwhelmed, small, substandard, unimportant
14	Emotion 5 – Fear	Alarmed, appalled, desperate, distressed, frightened, horrified, intimidated, panicky, paralysed, petrified, shocked, terrified, terror-stricken, wrecked, afraid, apprehensive, awkward, defensive, fearful, fidgety, fretful, jumpy, nervous, scared, shy, skittish, spineless, taut, threatened, troubled, wired, anxious, careful, cautious, disquieted, goose-bumpy, shy, tense, timid, uneasy, unsure, watchful, worried.
14	Emotion 6 – Confusion	Baffled, befuddled, chaotic, confounded, confused, dizzy, flustered, rattled, reeling, shocked, shook up, speechless, startled, stumped, stunned, taken-aback, thrown, thunderstruck, adrift, ambivalent, bewildered, puzzled, blurred, disconcerted, disordered, disorganised, disquieted, disturbed, foggy, frustrated, misled, mistaken, misunderstood, mixed up, perplexed, troubled, distracted, uncertain, uncomfortable, undecided, unsettled, unsure
14	Emotion 7 – Hurt	Abused, aching, anguished, crushed, degraded, destroyed, devastated, discarded, disgraced, forsaken, humiliated, mocked, punished, rejected, ridiculed, ruined, scorned, stabbed, tortured, annoyed, belittled, cheapened, criticised, damaged, depreciated, devalued, discredited, distressed, impaired, injured, maligned, marred, miffed, mistreated, resentful, troubled, used, wounded, let down, minimised, neglected, put away, put down, rueful, tender, unhappy
14	Emotion 8 – Anger	Affronted, belligerent, bitter, burned up, enraged, fuming, furious, heated, incensed, infuriated, intense, outraged, provoked, seething, storming, truculent, vengeful, vindictive, wild, aggravated, annoyed, antagonistic, crabby, cranky, exasperated, fuming, grouchy, hostile, ill-tempered, indignant, irate, irritated, offended, ratty, resentful, sore, spiteful, testy, ticked off, bugged, chagrined, dismayed, galled, grim, impatient, irked, petulant, resentful, sullen, uptight.
14	Emotion 9 – Loneliness	Abandoned, black, cut off, deserted, destroyed, empty, forsaken, isolated, marooned, neglected, ostracised, outcast, rejected, shunned, alienated, alone, apart, cheerless, companionless, dejected, despondent, estranged, excluded, left out, leftover, lonely, oppressed, uncherished, blue, detached, discouraged, distant, insulated, melancholy, remote, separate, withdrawn
14	Emotion 10 - Remorse	Abashed, debased, degraded, delinquent, depraved, disgraced, evil, exposed, humiliated, judged, mortified, shamed, sinful, wicked, wrong, ashamed, contrite, culpable, demeaned, downhearted, flustered, guilty, penitent, regretful, remorseful, repentant, shamefaced, sorrowful, sorry, blushing, chagrined, chastened, crestfallen, embarrassed, hesitant, humble, meek, regretful, reluctant, sheepish.
15	Family	[brother], [sister], [daughter], [cousin], [grandfather], [grandpa], [pop], [pa], [nan], [grandmother], [grandma], [mum], [mother], [generation], [father], [dad], [papa], [family]

Figure A1.

Appendix 2. Image coding scheme

Image Codes	Image content present	Kappa coefficient (κ)
Informational Content		
Product	Image contains a picture of the product: wine bottle, wine label, glass of wine	0.79
Vineyard	Image contains a picture of the vineyard	0.80
Winery	Image contains a picture of the winery: winery facilities, production	0.71
Venue	Image contains a picture regarding the venue and facilities available	0.83
Review/Award	Image contains a picture of a review or award: medal, wine review screenshot ornewspaper/magazine clipping, trophy	0.81
Entertaining Content		
Interesting/fun fact/historic image	Image contains an interesting artefact, relates to the history of the brand or provides a fun fact	0.83
Scenic	Image is a scenic photo	0.81
Occasion image	Image includes customers or staff at an event, special occasion or party hosted by the brand	0.82
Food and produce image	Image includes pictures of food, produce and recipes used by the brand	0.81
Meme	Image or picture, typically humorous in nature, often in cartoon or pictorial form	0.82
Animal	Image contains a picture of an animal or pet	0.70
Remunerative Content		
Competition image	Image contains details and instructions about a competition/contest and/or prize	0.80
Sale/Promotion image	Image contains details about a sale, discount, promotion or special price.	0.85
Relational Content		
Child/baby image	Image contains a picture of a child or baby	0.80
Inspirational/ motivational quote	Image contains an inspirational or motivational quote, wordplay or text	0.79
Customer image	Image contains a single customer or group of customers	0.60
Employee image	Image contains a single employee or group of employees	0.71
Community involvement image	Image contains a reference to community involvement through local events, charities and causes	0.70

Figure A2.

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