Q1)

Q2)

Q3)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Count of Appeal of the Post** |  |  |  |  |  |  |
|  | **Emotional** | **Humorous** | **Joy** | **Rational (Informative)** | **Visually Attractive** | **Grand Total** |
| Automobiles and Accessories | 3 |  | 1 | 3 | 1 | 8 |
| Beauty Product and Cosmetics | 4 | 1 | 4 | 25 | 3 | 37 |
| Drinks and Confectionaries | 3 | 4 | 5 | 2 |  | 14 |
| Health | 5 |  | 2 | 13 |  | 20 |
| Home Products, Appliances | 4 | 1 | 2 | 10 |  | 17 |
| Others | 5 | 1 | 1 | 3 | 4 | 14 |
| Personal Appearance | 8 |  | 8 | 20 | 29 | 65 |
| Services | 5 |  | 2 | 13 | 1 | 21 |
| Smart Phones, | 3 |  | 7 | 11 | 5 | 26 |
| **Grand Total** | **40** | **7** | **32** | **100** | **43** | **222** |

Q4)

From the contingency table, we can derive a conclusion between the type of product and its appeal. For each type of product, the apt appeal should be used for efficiency. Like for Beauty products and cosmetics, emotional post has more appeal and likewise. Hence, each product type is independent on its appeal. As a total, the logical (informative) appeal attracts more audience.