

A Work Project, presented as part of the requirements for the Award of a Master's degree in
Management from the Nova School of Business and Economics.

EFFECTIVE CONTENT STRATEGIES AND INTERACTIVITY TOOLS TO GROW
SOCIAL MEDIA ENGAGEMENT FOR PREMIUM BRANDS

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Abstract

Fostering social media brand community engagement is becoming more and more challenging for premium brands. Previous research studied the impact of informational, promotional, entertaining and relational content types on engagement, and studied how media richness and interactivity elements can influence community engagement. However, little is known on the effect of different sub-factors concealed in these categories. A quantitative, explorative study was conducted for the Belgian premium bag brand, KAAI. Data from 258 Instagram posts from @kaaibags was coded and analysed via a linear regression. The results highlight positive and negative impacts of different content types, interactivity elements and media richness on engagement. This study provides KAAI and other premium fashion players with patterns that can drive future social media brand community engagement.

Keywords: communication, marketing, social media, engagement, online brand communities

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1 Introduction

In 2020 over 4.2 billion people were using social media worldwide with a year-on-year growth of more than 13% in comparison to 2019. Consumers spend 2h 24min daily on social media interacting with friends and brands (Kemp 2021). The fashion industry, considered as one of the worlds key industries given its significant contribution to the worldwide economy, widely adopted social media in the recent years (Kim and Ko 2010; Phan, Thomas, and Heine 2011). Social media has proven to facilitate brand awareness, improve brand image (Godey et al. 2016; Hutter et al. 2013) and yield a beneficial effect on a company's financial performances (Yoon et al. 2018). Parallel to these developments, marketers have been investing heavily in developing social media strategies including brand communities, to create more meaningful brand-customer connections and interactions (Antoniadis, Paltsoglou, and Patoulidis 2019; Mo-chon et al. 2017). Companies social media marketing budget allocation is expected to rise to 21,5% in the next five years (Forbes CMO Survey 2020) indicating its future relevance.

Nonetheless, the crowding of prominent social media platforms led to an amplification of content presented to social media users. This increased influx of content creates a more challenging environment for companies to sustain and grow their social media brand communities (Xu et al. 2014). Previous research in this field either focuses on luxury or mass market brands. Luxury brands are defined by rarity, prestige and high levels of emotional value what distinguishes them from premium brands (Tynan, Mckechnie, and Chuon 2010; Kapferer and Bastien 2009). Premium brands on the other hand, differ from mass market brands given their upper price positioning and quality (Heine 2011; Briley 2020). Whereas consumer engagement for luxury brands is driven by self-expressive, symbolic motivations (Oliveira and Fernandes 2020), symbolisms negatively impact engagement for mass market brands. Furthermore, mass market brands seem to benefit from promotions to drive engagement (Quijada, Josep Lluís, and Domingo 2020). Therefore findings from luxury and mass market fashion brands may not be

suitable for premium brands to apply. Given premium brands economically significant scope, accounting for 155€ billion revenue worldwide and its distinct characteristics, clear guidelines on social media community engagement are of value for marketing managers (Ernst & Young 2019).

This Work Project will fill this gap by examining engagement drivers for premium brands in particular. The focus will be shed on marketer generated content, published in brand communities on social media since it rests in the power of brands themselves and has been found a fruitful strategy to drive online consumer engagement (Hollebeek 2011). Previous research studied the effect of different **content types** on engagement and found that engagement levels differ for content of informational, promotional, relational and entertaining nature (Aydin, Uray, and Silahtaroglu 2021; Dolan et al. 2019). Furthermore research that studied the effect of **media richness**, comparing image with video content, highlighted the negative impact of video content on engagement (Kim, Spiller, and Hettche 2015). Lastly others found that social media's **interactivity elements** like hashtags, questions and embedded links, impact engagement levels more than non-interactive content (Aydin 2020).

For KAAI, a Belgian premium bag brand, the pandemic unleashed the potential of online D2C sales and customer relationships and therefore foresees a strong online growth in 2022. With 84% shoppers consulting at least one social media platform before deciding on a purchase, social media is key (Pew Research Center 2016). Yet KAAI's current return on their social media performances is below the average branded engagement rate of 1.22% (Gotter 2021). As digital communications and community manager at KAAI, a challenge lays in framing social media engagement tactics, tailored to the premium consumer. This Work Project builds on previous research and will explore the effect of content sub-types, media richness and interactivity elements on engagement for KAAI, relying on archival Instagram data. This research will result in guidelines for KAAI to uplift their brand community engagement and reach their set targets.

It will also provide other premium brand managers with a foundation of brand community engagement enhancing patterns and tactics.

2 Background

2.1 Social media and Fashion Industry

The growing power to influence consumers purchase decisions, resulting from the increase in usage (Bitter and Grabner-Kräuter 2016), make social media a key component in digital brand management strategies. Social media gave brands a medium to connect and interact with its customer, playing a role in helping brands to build their identities (Godey et al. 2016) and ultimately steer purchase intention (Hutter et al. 2013). Instagram counts for 1.38 billion active users in 2021 (Statista 2021) and plays a central role in delivering visually and aesthetically pleasing content, characteristic to the fashion industry. As a result, Instagram is the best performing social media channel for fashion with engagement rates that are on average 20 times higher than Facebook and Twitter (Rival IQ 2020). Despite the relevance of Instagram in Fashion, academic research is less profound, compared to the research in setting of Facebook. Instagram is a content community whereas Facebook is inherently a social networking site (Kaplan and Haenlein 2010). The way people access and engage on the platforms differs from one another (Shahbaznezhad, Dolan, and Rashidirad 2021). Facebook's matured audience and its desktop accessibility set the platform apart from Instagram, an application-only platform with a younger user audience (Khoros 2021). Therefore findings should not simply be taken for granted for Instagram. So far studies for Instagram focused on the motivations that drive people towards using it (Järvinen, Ohtonen, and Karjaluo 2016) and the role of influencers (Luis V. Casaló, Flavián, and Ibáñez-Sánchez 2020). Others looked at antecedents of engagement and found that for fashion, post creativity drives follows and that positive emotions are a mediator to drive engagement (Casaló, Flavián, and Ibáñez-Sánchez 2017a, 2021). Quijada et al. (2020) investigated specific content elements for fashion brands and found that posts, hinting to lifestyle and social identity, negatively impact the number of likes and comments on a brand post.

This work project will restrict itself to Instagram and contribute to the research on this particular social media platform in the context of premium fashion players.

2.2 Consumer engagement

Patterson & Yu (2006), define consumer engagement as “the level of a customer’s physical, cognitive and emotional presence in their relationship with an organization” which points towards the multidimensional nature of consumer engagement. Vivek et al. 2021, describe it as “the intensity of an individual’s participation and connection with the organization’s offerings and activities initiated by either the customer or the organization” while Hollebeek (2011) refers to customer engagement as “the level of a customer’s motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in brand interactions.”

Consumer engagement is of great value to brands since research shows it drives trust, commitment and loyalty (Hollebeek 2011), increases consumer satisfaction (Brodie et al. 2011) and companies financial performances (Yoon et al. 2018). Consumer engagement within the scope of social media offers customers, brand prospects and brands an easy medium to engage with each other (Ruiz-Mafe, Martí-Parreño, and Sanz-Blas 2014). Habibi et al. (2014) even refers to consumer brand engagement as the “Holy Grail of social media”.

2.2.1 Consumer engagement in digital context

Parallel with the rise of the internet, platforms that enable brands and consumers to communicate in a revolutionising way were developed (Muniz and O’Guinn 2001). This new way of communication marked a starting point for the formation of online brand communities (Brodie et al. 2011; Nolan, Brizland, and Macaulay 2007). Valck et al. 2009 defines an online or virtual brand community as “specialized, non-geographically bound, online community, based on social communications and relationships among a brand’s consumers”.

In a digital context, engagement with brands online, is seen as the relationship between people and a brands digital presence among which are social media brand communities. In this

setting, Mollem et al. (2010) claims that online brand communities offer an environment through which both instrumental (relevance/utility) value and experiential value (emotional connections) can get delivered. Nolan et al. (2007) identified that online consumer engagement is highly context-dependent and is driven by different motivations highlighting the utmost dynamic and complex nature of consumer engagement in online communities. Summarizing the aforementioned findings, in accordance with Brodie et al. (2011), online brand community engagement involves interactions between consumers and brands and can be perceived as a context-driven, mental state characterized by varying levels of intensity. Brand communities are multidimensional and encompasses a cognitive, emotional, and/or behavioural dimension.

In a social media context, consumer engagement can appear in the form of consumers creating, contributing to or solely consuming brand-related content (Muntinga, Moorman, and Smit 2011). Consumer engagement differs in levels of intensity (Brodie et al. 2011). This also applies to a social media environment in which the level of engagement falls in a spectrum and is characterized by varying levels of engagement intensity as indicated in **TABLE I** (Muntinga, Moorman, and Smit 2011; Dolan et al. 2019).

TABLE I: SOCIAL MEDIA CONTENT ENGAGEMENT BEHAVIOUR (Dolan et al. 2019)

SMEB	Intensity	Definition	Activities
Creating	Highly Active	The highest level of positive, active SMEB in which social media users initiate active, positive contributions to social media brand communities.	Commenting, Publishing user-generated content
Contributing	Moderately Active	Moderate level of active SMEB in which social media users contribute to existing content on social media pages.	Making contributions in the form of likes. Sharing content to an individual's private social media profile.
Consuming	Passive	A minimum form of passive engagement in which social media users consume content without contributing, in absence of any form of reciprocation.	Viewing and reading brand related-content translated in number of clicks on read more, play video and link clicks to products.

2.2.2 Consumer engagement for premium brands

The boundaries between true luxury brands and premium, luxury-like brands have blurred and became increasingly ambiguous (Silverstein and Fiske 2003; Truong, Mccoll, and Kitchen 2009). Effective luxury brand engagement strategies for social media are widely studied (Oliveira and Fernandes 2020; Aydin 2020; Phan, Thomas and Heine 2011) yet with the

arrival of attainable 'luxury' brands, managers need to be aware of the distinct differences between luxury and premium brands to effectively design strategies. Premium got considered as a 'new' luxury resulting from the 'Democratization of Luxury' (Dubois and Paternault 1995; Truong, Mccoll, and Kitchen 2009). Premium consumers seek quality brands of high functional standards at an accessible price point (Kapferer and Bastien 2009). Thus the value-for-money ratio is important in the premium buying journey (Briley 2020; Heine 2011). Whereas a luxury purchase is driven more by symbolic underlying motivators such as status and prestige as well as rarity and exclusivity, consumers motivations for premium purchases rely more on functionality, accessibility and quality. The accessible nature of premium brands, in comparison to the luxury's exclusive character, allow more co-creating practices to take place on social media, highlighting the importance of effective social media usage by premium brands and tailored social media engagement strategies (Tynan, Mckechnie, and Chhuon 2010).

2.2.3 Engaging consumers via Marketeer-Generated-Content

Content marketing is a fruitful strategy to drive online consumer engagement (Hollebeek 2011). As Bill Gates said: "Content is King" for companies to drive success in the digital environment." Especially in an environment that became increasingly competitive (Xu et al. 2014). Content generated by brands themselves, better known as marketeer-generated content (MGC), has found relevance in social media since it delivers brand communication faster and in real-time compared to traditional media and helps with reducing information asymmetry which positively influences the consumers decision making process (Goh, Heng, and Lin 2013). Furthermore social-related MGC is a way for a brand to build a relationship beyond the purchase itself and is a, important element to drive engagement and community growth (Ding et al. 2014; Meire et al. 2019; Muniz and O'Guinn 2001). MGC rests in the power of brands themselves and shows to be a driving force behind user-generated-content (UGC) which can't be directly controlled for by brands (Ding et al. 2014). Therefore it is crucial for brands to effectively use marketeer generated content to drive growth and stimulate UGC to sustain.

2.2.4 Driving social media Engagement

Social media users can engage with MGC in the form of shares, likes and comments or by clicking on interactive post elements such as links and hashtags. Similar to peoples motivations to browse the internet, interacting with content on social media is driven by specific motivations (Chahal, Wirtz, and Verma 2020; Bazi, Filieri, and Gorton 2020). Studies show that depending on the characteristics of a post, engagement levels can differ in nature and intensity (Gavilanes, Flatten, and Brettel 2018).

2.2.4.1 Driving engagement by content type usage

Different content types show to influence engagement differently (Aydin 2020; Quijada, Lluís, and Domingo 2020; Bazi, Filieri, and Gorton 2020). An overview of the content types studied in previous research and their definition can be found in **Table II**.

TABLE II : SOCIAL MEDIA CONTENT TYPES : THE CONTENT CATEGORY CLASSIFICATION AND DEFINITION (Dolan et al. 2019)

Content Type	Definition
Informational	Refers to the extent to which the content provides followers/consumers with resourceful, educative and useful information.
Promotional	Represents the extent to which the content provides the viewer from monetary or other incentive based rewards.
Entertaining	Refers to the extent to which the content is funny, inspiring and entertaining to its viewers.
Relational	Represents the extent to which the content meets the social media consumers' need community belongingness and social interaction.

2.2.4.1.1 Information as engagement driver

The main motivation for people to search the web is to find and consult information, this also applies to the use of online media (Papacharissi and Rubin 2000). Social media is used for acquiring information, highlighting a strong utilitarian motivation for its usage (Lin and Lu 2011; Park, Kee, and Valenzuela 2009). Social media users like to follow brands and luxury brand pages to receive real-time, exclusive info about brands (Muntinga, Moorman, and Smit 2011). Also for non-luxury brands, product information appears to benefit engagement levels (Quijada, Josep Lluís, and Domingo 2020).

2.2.4.1.2 Promotions as engagement driver

Content with information that regards promotions, special discounts and competitions demonstrated to be a promising content type since they show a positive impact on community

engagement (Luarn, Lin, and Chiu 2015; Men and Tsai 2012; Pletikosa, Cvijikj and Michahelles 2013). For fast fashion brands, the usage of promotional content, showcases to have a significant positive influence on comments compared to other content types (Quijada, Josep Lluís, and Domingo 2020), while a negative effect on engagement behaviour was found within the context of the luxury industry (Aydin 2020). Whether the engagement in premium brand communities will be negatively or positively impacted by promotions is questionable. Whereas for luxury brands consumers the cost/sacrifice value is irrelevant (Tynan, McKechnie, and Chhuon 2010), the value-for-money ratio is important to premium consumers (Briley 2020; Heine 2011). Hence premium brands communities are expected to benefit from promotions to trigger brand community engagement.

2.2.4.1.3 Entertainment as engagement driver

The desire to be entertained triggers customers to engage with brand-related content (Kruizinga - de Vries, Gensler, and Leeflang 2017). Entertaining content, published by brands online, enhances positive brand attitudes and intentions (Gökhan Aydin 2017). On social media this content type was found to result in higher interaction rates (Gutiérrez-Cillán, Camarero-Izquierdo, and San José-Cabezudo 2017; Muntinga, Moorman, and Smit 2011; Pletikosa Cvijikj and Michahelles 2013). Notwithstanding, there is not one single agreed upon definition of entertainment. Muntinga et al. (2011) defines it as “escaping or being diverted from problems or routine; emotional release or relief; relaxation; cultural or aesthetic enjoyment”. An example is @chanelofficial imaginary Chanel worlds created by illustrators². Bazi et al (2020) found that this definition also holds for luxury brand engagement and showed that entertaining content triggers increased engagement levels (Bazi, Filieri, and Gorton 2020). Luxury consumers are driven by strong hedonic motivations tying in with the definition of entertainment (Tynan et al. 2010), while premium consumers are rather driven by functional values (Heine 2011),

²@Chanelofficial, 5/12/21 <https://www.instagram.com/p/CXGUvtRF6Gp/>

entertaining content is therefore expected to have lesser impact on engagement for premium brands compared to luxury brands.

2.2.4.1.4 Relational content as engagement driver

Another motivation for social media use is gaining a sense of belongingness and connecting with like-minded people (Muntinga, Moorman, and Smit 2011). ‘Socialising’ is seen as a form of consumer engagement by Brodie et al. (2011) which can take place in these virtual brand spaces. “Socialising refers to two-way, non-functional interactions through which consumers develop attitudes, norms and/or a common language” (Brodie et al. 2011). Relational content speaks to the social and psychological needs by stimulating social interaction (Ashley and Tuten 2015; Tafesse and Wien 2016). For fast fashion brands, content that hints to symbolisms of lifestyle, personality and subcultures brand-fans belong to, shows to negatively impact like and comment engagement (Quijada, Josep Lluís, and Domingo 2020). Since for luxury brands, relational content was found to be a key component to positively affect behavioural engagement (Bazi, Filieri, and Gorton 2020), it appears relevant to study whether relational content has a positive or negative influence on premium brand community engagement.

2.2.4.2 Interactive elements as engagement driver

Another dimension through which brands drive engagement is by adding interactive elements. An element is considered interactive when a social media user is able to click on it or actively partake in it. They appear in different forms including: product tags, people tags, questions and hashtags. Aydin (2020) found that adding interactive elements leads to 1.37 times more engagement compared to non-interactive posts for companies active in the luxury industry, leading to more likes and comments. A similar finding was found by Gutiérrez-Cillán (2017) for a non-luxury fashion retailer. These clickable elements allow brand community followers to navigate themselves to other linked content and information, providing them with experiential values, leading to higher interaction (Gutiérrez-Cillán, Camarero-Izquierdo, and San José-Cabezudo 2017).

2.2.4.3 *Media richness as engagement driver*

Media richness holds an explanatory value for post engagement intensity and is adopted in digital marketing strategies. In the online environment media richness points towards the ability of media to exhibit movement and deliver a multisensorial experience (Rosenkrans 2009). Posts on social media also vary in their levels of media richness (Pletikosa Cvijikj and Michahelles 2013). Online rich media (video, audio and animations) show to exploit a more intense sensorial experience, compared to image content which is less rich in nature (Rosenkrans 2009). Remarkably is how low media rich image posts on social media appear to drive higher levels of active customer engagement (comments and likes) compared to media rich video formats published on social platforms in FMGC (Pletikosa Cvijikj and Michahelles 2013). Also for fast-fashion brands, video content was found to negatively influence engagement compared to image content (Quijada, Lluís, and Domingo 2020). Premium fashion brands like KAAI invest heavily in video content, given the current research findings it appears relevant to know whether or not these investments benefit premium brand communities.

3 Methodology

To increase the current levels of engagement for KAAI, an explorative study aims on teasing apart different tactics under the big content categories, interactivity and media formats to enhance community engagement of all sorts.

3.1 Phase 1: Data collection

3.1.1 Time Framing

Data was collected for each post that got published on @kaaibags Instagram page between 20th of February 2020 till the 31st of October 2021, amounting to 258 posts. This time frame eliminates biases related to seasonality by taking into account all key marketing initiatives and holidays that occur within a year. Each shooting is marked by its unique concept, shot by different photographers, using different models. Therefore this timeframe is broad enough to eliminate biases that could occur with personal preferences. Content posted by the brand

before 20/02/20 was not taken into account for analysis since the companies social media strategies and budget were at an early stage and differ from the current strategy. Influencer collaborations were absent in this stage, as well as shoppable product links which currently are highly prominent. Furthermore social media marketing budgets before this time window were tighter, leading to lower paid social media advertising and less diversified content.

3.1.2 Defining dependent variables

Archival data was used and coded following a coding scheme. Access to @Kaaibags Instagram has been granted to the author for the purpose of this study, enabling the collection of more data insights than solely likes and comments which can be viewed by any user on the platform. An overview of the dependent variables and their definition can be found in **Appendix AI AII**. The number of *likes* and *comments* capture the levels of active engagement in this study. Passive engagement, dependent variables include *saves*, *shares*, *profile visits*, *website taps*, *follows*, *product page views*, *reach* and *impressions* for which data was collected. All data was gathered and coded manually into EXCEL as numerical values (scales).

3.2 Phase 2: Data coding

3.2.1 Independent Variables

Each post was classified into specific content categories. The following content subcategories were identified (**Table III**), consistent with the social media content classification of Dolan et al. (2019) tailored specifically to the content categories present in @kaaibags current social media strategy.

TABLE III: OVERVIEW OF CONTENT SUB-TYPE CLASSIFICATION

Content Type	Sub classification	Sub category content elements
Informational	Product image: visual (image or video content) that clearly showcases the product, a part or a zoom onto product specificities.	Handbag design, inner bag design, zoom on bag material and finishing
	Product Information: text information that relates to the product itself and its specificities.	Product availabilities, colour range and product names, product specificities on design, usage and care and maintenance.
	Brand information: image and text that relates to brand and its positioning and identity.	Brand story, brand values, points of sales, opening hours
	Brand News: news on latest brand developments and key events/activations	Product/collection launches, store openings, pop-up announcements, collaborations, event communication

Promotional	Special offers: monetary or gift incentive rewards that occur for a limited amount of time.	Sales promotions, special sales event/action, sample sale, black Friday incentive, extra gift with purchase extra, gift voucher reward
	Competition/giveaway: content through which one can win something.	Win, enter competition, win action, giveaway
Entertaining	Behind the scenes, exclusive brand previews and styling tips to generating sense of excitement.	Development new collection, sneak peek next collection, behind the scenes campaign shootings, styling inspiration
	Non brand related entertaining content: content which aims at inspiring and entertaining followers without talking product or brand	To-do's in the city (restaurants, shops), upcoming talent, Art and exhibitions, fun facts, places to visit
Relational	Inspirational/motivational sayings: quotes, sayings relevant to the audience with aim to inspire and connect community.	Quote, quotation mark, inspirational sayings, sayings that drive emotional connections with the brand.
	Customer stories: stories that show the experience a customer has with the brand	Customer image/video
	Influencer stories: content which featuring brand influencers/celebrities.	Influencer, celebrity wearing KAAI
	Employee stories: content that involves employees	Employee pictures, employee stories @kaaibags, personal employee stories

Each post was analysed both on a visual and a textual content level since image and text go hand in hand on social media. Often images are used to support the text message and vice versa. Therefore both the image and text elements are coded and taken into consideration for this analysis, accounting for the presence of multiple content-types in one post. For example, a post can contain a product image and at the same time communicate store opening hours (brand info), responding to different informative content sub-types. Every post was manually coded in a binary system with presence (1) and absence (0) of a content subtype based on the specific sub-category content elements mentioned in **Table III**. **Table IV** shows the interactivity elements and media richness formats which were coded accordingly to study their effect on brand community engagement.

TABLE IV: OVERVIEW OF INTERACTIVITY ELEMENTS AND MEDIA RICHNESS STUDIED

Interactivity element	Definition
Product Tag	Build in link to product page
People Tag	Build in link @x, linking to other Instagram users/profiles
Question	Question asked to audience in text format.
Hashtags	Insertion of a # link
Media richness	Definition
Image	Single Image uploaded to Instagram feed.
Video	Video posted to Instagram feed
Image_Carrousel	A post with multiple photos that can be viewed by swiping or clicking left. Up to 10 images can be inserted.

3.2.2 Control Variables

Additionally to the above listed independent variables of main concern for this research, different control variables which could affect engagement levels have been controlled for to eliminate their impact. An overview can be found in **Appendix AV**.

3.2.2.1 *Time related control variables*

Time dimensions can influence the level of engagement on a post, and are accounted for in this study (Kruizinga and de Vries et al., 2012; Pletikosa Cvijikj & Michahelles, 2013). Especially since KAAI's core target is a working woman, performing a job between 9am - 6pm from Monday till Friday, there is a possibility that they spend less time on social media during working hours. The time of the day was operationalized on four levels: *12.01am till 6am* (night), *6.01am till 12pm* (morning), *12.01pm till 6pm* (afternoon) (reference) and *6.01pm till 12am* (evening). Dummies were created for every day of the week and month with *Monday* and *December* set as reference for analysis purposes. Accounting for different months is relevant for fashion brands since new collections drop on a seasonal basis. Besides, there are events like the Holiday period for which US based research shows that at least 1 of 7 consumers use at least one social network as a source of inspiration for their Holiday shopping (Statista, 2021c). Other Holidays, tied to specific months, could also lead to changes in the engagement within the community.

3.2.2.2 *Brand related control variables*

Other brand-specific factors, have been accounted. Accordingly, it was taken into account whether the content derived from a campaign shooting (twice a year) or not since campaign shootings involve a top-level professional crew compared to in-house organised shootings, influencing the quality levels of the content. Another factor to control for is the presence of a face, since previous research showed that content with faces are likely to receive higher levels of active engagement (Bakhshi, Shamma, and Gilbert 2014). On top, KAAI bags rotates its model over time, allowing personal preferences of facial characteristics and race to influence

engagement levels. The following dummies were created to account for it: *Face_No_Face*, *Race_Black*, *Race_Asian*, *Race_MiddleEastern* with *Race_White* set as reference category since it holds the highest count in the dataset of this research and *No_Race* indicates all posts without the presence of a person. Given KAAI's rather limited collection, Instagram engagement was controlled for the different bag styles. Some bag models are more popular than others, or have been in the collection since the day the brand launched. These styles could score higher engagement levels compared to other bag styles. Dummies were created of all bag styles, with the brand's bestselling bag, the *Midi-Pyramid*, set as reference. Since the brand heavily promotes social media posts (paid advertising), this study controls for *organic* versus *paid content* since paid content pushes content to a broader audience, influencing engagement rates. Lastly the community's growth over time was estimated and accounted for since KAAI started its social media activities in June 2018, and noticed a following growth since, which could imply higher levels of engagement. Since insights only allow to track the following increase of the past 90 days, the number of monthly followers over time got estimated based on the number of followers in November 2019 (3500), growing at a constant monthly following growth rate of 4% till November 2021. This estimation can be considered a limitation to the reliability of the study.

3.3 Phase 3: Analysis Procedures

Linear regression analysis were conducted on SPSS version 27, with the aim to test for any significant effect of the different content subcategories, interactivity elements and media richness on engagement accounting for all control variables.

4 Results

4.1 Effect of content type on engagement

TABLE IV: SUMMARIZING OVERVIEW OF CONTENT TYPE EFFECT ON ENGAGEMENT ACCOUNTED FOR CONTROL VARIABLES

ns (not significant) ; * ($p \leq 0,05$) **($p \leq 0,01$) ***($p \leq 0,001$)

^a Not Significant at 95%CI ($p \leq 0,05$) but significant at 90%CI ($p \leq 0,1$)

		Likes	Com-ments	Saves	Profile_Visits	Website_Taps	Follows	Product_Page_Views	Reach	Impres-sions
		p	p	p	p	p	p	p	p	p
Informa-tional	<i>Product_Image</i>	0,126	-0,048	0,178 ^a	0,318**	0,054	0,087	0,114	0,086	0,008
	<i>Product_Info</i>	-0,014	-0,006	0,118 ^a	0,209**	0,045	0,038	0,049	-0,005	-0,053
	<i>Brand_Info</i>	0,004	0,026	0,085	0,095	-0,072	-0,037	-0,029	-0,04	-0,085
	<i>Brand_News</i>	0,059	0,07	0,064	0,215**	0,009	0,044	-0,003	0,064	0,053
Promotional	<i>Special_Offers</i>	-0,137**	-0,021	-0,136*	-0,118 ^a	-0,062	-0,07	-0,133*	-0,059	-0,073
	<i>Competition</i>	0,136**	0,524***	-0,012	0,178*	0,057	0,525***	/	0,035	0,053
Entertaining	<i>Behind_The_Scenes</i>	0,015	-0,006	-0,02	0,064	0,024	-0,013	-0,058	0,051	0,03
	<i>Entertaining_Non_Branded</i>	0,031	-0,095	-0,005	0,023	-0,06	0,002	-0,05	-0,067	-0,072
Relational	<i>Sayings_Quotes</i>	0,084 ^a	-0,013	0,081	0,136*	-0,029	0,028	0,061	-0,017	-0,041
	<i>Customer_Stories</i>	-0,074	-0,048	-0,065	-0,062	0	-0,134*	-0,021	0,009	-0,015
	<i>Employee_Stories</i>	0,166**	-0,049	0,054	0,048	0,125	-0,021	0,126a	0,082	0,074
	<i>Influencer_Stories</i>	0,022	-0,053	0,069	-0,053	-0,078	0,037	0,005	-0,05	-0,044

4.1.1 Informational Content

According to this study, informational content showing the product itself has a significant positive impact on increasing the number of *profile visits* ($\beta = 0,318$, $p = 0,006$). This finding also applies for content that communicates detailed product information ($\beta = 0,209$, $p = 0,004$) and news on the latest brand developments ($\beta = 0,215$, $p = 0,002$). There is no significant impact of informational content on the other engagement behaviours.

4.1.2 Promotional Content

This study shows that that brand **giveaways** have a significant positive effect on *likes* ($\beta = 0,136$, $p = 0,01$), *comments* ($\beta = 0,524$, $p <,001$), *follows* ($\beta = 0,525$, $p <,001$) and *profile visits* ($\beta = 0,178$, $p = 0,011$), driving increased levels of engagement. While the communication on **special offers** in the form of discounts or a free gift upon purchase has a significant negative effect on the number of *likes* ($\beta = -0,137$, $p = 0,008$), *saves* ($\beta = -0,136$, $p = 0,024$), and the number of *product page views* ($\beta = -0,133$, $p = 0,049$).

4.1.3 Entertaining Content

No entertaining content type, neither behind the scenes content nor non-branded entertaining content showed to have a significant impact on any of the engagement measures (**Table IV**).

4.1.4 Relational Content

The results show, that relational content which communicates stories and content regarding **brands employees**, significantly positively effects peoples *liking* behaviour ($\beta = 0,166$, p

=0,004) but holds no other significant impact on the other engagement behaviours. Secondly the usage of **sayings and quotes** yields a significant positive effect on *like* behaviour ($\beta = 0,084$, $p = 0,096$) and profile visits behaviour ($\beta = 0,136$, $p = 0,04$). Furthermore, relational content regarding **customers** is found a concerning factor from this study since it has a significant negative impact on *follows* ($\beta = 0,318$, $p = 0,037$). Lastly results show that content with influencers does not impact any type of engagement behaviour in a significant way.

4.2 Effect of Interactive elements on engagement

TABLE V: SUMMARIZING OVERVIEW OF EFFECT OF INTERACTIVITY ELEMENTS ON ENGAGEMENT ACCOUNTED FOR CONTROL VARIABLES

	Likes	Comments	Saves	Profile_Visits	Website_Taps	Follows	Product_Page_Views	Reach	Impressions
	p	p	p	p	p	p	p	p	p
Product_Tag	0,098a	-0,013	0,038	-0,025	-0,029	0,111	0,044	-0,066	-0,04
People_Tag	0,074	0,174*	0,079	0,152a	0,001	0,174*	0,019	0,088	0,118*
Question	0,021	-0,015	-0,002	-0,016	0,406***	0,039	0,072	0,583***	0,416***
Hashtags	-0,079	-0,047	0,016	-0,062	-0,119	-0,023	0,015	-0,099	-0,121

This study shows that engagement can be fostered by **tagging** people in brand content. Tagging people has a significant positive impact on the # of *comments* ($\beta = 0,174$, $p = 0,014$), *follows* ($\beta = 0,174$, $p = 0,022$) and *impressions* ($\beta = 0,118$, $p = 0,048$). Integrating **questions** inside brand posts have a significant positive effect on passive engagement behaviours: *website taps* ($\beta = 0,406$, $p < ,001$), *reach* ($\beta 0,583$, $p < ,001$) and *impressions* ($\beta = 0,416$, $p < ,001$) From this study also results that **hashtags**, might have a negative impact on different engagement types ranging from *likes* and *comments* to *profile visits*, *website taps*, *follows* and *reach* and *impressions* (Table V), yet these findings were not found significant. Lastly, product tags do not have a significant impact on any engagement form.

4.3 Effect of media richness on engagement

TABLE VI: SUMMARIZING OVERVIEW OF EFFECT OF POST ON ENGAGEMENT ACCOUNTED FOR CONTROL VARIABLES

	Likes	Comments	Saves	Profile_Visits	Website_Taps	Follows	Product_Page_Views	Reach	Impressions
	p	p	p	p	p	p	p	p	p
Video	-0,08 ^a	-0,007	0,086	0,009	0,017	0,066	-0,107 ^a	-0,016	0,008
Image_Carrousel	0,025	0,157**	0,036	0,139*	0,035	0,108	-0,138*	0,098	0,081

For interpretation purposes it's important to note that *image*, *video* and *image_carrousel* are categorical variables. The results compare the impact of *video* and *image_carrousel* on engagement against the reference: *image*, since it accounts for 72% of the data collected.

The study shows that **image carrousels** significantly affects *comments* positively ($\beta = 0,157$, $p = 0,011$) and drive more *profile visits* ($\beta = 0,139$, $p = 0,044$). Furthermore image carrousels do have a significant negative impact on stimulating people to *view product pages* ($\beta = -0,138$, $p = 0,019$). **Video** content on the other hand, for a significance level of $p < 0,1$, has a significant negative impact on the number of *likes* ($\beta = -0,08$, $p = 0,095$) and *product page views* ($\beta = -0,107$, $p = 0,058$). Additionally, *video* has a negative effect on the *comments* compared to *image* content, yet this finding is not statistically significant. Furthermore media richness does not show to have a significant impact on *reach* and *impressions* (**Table VI**).

4.4 Accounting for control variables

In the regression analysis run in 4.1, 4.2 and 4.3 there has been accounted for control variables (detailed results in **appendix AVI AVII AVIII**). The following covariates: *paid_organic*, *6am_12pm*, *July* and *August* showed a significant impact on the model and have been accounted for in this work. The results show the effectiveness of **paid advertising** on engagement, resulting in a significant increase in *likes*, *saves*, *profile visits*, *website taps*, *follows*, *product page views* and *reach* and *impressions*. Posting between **6am and 12pm** has a significant negative impact on engagement namely on the number of *comments* and *profile visits* while a positive impact on engagement was found for the summer months, **July and August**.

5 Discussion

5.1 Driving engagement by content type usage

The type of content a brand is publishing influences the intensity of engagement in brand communities. Nonetheless the *reach* and number of *impression* of brand posts are not influe-

ned by specific content types. If that is the goal to achieve, managers can consider sponsoring (paid) their posts on frequent basis since it pushes the content to a significantly wider audience compared to solely organic posts.

5.1.1 Informational content

People show to increasingly visits a brands *profile page* after being exposed to content that shows a **product image**, specific **product information** and **brand news**. By giving information managers can spark interest and motivate people to acquire more information to continue their customer/buying journey. These findings, are in line with previous research findings on luxury and non-luxury brand pages (Muntinga, Moorman, and Smit 2011; Quijada, Josep Lluís, and Domingo 2020). An explanation lays within the fact people use online media to search for information in particular (Papacharissi and Rubin 2000). Social media usage in general is driven by a strong utilitarian motive (Lin and Lu 2011), therefore premium brands should also provide social media users with the necessary information on their products and latest brand developments, to satisfy this information need when it arises. Communicating exclusive, real-time information is one of the reasons why followers are engaging with brands (Muntinga, Moorman, and Smit 2011) and hence should be included in premium brands social media communications. Furthermore, the communication should provide information on brand quality and functionality since these characteristics are highly valued by premium consumers and community members (Kapferer and Bastien 2009).

5.1.2 Promotional content

Giveaways are clearly an engagement driver for premium brands. This resonates with research conducted by De Vries et al. (2012) who discovered that contests run by brands on Facebook, also showed a positive effect on *likes*. Contests give younger brand admirers with a lower purchasing power, who make up more than half of KAAI's followers a chance to become an active user and brand advocate. It's important to take into account the rules applied by brands for giveaways. The prerequisites such as liking, commenting and following the brand to obtain a

valid participation entry explains the observed significant positive impact of giveaways on likes, comments and follows. Furthermore, giveaways appear to spark curiosity, driving *profile visits*. This profile traffic could result from non-community brand members who're triggered by the idea of winning something. Before partaking in a giveaway, people logically explore the brand and what is there to win. On the other hand, giveaways could also trigger profile visits from brand followers. By giving away a gift card for example, followers can visit the profile to choose what they'd like to win. Premium brand managers should include this in their social media strategies. **Special offers** on the other hand don't appear to benefit engagement positively like they do for fast fashion brands (Quijada, Lluís, and Domingo 2020), they rather follow the negative findings of the luxury industry (Aydin 2020), negatively impacting *likes, follows* and *profile visits*. These results could be explained by the different levels of purchasing power and consumers' expectations. People who buy premium brands in particular, are financially stronger and are therefore not seeking for special discounts or offers from the brand. Value-for-money is important to premium consumers (Heine 2011), although it appears they're willing to pay the price that comes with premium, since engagement levels drop for special promotions. Premium brand followers could be withheld from engaging to prevent association with special deals, being afraid of diluting their perceived prestige and image.

5.1.3 Entertaining content

Entertaining content couldn't be proven to have a significant impact on premium brand engagement in this study. Since no conclusion can be formulated upon these findings this study calls for further exploration. Especially since luxury brand engagement does benefit from this content type (Bazi, Filieri, and Gorton 2020). One explanation behind this finding is that producing high quality entertaining content, often goes with a high development cost by which KAAI is currently restrained. The extent to which KAAI's current entertaining content is really

entertaining is questionable and therefore calls for further research, certainly since next to luxury brands, also other industries, like the FMGC industry found a positive impact of entertaining content on engagement (Pletikosa Cvijikj and Michahelles 2013).

5.1.4 Relational content

Employee stories lead to a closer and more personal relationship between the brand and its brand community. This ties in with previous findings for the luxury industry showing that content that aims on strengthening the relationship between brand and consumers is key to impact engagement intensity positively (Bazi, Filieri, and Gorton 2020). Premium brands posting employee stories allow to not only create personal connections, but also drive *like* engagement in the community. A plausible reason for this could be that a premium purchase is often is a well-considered purchase for consumers and therefore like to collect insights on who's behind the brands creative process and operations to prevent possible cognitive dissonance.

Furthermore KAAI and other premium brand managers can steer *likes* and brand *page visits* through the usage of **saying and quotes**. Whereas for fast fashion brands this sort of content showed to negatively impact engagement (Quijada, Josep Lluís, and Domingo 2020), the findings of this study align with luxury brands, driving increased levels of engagement (Bazi, Filieri, and Gorton 2020). With this content, brands aim to establish a more personal and emotional connection between the brand and the consumer by tapping into personal values and goals of the followers. Therefore, it is evident, that consumers can more easily relate and associate themselves with premium brands and luxury, compared to mass market brands that literally speak to the mass making it harder to identify with. One example was published by KAAI stating 'Be bold, you've got to follow that dream', driving an increased influx of likes, which could result from feelings of appreciation and motivation upon reading. Yet KAAI has to be careful with publishing **customer related posts** given its negative impact on engagement. A reason for this could be, that similar to luxury brands, social media users demand high quality, aesthetically

pleasing content from premium brands as a driver of engagement (Bazi, Filieri, and Gorton 2020). The quality of customer created content commonly is of a lower standard, compared to professionally produced content. Resulting from this, people could be withheld to engage with a brand, since premium brands, similarly to luxury brands, are expected to deliver the level of quality a brand stands for in their social media communication.

5.2 Driving engagement with interactive elements

Tagging people in content appears as a crucial strategy for KAAI to increase engagement. The explanation behind this finding lays in the working mechanism of tagging. People get notified, whereupon they could feel pressured to interact and comment. Secondary to that, they can feel the urge to share the content with their own social following. This diffuses the content further to people who have a personal connection with the tagged person rather than the brand and may feel more comfortable *commenting* on the post of a person they actually know. Furthermore, a tag can motivate people to share the content themselves, a form of organic word-of-mouth. The tagged person holds the power to convince their follower base of their admiration for the brand and is therefore driving others to *follow* the brand too. Another explanation for the increase in follows could lay within the fact that tagged people enhance the credibility of a brand. By tagging people, brands associate themselves with others, publicly supporting their personal values and skills. This interactive element in could trigger feelings of approval. Especially for young brands like KAAI, associations with people help to build brand identity and credibility, which can hold convincing power to generate long-term followers. Furthermore companies can increase their number of *website taps* and thus website traffic by integrating **questions** in their content for which they could seek an answer on the website.

Instagram originally started as a platform to inspire people with aesthetics and trends and evolved into a shopping platform (Bohra and Bishnoi 2016). As a result, brands can actively **tag products** and sell them via the platform. Yet, these tags have shown to negatively impact engagement for KAAI. The main objective of premium brand followers could lay more with

getting inspired rather than by being offered a chance to easily navigate to the products and purchase premium goods via social media. Since premium goods are positioned at the upper part of the pricing spectrum, their customers could expect a more tailored and differentiated shopping experience and therefore do not attach much importance to product tags. **Hashtags** also decrease engagement for premium brands and should be thoughtfully handled. A reasoning would derive from the nature of a premium brand, where quality is a key driver in purchasing higher priced premium goods. Hashtags may be a threat to premium brands, diluting their premium image and quality associations leading to a negative impact community engagement.

5.3 Driving engagement through media richness

Media richness is important element to create an effective social media strategy. The right usage of **image carrousels** in particular seems to be of high relevance for KAAI. Using image carrousels comes with pro's and con's. They are boosting *comments* and *profile visits*, while holding people back from viewing *product pages*. A plausible reason is that image carrousels allow a brand to tell a story through the usage of multiple images. On top of that, by using a carrousel, premium brands can highlight the different product features valued by the premium customer (Heine 2011). On the other hand **video content** also decreases *product page views*. This is not necessarily an unfavourable finding. When people are exposed to image carrousels or video content they are exposed to more visual material which allows brands to show the product in more detail and help customers to get a more vivid imagination. Media rich formats can offer a better answer to questions, consumers might have regarding the product or brand, compared to one image posts. Thus, people could feel less urged to seek for more information by accessing the product page itself. Furthermore, **Video content** may take away consumer thoughts, yet its effect on active engagement forms concerns since it negatively impacts *likes* and *comments*. Cvikikj and Michahelles (2013) and Kim et al. (2015) found that posts with high media richness (video) lead to lower levels of engagement overall in social media brand communities. This could be explained by the idea that images are easier to digest, compared to

video content. In a split second people can leave behind a short comment about the feeling the images evoke, while processing a video takes more effort and time (Sabate et al. 2014). Furthermore premium purchases are driven by functionalities and quality aspects, which may be clearer to communicate through static image content rather than video content. Especially for KAAI, the video content is inspiring and focusing on style and aesthetics rather than on highlighting functionalities and quality aspects. Producing video content that is focusing on premium brand characteristics in particular could result in a different engagement outcome. Given the widespread use of video content by premium brands, this study questions the usefulness of video content for premium brands.

5.4 Control variables

Paid social media strategies help to boost engagement levels of all kinds and could be a worthy strategy for premium brands to enhance social media engagement. Furthermore KAAI should avoid posting between **6am and 12pm** since engagement levels drop for time frame. An explanation lays in the brands target audience ‘the working woman’ whose priority isn’t social media at that time. The holiday period, **July and August** appears to be one where KAAI’s following base has more time to spend on social media and partake actively in it.

6 Conclusion

This research demonstrates that different types of content, formats and interactive elements, have a varying effect on engagement intensity. **Table VII** shows a comprehensive overview of significant engagement drivers (+) and obstructors (-) for premium bag brand KAAI.

TABLE VII: SUMMARIZING OVERVIEW OF EFFECT OF POST ON ENGAGEMENT

Likes	Comments	Saves	Profile_Visits	Web-site_Taps	Follows	Product_Page_Views	Reach	Impressions
+ Competition	+ Competition	- Special Offers	+ Product Image	+ Questions	+ Competition	- Special offers	+ Questions	+ Questions
+ Employee Stories	+ people tags		+ Product Info		+ People Tags	- Image Carrousel		+ People Tags
- Special Offers	+ Image Carrousel		+ Brand News		- Customer Stories			
			+ Competition					
			+ Sayings and Quotes					
			+ Image Carrousel					

This work contributes to the preliminary research on social media engagement drivers for premium brands on Instagram, and in particular KAAI Bags. As for KAAI the brand should focus on integrating competitions and content on employees to boost the overall engagement rate. Premium brands in general should be careful with communicating special offers since it can kill engagement. Furthermore the communication should encompass content of informative nature to drive profile visits and to bring in new leads. Especially in fashion, where video appears to be a new norm, this research challenges whether video is worth its investment, highlighting the importance of image content for premium brands to engage their audience. Lastly, premium brands should actively tag people and pose questions to spark a conversation. Other premium brands should test whether their engagement also benefits these content characteristics. The insights from this study will help KAAI and marketers in this field to benefit from Instagram and to keep on engaging and growing their social media communities.

7 Limitations and further research

Text and image elements have been analysed without accounting for customer sentiment, and thus disregarded the effect of emotions on behavioural engagement. Further research in this field will help to better understand the dynamic nature of consumer engagement on social media brand pages. This study didn't focus on the underlying motivations of people to engage. Understanding what exactly motivates them to engage would allow for a more profound understanding of this study's findings. Furthermore the study was limited to the data of solely one premium fashion brand. Further research into other different premium brands, could explore how characteristics of a brand and its product offering may influence the effectiveness of specific content types and formats on the level of engagement. Moreover it remains key to account for KAAI's young existence since the brand is still positioning itself within the Belgian and international market and therefore still adapts its strategies frequently based on learnings from their own experiences and competitors strategies.

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Appendix A

TABLE I: Active engagement dependent variables

	Definition	
Likes	The total # of people who have liked a post by clicking on the heart icon underneath the post itself. Likes are considered low-quality engagement, given the ease of giving likes by pressing the like button. https://influencermarketinghub.com/instagram-bulk-engagement-checker/	Scale
Comments	The total # of comments on a post. Every comment entry has been counted whether solely emoticons, tags, written text or a combination of both.	Scale

TABLE II: Passive engagement dependent variables

	Definition	
Saves	The # of total post saves by users. Saves indicate that the post was received valuable since saving a post, is similar to bookmarking a page with the aim to easily retrieve this content at any time in the future.	Scale
Shares	The # of people who shared the post with their own social following. Considered an important metric for community growth, since sharing enhances the reach of each the post and can be considered a form of word of mouth, better known as free promotion.	Scale
Profile Visits	The # of people who clicked on the @kaaibags page from the post shown in their feed overview.	Scale
Website taps	The # of people who clicked through to the link included in the business profile of Instagram.	Scale
Follows	The # of people who started following the brand page after having been exposed to a specific post.	Scale
Product page views	The # of times followers tapped on the product tag in a post to view the product page linked to the post	Scale
Reach	The # of unique users that saw a specific Instagram post	Scale
Impressions	The # of times a post was shown to users.	Scale

TABLE III: Interactivity elements defined

Interactivity element	Definition	
Product Tag	Build in link to product page	Nominal
People Tag	Build in link @x, linking to other Instagram users/profiles	Nominal
Question	Question asked to audience in text format.	Nominal
Hashtags	Insertion of a # link	Scale

TABLE IV: Posts formats/Media Richness defined

Post Format	Definition	
Image	Single Image uploaded to Instagram feed.	Nominal
Video	Video posted to Instagram feed	Nominal
Image_Carrousel	A post with multiple photos that can be viewed by swiping or clicking left. Up to 10 images can be inserted.	Nominal

TABLE V: Overview of control variables and control dummies

Time Controls	Content Controls	Product Controls	Other Controls
Dummy_Tuesday	Campaign_No_Campaign	Dummy_Mini_Pyramid	Paid_Organic
Dummy_Thursday	Face_No_Face	Dummy_Pyramid	Followers
Dummy_Wednesday	Dummy_Black	Dummy_Ikon_Shoulderbag	
Dummy_Friday	Dummy_Middle_Eastern	Dummy_Ikon_belt_bag	
Dummy_Saturday	Dummy_Asian	Dummy_Ikon_cltuch	
Dummy_Sunday	Dummy_No_Race	Dummy_Bowler	
Dummy_6.01_12h		Dummy_Midi_Bowler	
Dummy_12.01_18h		Dummy_Mini_Bowler	
Dummy_Jan		Dummy_Hero	
Dummy_Feb		Dummy_Mini_Hero	
Dummy_Mar		Dummy_Accesories	
Dummy_Apr		Dummy_Collab	
Dummy_May		Dummy_Arch_Clutch	
Dummy_Jun		Dummy_No_Product	
Dummy_Jul			
Dummy_Aug			
Dummy_Sep			
Dummy_Oct			
Dummy_Nov			

TABLE VI: SPSS output : effect of content types on engagement

	Likes				Comments			
	Unstand. B	Stand. B	t	Sig	Unstand. B	Stand. B	t	Sig
Product_Image	46,692	0,126	1,447	0,149	-5,859	-0,048	-0,514	0,608
Product_Info	-3,662	-0,014	-0,265	0,791	-0,532	-0,006	-0,109	0,913
Brand_Info	1,035	0,004	0,071	0,944	2,49	0,026	0,482	0,631
Brand_News	17,757	0,059	1,129	0,26	6,899	0,07	1,241	0,216
Special_Offers	-52,031	-0,137	-2,679	0,008	-2,566	-0,021	-0,374	0,709
Competition	140,199	0,136	2,601	0,01	175,911	0,524	9,235	<.001
Behind_The_Scences	7,056	0,015	0,312	0,755	-0,969	-0,006	-0,121	0,904
Entertaining_Non_Branded	15,102	0,031	0,547	0,585	-15,154	-0,095	-1,552	0,122
Sayings_Quotes	24,031	0,084	1,673	0,096	-1,218	-0,013	-0,24	0,811
Customer_Stories	-38,114	-0,074	-1,378	0,17	-7,951	-0,048	-0,813	0,417
Employee_Stories	75,283	0,166	2,876	0,004	-7,226	-0,049	-0,781	0,436
Influencer_Stories	8,523	0,022	0,394	0,694	-6,731	-0,053	-0,88	0,38
Campaign_No_Campaign	36,009	0,13	1,933	0,055	0,34	0,004	0,052	0,959
Face_No_Face	-17,177	-0,065	-0,972	0,332	-0,072	-0,001	-0,011	0,991
Paid_Organic	223,876	0,717	14,673	<.001	-0,677	-0,007	-0,125	0,9
Followers	-0,013	-0,142	-2,293	0,023	0	0,014	0,202	0,84
Dummy_Black	31,411	0,052	1,039	0,3	-2,62	-0,013	-0,245	0,806
Dummy_Middle_Eastern	32,627	0,023	0,425	0,671	7,062	0,015	0,26	0,795
Dummy_Asian	-66,739	-0,119	-2,218	0,028	7,729	0,042	0,727	0,468
Dummy_No_Race	-16,073	-0,05	-0,738	0,461	-9,607	-0,092	-1,249	0,213
Dummy_Tuesday	14,626	0,037	0,666	0,506	-3,376	-0,026	-0,435	0,664
Dummy_Thursday	6,219	0,016	0,286	0,775	-2,316	-0,018	-0,302	0,763
Dummy_Wednesday	15,292	0,049	0,863	0,389	-1,718	-0,017	-0,274	0,784
Dummy_Friday	-10,146	-0,029	-0,544	0,587	-5,339	-0,047	-0,81	0,419
Dummy_Saturday	32,381	0,081	1,493	0,137	-12,607	-0,096	-1,645	0,102
Dummy_Sunday	23,637	0,041	0,796	0,427	0,203	0,001	0,019	0,985
Dummy_6.01_12h	-26,609	-0,098	-1,734	0,084	-12,067	-0,136	-2,225	0,027
Dummy_12.01_18h	-11,006	-0,037	-0,713	0,477	-3,897	-0,04	-0,714	0,476
Dummy_Jan	-5,025	-0,009	-0,139	0,889	10,191	0,054	0,799	0,425
Dummy_Feb	-54,686	-0,112	-1,633	0,104	5,499	0,035	0,465	0,643
Dummy_Mar	-32,158	-0,076	-0,988	0,324	15,812	0,115	1,375	0,171
Dummy_Apr	27,235	0,065	0,803	0,423	11,441	0,083	0,955	0,341
Dummy_May	-9,935	-0,023	-0,314	0,754	11,123	0,079	0,995	0,321

Dummy_Jun	-4,885	-0,011	-0,145	0,885	6,07	0,04	0,51	0,61
Dummy_Jul	-52,92	-0,125	-1,52	0,13	-1,076	-0,008	-0,087	0,93
Dummy_Aug	6,368	0,014	0,187	0,852	29,014	0,195	2,41	0,017
Dummy_Sep	-37,489	-0,082	-1,071	0,285	8,858	0,06	0,716	0,475
Dummy_Oct	2,047	0,005	0,06	0,952	12,558	0,09	1,049	0,295
Dummy_Nov	-26,495	-0,052	-0,823	0,412	2,192	0,013	0,193	0,847
Dummy_Mini_Pyramid	31,681	0,057	1,011	0,313	-0,205	-0,001	-0,018	0,985
Dummy_Pyramid	14,872	0,024	0,415	0,679	1,95	0,01	0,154	0,878
Dummy_Ikon_Shoulderbag	7,069	0,02	0,299	0,765	2,406	0,02	0,288	0,773
Dummy_Ikon_belt_bag	52,624	0,097	1,775	0,077	-2,972	-0,017	-0,284	0,777
Dummy_Ikon_clutch	15,555	0,043	0,625	0,533	6,839	0,058	0,778	0,438
Dummy_Bowler	26,061	0,045	0,783	0,434	-0,414	-0,002	-0,035	0,972
Dummy_Midi_Bowler	-12,615	-0,015	-0,286	0,775	3,52	0,013	0,226	0,822
Dummy_Mini_Bowler	5,22	0,008	0,142	0,887	14,335	0,063	1,104	0,271
Dummy_Hero	-12,87	-0,02	-0,368	0,714	-2,013	-0,01	-0,163	0,871
Dummy_Mini_Hero	-9,302	-0,017	-0,299	0,765	-15,084	-0,085	-1,374	0,171
Dummy_Accessories	-17,708	-0,019	-0,37	0,712	4,868	0,016	0,288	0,774
Dummy_Collab	92,234	0,1	1,917	0,057	15,036	0,05	0,884	0,378
Dummy_Arch_Clutch	-69,019	-0,058	-1,17	0,243	152,523	0,395	7,32	<.001
Dummy_No_Product	29,264	0,09	0,84	0,402	1,604	0,015	0,13	0,896

	Saves				Profile Visits			
	Unstand. B	Stand. B	t	Sig	Unstand. B	Stand. B	t	Sig
Product_Image	5,026	0,178	1,746	0,082	41,732	0,318	2,763	0,006
Product_Info	2,304	0,118	1,869	0,063	18,987	0,209	2,936	0,004
Brand_Info	1,87	0,085	1,433	0,154	9,797	0,095	1,43	0,154
Brand_News	1,468	0,064	1,047	0,297	22,93	0,215	3,114	0,002
Special_Offers	-3,935	-0,136	-2,271	0,024	-15,962	-0,118	-1,755	0,081
Competition	-0,934	-0,012	-0,194	0,846	64,759	0,178	2,566	0,011
Behind_The_Scenes	-0,717	-0,02	-0,356	0,722	10,691	0,064	1,011	0,313
Entertaining_Non_Brande	-0,168	-0,005	-0,068	0,946	3,937	0,023	0,304	0,761
Sayings_Quotes	1,776	0,081	1,386	0,167	13,876	0,136	2,064	0,04
Customer_Stories	-2,519	-0,065	-1,021	0,309	-11,275	-0,062	-0,87	0,385
Employee_Stories	1,878	0,054	0,804	0,422	7,76	0,048	0,633	0,527
Influencer_Stories	2,055	0,069	1,065	0,288	-7,394	-0,053	-0,73	0,466
Campaign_No_Campaign	2,023	0,096	1,217	0,225	-13,617	-0,139	-1,561	0,12
Face_No_Face	-5,451	-0,272	-3,459	<.001	-9,685	-0,104	-1,171	0,243
Paid_Organic	8,01	0,338	5,885	<.001	13,749	0,124	1,925	0,056
Followers	-0,001	-0,173	-2,386	0,018	0,001	0,046	0,567	0,571
Dummy_Black	-1,478	-0,032	-0,548	0,584	4,979	0,023	0,352	0,725
Dummy_Middle_Eastern	-4,256	-0,039	-0,622	0,535	25,46	0,05	0,708	0,479
Dummy_Asian	-10,947	-0,257	-4,079	<.001	-14,611	-0,074	-1,037	0,301
Dummy_No_Race	-2,926	-0,12	-1,507	0,133	-17,134	-0,15	-1,681	0,094
Dummy_Tuesday	0,911	0,03	0,465	0,642	20,827	0,148	2,027	0,044
Dummy_Thursday	-0,58	-0,02	-0,299	0,765	-4,332	-0,032	-0,426	0,671
Dummy_Wednesday	0,231	0,01	0,146	0,884	5,276	0,048	0,636	0,525
Dummy_Friday	-1,063	-0,04	-0,639	0,524	3,455	0,028	0,396	0,693
Dummy_Saturday	0,837	0,027	0,433	0,666	1,413	0,01	0,139	0,889
Dummy_Sunday	1,252	0,028	0,473	0,637	17,111	0,083	1,231	0,22
Dummy_6.01_12h	-1,884	-0,091	-1,376	0,17	-15,202	-0,158	-2,116	0,036
Dummy_12.01_18h	-0,357	-0,016	-0,259	0,796	-8,412	-0,079	-1,163	0,246
Dummy_Jan	2,825	0,064	0,878	0,381	22,352	0,109	1,323	0,187
Dummy_Feb	1,721	0,047	0,576	0,565	19,61	0,114	1,251	0,213
Dummy_Mar	1,892	0,059	0,652	0,515	15,5	0,104	1,017	0,31
Dummy_Apr	8,457	0,264	2,795	0,006	63,368	0,424	3,991	<.001
Dummy_May	3,738	0,115	1,325	0,187	13,819	0,091	0,933	0,352
Dummy_Jun	3,148	0,089	1,048	0,296	12,221	0,074	0,775	0,439
Dummy_Jul	7,752	0,242	2,496	0,013	23,99	0,161	1,472	0,143
Dummy_Aug	7,343	0,213	2,416	0,017	17,896	0,111	1,122	0,263
Dummy_Sep	-1,834	-0,053	-0,588	0,557	-1,094	-0,007	-0,067	0,947
Dummy_Oct	0,781	0,024	0,259	0,796	-3,925	-0,026	-0,248	0,805
Dummy_Nov	3,687	0,095	1,283	0,201	22,648	0,125	1,502	0,135
Dummy_Mini_Pyramid	6,167	0,145	2,206	0,029	-1,035	-0,005	-0,071	0,944
Dummy_Pyramid	3,053	0,064	0,954	0,341	0,124	0,001	0,007	0,994
Dummy_Ikon_Shoulderbag	-3,193	-0,116	-1,516	0,131	-10,275	-0,08	-0,93	0,354
Dummy_Ikon_belt_bag	-1,548	-0,038	-0,585	0,559	-14,424	-0,075	-1,039	0,3
Dummy_Ikon_clutch	-2,702	-0,098	-1,217	0,225	-12,943	-0,101	-1,111	0,268
Dummy_Bowler	2,997	0,068	1,01	0,314	4,621	0,022	0,297	0,767
Dummy_Midi_Bowler	-8,373	-0,131	-2,126	0,035	-21,858	-0,073	-1,058	0,291
Dummy_Mini_Bowler	-2,872	-0,055	-0,876	0,382	-35,741	-0,146	-2,078	0,039
Dummy_Hero	1,098	0,023	0,351	0,726	5,249	0,024	0,32	0,749
Dummy_Mini_Hero	2,161	0,052	0,78	0,437	-6,583	-0,034	-0,452	0,651
Dummy_Accessories	-6,859	-0,098	-1,606	0,11	-7,919	-0,024	-0,353	0,724
Dummy_Collab	4,539	0,065	1,057	0,292	-40,55	-0,124	-1,8	0,073
Dummy_Arch_Clutch	-8,517	-0,095	-1,619	0,107	-33,694	-0,08	-1,22	0,224

Dummy_No_Product	-1,881	-0,076	-0,605	0,546	27,453	0,237	1,683	0,094
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	Website Taps				Follows			
	Unstand. B	Stand. B	t	Sig	Unstand. B	Stand. B	t	Sig
Product_Image	9,928	0,054	0,427	0,67	0,562	0,087	0,85	0,396
Product_Info	5,795	0,045	0,582	0,561	0,169	0,038	0,598	0,55
Brand_Info	-10,432	-0,072	-0,989	0,324	-0,184	-0,037	-0,615	0,539
Brand_News	1,362	0,009	0,12	0,905	0,227	0,044	0,705	0,482
Special_Offers	-11,749	-0,062	-0,839	0,403	-0,464	-0,07	-1,165	0,245
Competition	29,429	0,057	0,757	0,45	9,378	0,525	8,49	<.001
Behind_The_Scences	5,761	0,024	0,354	0,724	-0,109	-0,013	-0,236	0,813
Entertaining_Non_Branded	-14,531	-0,06	-0,729	0,467	0,013	0,002	0,022	0,982
Sayings_Quotes	-4,098	-0,029	-0,396	0,693	0,141	0,028	0,479	0,632
Customer_Stories	0,075	0	0,004	0,997	-1,188	-0,134	-2,095	0,037
Employee_Stories	28,475	0,125	1,508	0,133	-0,164	-0,021	-0,305	0,76
Influencer_Stories	-15,154	-0,078	-0,971	0,333	0,248	0,037	0,559	0,577
Campaign_No_Campaign	-15,658	-0,113	-1,166	0,245	-0,071	-0,015	-0,185	0,853
Face_No_Face	7,247	0,055	0,569	0,57	0,002	0,001	0,007	0,995
Paid_Organic	49,162	0,315	4,468	<.001	1,172	0,216	3,748	<.001
Followers	0,008	0,186	2,088	0,038	0	-0,236	-3,245	0,001
Dummy_Black	-2,761	-0,009	-0,127	0,899	0,928	0,089	1,497	0,136
Dummy_Middle_Eastern	-4,237	-0,006	-0,077	0,939	1,905	0,076	1,211	0,227
Dummy_Asian	18,621	0,066	0,858	0,392	-0,706	-0,072	-1,145	0,254
Dummy_No_Race	39,2	0,244	2,497	0,013	-0,057	-0,01	-0,129	0,898
Dummy_Tuesday	-21,506	-0,109	-1,358	0,176	0,733	0,106	1,629	0,105
Dummy_Thursday	-8,162	-0,042	-0,521	0,603	0,367	0,055	0,826	0,41
Dummy_Wednesday	-5,125	-0,033	-0,401	0,689	-0,099	-0,018	-0,273	0,785
Dummy_Friday	17,93	0,103	1,333	0,184	0,494	0,082	1,293	0,197
Dummy_Saturday	26,002	0,129	1,662	0,098	-0,01	-0,001	-0,022	0,982
Dummy_Sunday	-2,458	-0,008	-0,115	0,909	0,502	0,05	0,826	0,41
Dummy_6.01_12h	-12,118	-0,089	-1,095	0,275	-0,129	-0,027	-0,411	0,682
Dummy_12.01_18h	-7,643	-0,051	-0,686	0,493	0,179	0,034	0,565	0,572
Dummy_Jan	-23,234	-0,08	-0,893	0,373	0,039	0,004	0,053	0,958
Dummy_Feb	-12,308	-0,051	-0,51	0,611	-0,175	-0,021	-0,255	0,799
Dummy_Mar	6,028	0,029	0,257	0,798	0,386	0,053	0,578	0,564
Dummy_Apr	20,863	0,099	0,853	0,395	0,786	0,107	1,132	0,259
Dummy_May	20,023	0,093	0,878	0,381	0,157	0,021	0,242	0,809
Dummy_Jun	11,191	0,048	0,461	0,645	-0,254	-0,032	-0,368	0,713
Dummy_Jul	-3,192	-0,015	-0,127	0,899	1,144	0,156	1,604	0,11
Dummy_Aug	35,474	0,156	1,444	0,15	1,092	0,138	1,564	0,119
Dummy_Sep	-10,298	-0,045	-0,408	0,684	1,113	0,141	1,553	0,122
Dummy_Oct	-9,257	-0,043	-0,379	0,705	0,507	0,068	0,731	0,466
Dummy_Nov	12,878	0,05	0,554	0,58	0,649	0,073	0,983	0,327
Dummy_Mini_Pyramid	-27,108	-0,097	-1,199	0,232	0,43	0,044	0,669	0,504
Dummy_Pyramid	-7,815	-0,025	-0,302	0,763	-0,347	-0,032	-0,472	0,637
Dummy_Ikon_Shoulderbag	-18,449	-0,102	-1,084	0,28	-0,228	-0,036	-0,471	0,638
Dummy_Ikon_belt_bag	-33,192	-0,122	-1,553	0,122	-0,709	-0,075	-1,168	0,244
Dummy_Ikon_clutch	-34,62	-0,191	-1,929	0,055	-0,588	-0,093	-1,152	0,251
Dummy_Bowler	-49,412	-0,17	-2,06	0,041	-0,417	-0,041	-0,612	0,541
Dummy_Midi_Bowler	-44,46	-0,106	-1,397	0,164	-0,845	-0,058	-0,934	0,352
Dummy_Mini_Bowler	-56,832	-0,164	-2,145	0,033	-0,99	-0,082	-1,316	0,19
Dummy_Hero	-25,373	-0,081	-1,005	0,316	0,472	0,043	0,658	0,511
Dummy_Mini_Hero	-31,213	-0,115	-1,393	0,165	-1,06	-0,112	-1,665	0,097
Dummy_Accessories	-38,339	-0,083	-1,11	0,268	-0,903	-0,056	-0,92	0,359
Dummy_Collab	-42,901	-0,093	-1,236	0,218	0,368	0,023	0,373	0,709
Dummy_Arch_Clutch	-61,96	-0,105	-1,457	0,147	1,997	0,097	1,653	0,1
Dummy_No_Product	-23,186	-0,142	-0,923	0,357	0,321	0,057	0,449	0,654

	Product Page Views				Reach			
	Unstand. B	Stand. B	t	Sig	Unstand. B	Stand. B	t	Sig
Product_Image	79,191	0,114	1,384	0,169	2479,857	-0,157	-1,701	0,09
Product_Info	7,733	0,049	0,697	0,487	-93,859	0,053	0,574	0,567
Brand_Info	-5,761	-0,029	-0,436	0,664	-896,844	0,4	5,96	<.001
Brand_News	-0,616	-0,003	-0,044	0,965	1500,995	0,227	2,675	0,008
Special_Offers	-31,903	-0,133	-1,995	0,049	-1734,458	-0,011	-0,156	0,876
Competition					2792,503	0,088	1,208	0,228
Behind_The_Scences	-20,635	-0,058	-0,9	0,37	1865,852	0,039	0,534	0,594
Entertaining_Non_Branded	-17,886	-0,05	-0,66	0,511	-2532,003	0,102	1,096	0,275
Sayings_Quotes	10,856	0,061	0,939	0,35	-383,157	-0,057	-0,744	0,458
Customer_Stories	-7,764	-0,021	-0,292	0,771	370,133	-0,044	-0,563	0,574
Employee_Stories	44,881	0,126	1,695	0,093	2912,097	-0,037	-0,468	0,64
Influencer_Stories	1,144	0,005	0,065	0,948	-1517,575	0,121	1,642	0,102

Campaign_No_Campaign	19,81	0,121	1,257	0,212	-3386,383	0,067	0,905	0,367
Face_No_Face	-37,328	-0,22	-2,519	0,013	1083,373	-0,015	-0,212	0,832
Paid_Organic	29,368	0,163	2,491	0,014	9718,195	-0,088	-1,135	0,258
Followers	0,037	0,576	7,146	<,001	1,609	0,013	0,181	0,857
Dummy_Black	71,637	0,189	2,784	0,006	-504,225	-0,02	-0,234	0,815
Dummy_Middle_Eastern	-134,134	-0,137	-1,953	0,054	9912,071	-0,003	-0,034	0,973
Dummy_Asian	-1,85	-0,005	-0,069	0,945	1716,966	0,041	0,388	0,698
Dummy_No_Race	11,537	0,047	0,654	0,515	2549,016	0,142	1,282	0,201
Dummy_Tuesday	-9,019	-0,038	-0,548	0,585	-1746,006	0,185	1,828	0,069
Dummy_Thursday	24,768	0,108	1,562	0,122	-1306,509	0,139	1,397	0,164
Dummy_Wednesday	1,388	0,007	0,095	0,924	-886,93	0,031	0,273	0,785
Dummy_Friday	-16,606	-0,075	-1,07	0,287	3273,148	0,105	1,019	0,309
Dummy_Saturday	6,007	0,024	0,351	0,727	2097,603	-0,067	-0,63	0,53
Dummy_Sunday	11,116	0,029	0,419	0,676	-673,356	-0,035	-0,326	0,745
Dummy_6.01_12h	3,709	0,02	0,268	0,789	-1861,432	0,036	0,411	0,681
Dummy_12.01_18h	-17,019	-0,085	-1,332	0,186	298,159	-0,045	-0,588	0,557
Dummy_Jan	-10,889	-0,037	-0,45	0,653	-902,822	-0,017	-0,218	0,828
Dummy_Feb	-14,861	-0,044	-0,53	0,597	-123,458	-0,077	-0,855	0,394
Dummy_Mar	-5,657	-0,019	-0,214	0,831	1349,007	-0,09	-1,2	0,232
Dummy_Apr	10,464	0,042	0,397	0,692	4644,989	-0,124	-1,31	0,192
Dummy_May	25,748	0,091	0,977	0,331	6178,036	-0,129	-1,632	0,104
Dummy_Jun	23,837	0,075	0,858	0,393	5024,962	-0,077	-1,076	0,283
Dummy_Jul	-19,057	-0,076	-0,76	0,449	1017,181	-0,119	-1,63	0,105
Dummy_Aug	8,558	0,029	0,323	0,747	3710,434	-0,035	-0,456	0,649
Dummy_Sep	-90,446	-0,283	-3,159	0,002	-2354,947	-0,056	-0,707	0,48
Dummy_Oct	-89,319	-0,315	-3,073	0,003	-1179,043	-0,06	-0,835	0,405
Dummy_Nov	7,63	0,027	0,364	0,717	1415,163	-0,064	-0,894	0,372
Dummy_Mini_Pyramid	8,621	0,027	0,366	0,715	-1968,915	-0,065	-0,943	0,347
Dummy_Pyramid	11,65	0,031	0,416	0,678	-834,214	0,047	0,321	0,748
Dummy_Ikon_Shoulderbag	-14,333	-0,066	-0,77	0,443	-2157,097	-0,157	-1,701	0,09
Dummy_Ikon_belt_bag	-42,383	-0,133	-1,807	0,074	-3800,196	0,053	0,574	0,567
Dummy_Ikon_clutch	-28,678	-0,142	-1,522	0,131	-3483,886	0,4	5,96	<,001
Dummy_Bowler	-5,754	-0,019	-0,235	0,814	-5802,509	0,227	2,675	0,008
Dummy_Midi_Bowler	-54,572	-0,134	-1,853	0,067	-5076,528	-0,011	-0,156	0,876
Dummy_Mini_Bowler	-55,314	-0,165	-2,245	0,027	-6396,782	0,088	1,208	0,228
Dummy_Hero	-4,12	-0,01	-0,138	0,891	-1704,882	0,039	0,534	0,594
Dummy_Mini_Hero	-7,181	-0,021	-0,293	0,77	-2347,789	0,102	1,096	0,275
Dummy_Accessories	-62,286	-0,126	-1,791	0,076	-4272,522	-0,057	-0,744	0,458
Dummy_Collab	195,105	0,439	5,751	<,001	-4599,868	-0,044	-0,563	0,574
Dummy_Arch_Clutch	-70,076	-0,071	-1,128	0,262	-5941,572	-0,037	-0,468	0,64
Dummy_No_Product	-1,8	-0,004	-0,055	0,956	1195,976	0,121	1,642	0,102

	Impressions			
	Unstand. B	Stand. B	t	Sig
Product_Image	295,856	0,008	0,073	0,942
Product_Info	-1361,65	-0,053	-0,783	0,434
Brand_Info	-2438,05	-0,085	-1,324	0,187
Brand_News	1595,218	0,053	0,806	0,421
Special_Offers	-2744,59	-0,073	-1,123	0,263
Competition	5414,555	0,053	0,798	0,426
Behind_The_Scences	1429,745	0,03	0,503	0,615
Entertaining_Non_Branding	-3481,75	-0,072	-1,002	0,318
Sayings_Quotes	-1156,02	-0,041	-0,64	0,523
Customer_Stories	-750,589	-0,015	-0,216	0,829
Employee_Stories	3345,908	0,074	1,016	0,311
Influencer_Stories	-1689,24	-0,044	-0,621	0,535
Campaign_No_Campaign	-2769,765	-0,101	-1,182	0,239
Face_No_Face	728,846	0,028	0,328	0,743
Paid_Organic	17178,499	0,554	8,95	<,001
Followers	1,297	0,143	1,831	0,069
Dummy_Black	1724,624	0,029	0,453	0,651
Dummy_Middle_Eastern	21289,715	0,148	2,205	0,029
Dummy_Asian	975,586	0,018	0,258	0,797
Dummy_No_Race	2917,432	0,091	1,065	0,288
Dummy_Tuesday	-1825,897	-0,046	-0,661	0,509
Dummy_Thursday	-40,421	-0,001	-0,015	0,988
Dummy_Wednesday	-759,14	-0,025	-0,341	0,734
Dummy_Friday	3280,29	0,095	1,398	0,164
Dummy_Saturday	4350,682	0,109	1,594	0,112
Dummy_Sunday	-992,156	-0,017	-0,266	0,791
Dummy_6.01_12h	-2365,688	-0,088	-1,225	0,222
Dummy_12.01_18h	66,731	0,002	0,034	0,973
Dummy_Jan	-3995,302	-0,069	-0,88	0,38
Dummy_Feb	-4479,311	-0,093	-1,063	0,289

Dummy_Mar	146,214	0,003	0,036	0,972
Dummy_Apr	3149,012	0,075	0,738	0,461
Dummy_May	4868,377	0,114	1,224	0,222
Dummy_Jun	5113,678	0,111	1,208	0,229
Dummy_Jul	-2395,151	-0,057	-0,547	0,585
Dummy_Aug	1798,833	0,04	0,42	0,675
Dummy_Sep	-4690,999	-0,104	-1,066	0,288
Dummy_Oct	-3505,739	-0,082	-0,823	0,412
Dummy_Nov	-1529,204	-0,03	-0,377	0,706
Dummy_Mini_Pyramid	-669,543	-0,012	-0,17	0,865
Dummy_Pyramid	-1002,475	-0,016	-0,222	0,824
Dummy_Ikon_Shoulderbag	-1541,96	-0,043	-0,519	0,604
Dummy_Ikon_belt_bag	-2336,633	-0,043	-0,627	0,532
Dummy_Ikon_clutch	-2405,94	-0,067	-0,769	0,443
Dummy_Bowler	-2567,046	-0,045	-0,613	0,54
Dummy_Midi_Bowler	-4478,095	-0,054	-0,806	0,421
Dummy_Mini_Bowler	-7630,933	-0,111	-1,651	0,1
Dummy_Hero	-805,925	-0,013	-0,183	0,855
Dummy_Mini_Hero	-2284,422	-0,042	-0,584	0,56
Dummy_Accesories	2682,188	0,029	0,445	0,657
Dummy_Collab	-3073,267	-0,034	-0,508	0,612
Dummy_Arch_Clutch	-7901,674	-0,067	-1,065	0,288
Dummy_No_Product	1246,703	0,038	0,284	0,776

TABLE VII: SPSS output : effect of Interactivity elements on engagement

	Likes				Comments			
	Unstand. B	Stand. B	t	Sig	Unstand. B	Stand. B	t	Sig
Product_Tag	25,017	0,098	1,669	0,097	-1,09	-0,013	-0,184	0,854
People_Tag	21,757	0,074	1,271	0,205	16,767	0,174	2,482	0,014
Question	3,82	0,021	0,439	0,661	-0,887	-0,015	-0,258	0,796
Hashtags	-1,088	-0,079	-1,253	0,212	-0,209	-0,047	-0,611	0,542
Campaign_No_Campaign	32	0,116	1,678	0,095	1,92	0,021	0,255	0,799
Face_No_Face	-13,559	-0,051	-0,781	0,436	-8,365	-0,097	-1,22	0,224
Paid_Organic	215,171	0,689	13,426	<.001	-1,344	-0,013	-0,213	0,832
Followers	-0,021	-0,235	-2,99	0,003	-0,001	-0,05	-0,524	0,601
Dummy_Black	11,794	0,02	0,378	0,706	-5,032	-0,026	-0,408	0,684
Dummy_Middle_Eastern	11,584	0,008	0,151	0,88	-15,04	-0,032	-0,497	0,62
Dummy_Asian	-75,85	-0,135	-2,402	0,017	1,176	0,006	0,094	0,925
Dummy_No_Race	-42,525	-0,132	-1,993	0,048	-18,127	-0,173	-2,152	0,033
Dummy_Tuesday	5,513	0,014	0,244	0,808	-11,904	-0,092	-1,334	0,184
Dummy_Thursday	-14,099	-0,037	-0,631	0,529	-10,455	-0,083	-1,185	0,237
Dummy_Wednesday	8,274	0,027	0,45	0,653	-4,32	-0,043	-0,596	0,552
Dummy_Friday	-7,617	-0,022	-0,389	0,697	-7,095	-0,063	-0,919	0,359
Dummy_Saturday	18,435	0,046	0,831	0,407	-18,554	-0,141	-2,118	0,035
Dummy_Sunday	3,948	0,007	0,131	0,896	-11,205	-0,059	-0,942	0,347
Dummy_6,01_12h	-27,291	-0,1	-1,714	0,088	-12,372	-0,139	-1,969	0,05
Dummy_12,01_18h	-8,646	-0,029	-0,53	0,597	4,533	0,046	0,704	0,482
Dummy_Jan	12,62	0,022	0,342	0,732	8,345	0,044	0,574	0,567
Dummy_Feb	-34,263	-0,07	-0,982	0,327	11,034	0,07	0,801	0,424
Dummy_Mar	-26,983	-0,064	-0,815	0,416	4,743	0,034	0,363	0,717
Dummy_Apr	37,436	0,089	1,066	0,288	7,83	0,057	0,565	0,573
Dummy_May	11,057	0,026	0,329	0,743	9,136	0,065	0,688	0,492
Dummy_Jun	6,165	0,013	0,17	0,865	-3,052	-0,02	-0,214	0,831
Dummy_Jul	-29,006	-0,069	-0,777	0,438	1,883	0,014	0,128	0,898
Dummy_Aug	11,288	0,025	0,311	0,756	25,825	0,174	1,8	0,073
Dummy_Sep	-8,392	-0,018	-0,214	0,831	6,299	0,042	0,407	0,685
Dummy_Oct	22,932	0,053	0,627	0,531	6,475	0,046	0,449	0,654
Dummy_Nov	-35,28	-0,069	-1,023	0,307	-4,099	-0,025	-0,301	0,764
Dummy_Mini_Pyramid	28,998	0,052	0,893	0,373	-0,479	-0,003	-0,037	0,97
Dummy_Pyramid	3,505	0,006	0,095	0,925	0,701	0,003	0,048	0,962
Dummy_Ikon_Shoulderbag	3,939	0,011	0,161	0,872	2,662	0,023	0,275	0,783
Dummy_Ikon_belt_bag	57,493	0,106	1,882	0,061	7,663	0,043	0,636	0,526
Dummy_Ikon_clutch	12,284	0,034	0,471	0,638	0,259	0,002	0,025	0,98
Dummy_Bowler	29,049	0,05	0,85	0,396	-3,583	-0,019	-0,266	0,791
Dummy_Midi_Bowler	-30,468	-0,036	-0,665	0,507	-4,445	-0,016	-0,246	0,806
Dummy_Mini_Bowler	-7,234	-0,01	-0,186	0,853	5,906	0,026	0,384	0,701
Dummy_Hero	-18,617	-0,03	-0,522	0,603	-2,438	-0,012	-0,173	0,863
Dummy_Mini_Hero	-3,942	-0,007	-0,123	0,902	-1,833	-0,01	-0,145	0,885
Dummy_Accesories	5,172	0,006	0,104	0,917	10,319	0,034	0,528	0,598
Dummy_Collab	38,187	0,041	0,749	0,455	1,623	0,005	0,081	0,936
Dummy_Arch_Clutch	21,373	0,018	0,367	0,714	203,304	0,526	8,847	<.001
Dummy_No_Product	28,736	0,088	1,131	0,259	8,683	0,082	0,866	0,388

	Saves				Profile Visits			
	Unstand. B	Stand. B	t	Sig	Unstand. B	Stand. B	t	Sig
Product_Tag	0,738	0,038	0,563	0,574	-2,294	-0,025	-0,318	0,751
People_Tag	1,782	0,079	1,189	0,236	15,917	0,152	1,931	0,055
Question	-0,029	-0,002	-0,038	0,969	-0,985	-0,016	-0,235	0,814
Hashtags	0,017	0,016	0,222	0,825	-0,303	-0,062	-0,725	0,469
Campaign_No_Campaign	2,071	0,099	1,24	0,216	-8,582	-0,088	-0,935	0,351
Face_No_Face	-4,892	-0,244	-3,217	0,001	-11,467	-0,123	-1,371	0,172
Paid_Organic	8,041	0,339	5,731	<.001	16,33	0,148	2,116	0,036
Followers	-0,001	-0,202	-2,225	0,027	-0,002	-0,057	-0,537	0,592
Dummy_Black	-1,023	-0,022	-0,374	0,709	4,216	0,02	0,28	0,78
Dummy_Middle_Eastern	-8,01	-0,073	-1,193	0,234	-4,806	-0,009	-0,13	0,897
Dummy_Asian	-10,937	-0,257	-3,956	<.001	-20,674	-0,104	-1,359	0,176
Dummy_No_Race	-3,769	-0,154	-2,017	0,045	-27,198	-0,239	-2,646	0,009
Dummy_Tuesday	1,031	0,034	0,521	0,603	18,432	0,131	1,693	0,092
Dummy_Thursday	-0,54	-0,018	-0,276	0,783	-10,404	-0,076	-0,967	0,335
Dummy_Wednesday	0,168	0,007	0,104	0,917	4,729	0,043	0,534	0,594
Dummy_Friday	-0,694	-0,026	-0,405	0,686	4,276	0,035	0,454	0,65
Dummy_Saturday	0,873	0,029	0,449	0,654	4,609	0,032	0,431	0,667
Dummy_Sunday	-0,446	-0,01	-0,169	0,866	5,797	0,028	0,399	0,69
Dummy_6.01_12h	-1,737	-0,084	-1,247	0,214	-16,756	-0,174	-2,186	0,03
Dummy_12.01_18h	-0,584	-0,026	-0,409	0,683	-8,575	-0,081	-1,092	0,276
Dummy_Jan	2,34	0,053	0,725	0,469	17,422	0,085	0,981	0,328
Dummy_Feb	1,384	0,037	0,453	0,651	18,135	0,105	1,079	0,282
Dummy_Mar	1,562	0,049	0,539	0,59	8,424	0,056	0,529	0,598
Dummy_Apr	6,641	0,207	2,16	0,032	50,407	0,337	2,981	0,003
Dummy_May	3,715	0,114	1,262	0,208	13,235	0,087	0,817	0,415
Dummy_Jun	3,111	0,088	0,982	0,327	2,225	0,014	0,128	0,899
Dummy_Jul	6,719	0,21	2,056	0,041	18,561	0,124	1,032	0,303
Dummy_Aug	6,518	0,189	2,049	0,042	9,29	0,058	0,531	0,596
Dummy_Sep	-1,857	-0,054	-0,54	0,59	-2,283	-0,014	-0,121	0,904
Dummy_Oct	0,182	0,006	0,057	0,955	-10,975	-0,072	-0,623	0,534
Dummy_Nov	1,443	0,037	0,478	0,633	3,654	0,02	0,22	0,826
Dummy_Mini_Pyramid	6,348	0,149	2,232	0,027	0,665	0,003	0,043	0,966
Dummy_Pyramid	2,42	0,051	0,748	0,455	2,896	0,013	0,163	0,871
Dummy_Ikon_Shoulderbag	-3,784	-0,137	-1,765	0,079	-9,496	-0,074	-0,805	0,422
Dummy_Ikon_belt_bag	-1,785	-0,043	-0,668	0,505	-9,666	-0,05	-0,657	0,512
Dummy_Ikon_clutch	-3,656	-0,133	-1,601	0,111	-16,697	-0,13	-1,329	0,185
Dummy_Bowler	3,394	0,077	1,135	0,258	9,819	0,048	0,597	0,551
Dummy_Midi_Bowler	-8,524	-0,133	-2,125	0,035	-22,729	-0,076	-1,03	0,304
Dummy_Mini_Bowler	-4,038	-0,077	-1,184	0,238	-41,529	-0,169	-2,213	0,028
Dummy_Hero	1,057	0,022	0,338	0,736	9,425	0,042	0,548	0,584
Dummy_Mini_Hero	1,637	0,04	0,583	0,561	-5,985	-0,031	-0,388	0,699
Dummy_Accessories	-6,208	-0,089	-1,432	0,154	-2,373	-0,007	-0,099	0,921
Dummy_Collab	2,138	0,031	0,479	0,632	-51,231	-0,157	-2,086	0,038
Dummy_Arch_Clutch	-7,575	-0,084	-1,486	0,139	-2,778	-0,007	-0,099	0,921
Dummy_No_Product	-5,277	-0,213	-2,372	0,019	4,867	0,042	0,398	0,691

	Website Taps				Follows			
	Unstand. B	Stand. B	t	Sig	Unstand. B	Stand. B	t	Sig
Product_Tag	-3,637	-0,029	-0,394	0,694	0,49	0,111	1,439	0,152
People_Tag	0,185	0,001	0,018	0,986	0,896	0,174	2,304	0,022
Question	36,357	0,406	6,79	<.001	0,121	0,039	0,611	0,542
Hashtags	-0,817	-0,119	-1,526	0,128	-0,005	-0,023	-0,272	0,786
Campaign_No_Campaign	-8,116	-0,059	-0,691	0,49	-0,162	-0,034	-0,373	0,71
Face_No_Face	5,15	0,039	0,481	0,631	-0,249	-0,054	-0,632	0,528
Paid_Organic	39,081	0,25	3,959	<.001	0,968	0,178	2,657	0,008
Followers	0,005	0,103	1,065	0,288	0	-0,298	-2,898	0,004
Dummy_Black	-10,464	-0,035	-0,544	0,587	0,633	0,06	0,891	0,374
Dummy_Middle_Eastern	-16,743	-0,023	-0,354	0,723	0,973	0,039	0,558	0,578
Dummy_Asian	15,903	0,057	0,817	0,415	-0,956	-0,098	-1,332	0,184
Dummy_No_Race	35,128	0,219	2,672	0,008	-0,431	-0,077	-0,889	0,375
Dummy_Tuesday	-22,786	-0,115	-1,637	0,103	0,217	0,032	0,423	0,673
Dummy_Thursday	-10,297	-0,053	-0,748	0,455	-0,241	-0,036	-0,474	0,636
Dummy_Wednesday	-5,824	-0,038	-0,514	0,607	-0,38	-0,071	-0,91	0,364
Dummy_Friday	8,82	0,051	0,732	0,465	0,383	0,063	0,862	0,39
Dummy_Saturday	35,588	0,177	2,604	0,01	-0,495	-0,071	-0,982	0,327
Dummy_Sunday	-3,606	-0,012	-0,194	0,846	-0,237	-0,024	-0,347	0,729
Dummy_6.01_12h	-12,468	-0,092	-1,272	0,205	-0,116	-0,024	-0,319	0,75
Dummy_12.01_18h	-12,345	-0,083	-1,229	0,221	0,654	0,126	1,765	0,079
Dummy_Jan	-18,087	-0,062	-0,797	0,427	0,192	0,019	0,23	0,819
Dummy_Feb	-13,822	-0,057	-0,643	0,521	0,383	0,045	0,483	0,629
Dummy_Mar	-2,939	-0,014	-0,144	0,885	0,076	0,01	0,101	0,92
Dummy_Apr	20,365	0,097	0,942	0,347	0,832	0,113	1,042	0,299

Dummy_May	5,948	0,028	0,287	0,774	0,275	0,037	0,36	0,719
Dummy_Jun	-4,56	-0,02	-0,205	0,838	-0,392	-0,049	-0,476	0,634
Dummy_Jul	-3,024	-0,014	-0,132	0,895	1,763	0,241	2,078	0,039
Dummy_Aug	30,732	0,135	1,373	0,171	1,185	0,15	1,435	0,153
Dummy_Sep	4,225	0,019	0,175	0,861	1,293	0,164	1,449	0,149
Dummy_Oct	-7,45	-0,035	-0,331	0,741	0,587	0,079	0,706	0,481
Dummy_Nov	9,328	0,036	0,439	0,661	0,345	0,039	0,441	0,66
Dummy_Mini_Pyramid	-24,218	-0,086	-1,21	0,227	0,409	0,042	0,554	0,58
Dummy_Pyramid	5,346	0,017	0,235	0,814	-0,65	-0,059	-0,773	0,44
Dummy_Ikon_Shoulderbag	-13,034	-0,072	-0,864	0,389	-0,229	-0,036	-0,411	0,682
Dummy_Ikon_belt_bag	-28,388	-0,105	-1,509	0,133	-0,237	-0,025	-0,342	0,733
Dummy_Ikon_clutch	-28,579	-0,158	-1,779	0,077	-0,919	-0,146	-1,55	0,123
Dummy_Bowler	-30,504	-0,105	-1,45	0,149	-0,395	-0,039	-0,509	0,611
Dummy_Midi_Bowler	-31,671	-0,075	-1,122	0,263	-1,264	-0,086	-1,213	0,226
Dummy_Mini_Bowler	-37,608	-0,109	-1,567	0,119	-1,531	-0,127	-1,728	0,085
Dummy_Hero	-21,877	-0,07	-0,995	0,321	0,303	0,028	0,373	0,71
Dummy_Mini_Hero	-23,386	-0,086	-1,184	0,238	-0,479	-0,051	-0,657	0,512
Dummy_Accessories	-43,019	-0,093	-1,41	0,16	-0,718	-0,045	-0,638	0,524
Dummy_Collab	-39,516	-0,086	-1,258	0,21	-0,822	-0,051	-0,709	0,479
Dummy_Arch_Clutch	-39,493	-0,067	-1,101	0,272	4,936	0,24	3,73	<,001
Dummy_No_Product	-36,081	-0,221	-2,306	0,022	0,02	0,003	0,034	0,973

	Product Page Views				Reach			
	Unstand. B	Stand. B	t	Sig	Unstand. B	Stand. B	t	Sig
Product_Tag	10,903	0,044	0,717	0,475	-1308,841	-0,066	-1,137	0,257
People_Tag	3,28	0,019	0,255	0,799	2014,491	0,088	1,533	0,127
Question	12,838	0,072	1,189	0,237	8119,479	0,583	12,163	<,001
Hashtags	0,146	0,015	0,192	0,848	-105,767	-0,099	-1,585	0,114
Campaign_No_Campaign	15,143	0,092	1,055	0,294	-1309,146	-0,061	-0,894	0,372
Face_No_Face	-34,452	-0,203	-2,582	0,011	1068,745	0,052	0,801	0,424
Paid_Organic	28,605	0,159	2,456	0,016	7911,317	0,326	6,428	<,001
Followers	0,036	0,565	5,932	<,001	1,08	0,152	1,962	0,051
Dummy_Black	61,139	0,162	2,401	0,018	-1473,381	-0,031	-0,614	0,54
Dummy_Middle_Eastern	-155,525	-0,159	-2,563	0,012	7996,393	0,071	1,357	0,176
Dummy_Asian	-6,072	-0,015	-0,229	0,82	1138,466	0,026	0,469	0,639
Dummy_No_Race	4,836	0,02	0,275	0,784	2928,701	0,117	1,787	0,075
Dummy_Tuesday	-8,496	-0,035	-0,527	0,599	-1516,88	-0,049	-0,874	0,383
Dummy_Thursday	24,526	0,107	1,515	0,133	-982,535	-0,033	-0,573	0,568
Dummy_Wednesday	-0,266	-0,001	-0,018	0,985	-431,002	-0,018	-0,305	0,76
Dummy_Friday	-12,189	-0,055	-0,808	0,421	1789,96	0,066	1,192	0,235
Dummy_Saturday	8,65	0,034	0,511	0,611	4321,844	0,138	2,536	0,012
Dummy_Sunday	-2,137	-0,006	-0,088	0,93	-120,113	-0,003	-0,052	0,959
Dummy_6.01_12h	3,061	0,017	0,223	0,824	-1639,098	-0,077	-1,341	0,181
Dummy_12.01_18h	-16,282	-0,082	-1,272	0,206	-615,857	-0,026	-0,492	0,623
Dummy_Jan	0,485	0,002	0,021	0,983	-1138,767	-0,025	-0,402	0,688
Dummy_Feb	-7,692	-0,023	-0,301	0,764	-1106,226	-0,029	-0,413	0,68
Dummy_Mar	-2,334	-0,008	-0,095	0,924	-781,09	-0,024	-0,307	0,759
Dummy_Apr	17,345	0,069	0,7	0,486	3519,012	0,107	1,305	0,193
Dummy_May	30,991	0,109	1,276	0,205	2570,853	0,077	0,996	0,321
Dummy_Jun	23,109	0,072	0,88	0,381	198,51	0,005	0,071	0,943
Dummy_Jul	-13,049	-0,052	-0,525	0,601	-301,626	-0,009	-0,105	0,916
Dummy_Aug	2,531	0,009	0,099	0,922	1384,636	0,039	0,496	0,62
Dummy_Sep	-82,422	-0,258	-2,799	0,006	-701,27	-0,02	-0,233	0,816
Dummy_Oct	-83,886	-0,296	-2,962	0,004	-2185,046	-0,065	-0,778	0,437
Dummy_Nov	2,822	0,01	0,127	0,899	-229,821	-0,006	-0,087	0,931
Dummy_Mini_Pyramid	13,871	0,043	0,598	0,551	-2272,964	-0,052	-0,911	0,363
Dummy_Pyramid	18,279	0,048	0,679	0,499	1577,304	0,032	0,556	0,579
Dummy_Ikon_Shoulderbag	-14,988	-0,069	-0,799	0,426	-1810,381	-0,064	-0,963	0,337
Dummy_Ikon_belt_bag	-36,232	-0,113	-1,539	0,127	-4225,856	-0,1	-1,801	0,073
Dummy_Ikon_clutch	-28,754	-0,143	-1,497	0,137	-3293,328	-0,117	-1,644	0,102
Dummy_Bowler	6,018	0,02	0,255	0,799	-2899,582	-0,064	-1,105	0,27
Dummy_Midi_Bowler	-50,716	-0,125	-1,753	0,083	-4097,044	-0,063	-1,164	0,246
Dummy_Mini_Bowler	-49,079	-0,146	-1,929	0,056	-4394,624	-0,082	-1,469	0,143
Dummy_Hero	3,338	0,008	0,121	0,904	-1905,216	-0,039	-0,695	0,488
Dummy_Mini_Hero	0,079	0	0,003	0,997	-1371,44	-0,033	-0,557	0,578
Dummy_Accessories	-52,552	-0,106	-1,503	0,136	-6079,351	-0,085	-1,599	0,111
Dummy_Collab	173,584	0,391	5,139	<,001	-4461,127	-0,062	-1,139	0,256
Dummy_Arch_Clutch	-17,225	-0,018	-0,3	0,765	-3363,262	-0,037	-0,752	0,453
Dummy_No_Product	-28,27	-0,069	-1,005	0,317	-2299,697	-0,091	-1,179	0,24

	Impression			
	Unstand. B	Stand. B	t	Sig
Product_Tag	-1022,6	-0,04	-0,67	0,504
People_Tag	3467,641	0,118	1,988	0,048
Question	7403,268	0,416	8,357	<,001
Hashtags	-163,96	-0,121	-1,852	0,065
Campaign_No_Campaign	-61,972	-0,002	-0,032	0,975
Face_No_Face	-31,239	-0,001	-0,018	0,986
Paid_Organic	15448,985	0,498	9,46	<,001
Followers	0,347	0,038	0,476	0,635
Dummy_Black	211,835	0,004	0,067	0,947
Dummy_Middle_Eastern	18124,488	0,126	2,318	0,021
Dummy_Asian	262,109	0,005	0,081	0,935
Dummy_No_Race	2805,21	0,088	1,29	0,198
Dummy_Tuesday	-2291,066	-0,058	-0,995	0,321
Dummy_Thursday	-218,435	-0,006	-0,096	0,924
Dummy_Wednesday	-253,696	-0,008	-0,135	0,892
Dummy_Friday	1950,084	0,057	0,979	0,329
Dummy_Saturday	6276,682	0,157	2,775	0,006
Dummy_Sunday	-771,696	-0,013	-0,251	0,802
Dummy_6.01_12h	-2114,818	-0,078	-1,304	0,194
Dummy_12.01_18h	-657,227	-0,022	-0,395	0,693
Dummy_Jan	-3620,784	-0,063	-0,964	0,336
Dummy_Feb	-5302,86	-0,11	-1,491	0,137
Dummy_Mar	-2320,556	-0,055	-0,688	0,492
Dummy_Apr	2568,073	0,061	0,718	0,474
Dummy_May	1970,828	0,046	0,575	0,566
Dummy_Jun	1342,904	0,029	0,364	0,716
Dummy_Jul	-3094,85	-0,074	-0,813	0,417
Dummy_Aug	-11,611	0	-0,003	0,998
Dummy_Sep	-2105,533	-0,047	-0,526	0,599
Dummy_Oct	-3859,097	-0,091	-1,036	0,302
Dummy_Nov	-2838,61	-0,056	-0,808	0,42
Dummy_Mini_Pyramid	-547,386	-0,01	-0,165	0,869
Dummy_Pyramid	773,322	0,012	0,205	0,837
Dummy_Ikon_Shoulderbag	-1211,602	-0,034	-0,485	0,628
Dummy_Ikon_belt_bag	-2435,308	-0,045	-0,782	0,435
Dummy_Ikon_clutch	-1915,648	-0,053	-0,721	0,472
Dummy_Bowler	335,97	0,006	0,097	0,923
Dummy_Midi_Bowler	-3940,573	-0,047	-0,844	0,4
Dummy_Mini_Bowler	-6036,433	-0,088	-1,52	0,13
Dummy_Hero	-1597,782	-0,026	-0,439	0,661
Dummy_Mini_Hero	-1575,967	-0,029	-0,482	0,63
Dummy_Accessories	2052,65	0,022	0,407	0,685
Dummy_Collab	-4755,561	-0,052	-0,915	0,361
Dummy_Arch_Clutch	-4413,931	-0,038	-0,744	0,458
Dummy_No_Product	-392,404	-0,012	-0,152	0,88

TABLE VIII: SPSS output : effect of media richness on engagement

	Likes				Comments			
	Unstand. B	Stand. B	t	Sig	Unstand. B	Stand. B	t	Sig
Video	-50,446	-0,08	-1,678	0,095	-1,466	-0,007	-0,124	0,901
Image_Carrousel	8,542	0,025	0,483	0,629	17,796	0,157	2,567	0,011
Campaign_No_Campaign	25,396	0,092	1,363	0,174	0,459	0,005	0,063	0,95
Face_No_Face	-7,435	-0,028	-0,432	0,666	-7,126	-0,083	-1,055	0,293
Paid_Organic	218,531	0,7	13,87	<,001	-1,866	-0,018	-0,302	0,763
Followers	-0,013	-0,146	-2,324	0,021	0	-0,012	-0,155	0,877
Dummy_Black	13,405	0,022	0,427	0,67	-2,874	-0,015	-0,234	0,816
Dummy_Middle_Eastern	15,28	0,011	0,198	0,843	-18,198	-0,039	-0,602	0,548
Dummy_Asian	-81,398	-0,145	-2,556	0,011	1,634	0,009	0,131	0,896
Dummy_No_Race	-43,587	-0,136	-2,05	0,042	-16,779	-0,16	-2,012	0,045
Dummy_Tuesday	6,946	0,018	0,307	0,759	-11,637	-0,09	-1,313	0,191
Dummy_Thursday	-11,174	-0,029	-0,502	0,616	-11,16	-0,089	-1,279	0,202
Dummy_Wednesday	4,624	0,015	0,252	0,802	-6,298	-0,062	-0,874	0,383
Dummy_Friday	-11,804	-0,034	-0,604	0,547	-10,873	-0,096	-1,418	0,158
Dummy_Saturday	13,751	0,034	0,621	0,535	-21,512	-0,164	-2,477	0,014
Dummy_Sunday	11,16	0,019	0,366	0,715	-10,524	-0,056	-0,879	0,38
Dummy_6.01_12h	-29,03	-0,107	-1,827	0,069	-12,108	-0,136	-1,943	0,053
Dummy_12.01_18h	-7,477	-0,025	-0,466	0,642	3,373	0,035	0,536	0,593
Dummy_Jan	8,208	0,014	0,223	0,824	8,794	0,046	0,609	0,543
Dummy_Feb	-42,314	-0,087	-1,218	0,225	9,473	0,06	0,695	0,488
Dummy_Mar	-27,948	-0,066	-0,848	0,397	5,689	0,041	0,44	0,66

Dummy_Apr	23,794	0,056	0,709	0,479	8,149	0,059	0,619	0,537
Dummy_May	1,473	0,003	0,045	0,964	8,582	0,061	0,672	0,502
Dummy_Jun	-4,291	-0,009	-0,124	0,902	-1,425	-0,009	-0,105	0,917
Dummy_Jul	-39,113	-0,093	-1,091	0,276	5	0,036	0,356	0,722
Dummy_Aug	1,952	0,004	0,055	0,956	26,911	0,181	1,937	0,054
Dummy_Sep	-30,787	-0,068	-0,837	0,404	4,48	0,03	0,31	0,757
Dummy_Oct	3,33	0,008	0,097	0,923	6,92	0,049	0,512	0,609
Dummy_Nov	-40,873	-0,08	-1,233	0,219	-0,215	-0,001	-0,017	0,987
Dummy_Mini_Pyramid	33,092	0,059	1,013	0,312	-1,124	-0,006	-0,088	0,93
Dummy_Pyramid	5,104	0,008	0,138	0,89	2,787	0,014	0,192	0,848
Dummy_Ikon_Shoulderbag	5,341	0,015	0,218	0,827	5,751	0,049	0,599	0,55
Dummy_Ikon_belt_bag	62,178	0,115	2,04	0,043	7,971	0,045	0,667	0,506
Dummy_Ikon_clutch	12,688	0,035	0,494	0,622	2,866	0,024	0,284	0,776
Dummy_Bowler	22,085	0,038	0,65	0,516	-4,727	-0,025	-0,355	0,723
Dummy_Midi_Bowler	-12,415	-0,015	-0,272	0,786	-0,213	-0,001	-0,012	0,991
Dummy_Mini_Bowler	-0,505	-0,001	-0,013	0,989	11,174	0,049	0,747	0,456
Dummy_Hero	-12,588	-0,02	-0,35	0,726	-4,801	-0,023	-0,341	0,734
Dummy_Mini_Hero	8,354	0,015	0,267	0,79	-0,826	-0,005	-0,067	0,946
Dummy_Accessories	-1,062	-0,001	-0,021	0,983	5,819	0,019	0,299	0,765
Dummy_Collab	63,889	0,069	1,288	0,199	15,192	0,051	0,781	0,436
Dummy_Arch_Clutch	20,462	0,017	0,352	0,725	203,954	0,528	8,944	<,001
Dummy_No_Product	24,507	0,075	1,006	0,316	9,672	0,091	1,012	0,313

	Saves				Profile Visits			
	Unstand. B	Stand. B	t	Sig	Unstand. B	Stand. B	t	Sig
Video	4,128	0,086	1,582	0,115	2,089	0,009	0,145	0,885
Image_Carrousel	0,938	0,036	0,612	0,541	17,129	0,139	2,024	0,044
Campaign_No_Campaign	1,645	0,078	1,018	0,31	-10,455	-0,107	-1,172	0,243
Face_No_Face	-4,814	-0,24	-3,221	0,001	-10,165	-0,109	-1,232	0,219
Paid_Organic	8,098	0,341	5,924	<,001	15,647	0,141	2,074	0,039
Followers	-0,001	-0,18	-2,505	0,013	0	-0,014	-0,167	0,868
Dummy_Black	-0,796	-0,017	-0,292	0,77	6,564	0,031	0,437	0,663
Dummy_Middle_Eastern	-8,396	-0,076	-1,255	0,211	-6,463	-0,013	-0,175	0,861
Dummy_Asian	-10,347	-0,243	-3,745	<,001	-19,607	-0,099	-1,286	0,2
Dummy_No_Race	-3,883	-0,159	-2,105	0,036	-25,717	-0,226	-2,526	0,012
Dummy_Tuesday	1,114	0,037	0,568	0,571	18,854	0,134	1,742	0,083
Dummy_Thursday	-0,571	-0,019	-0,296	0,768	-11,025	-0,081	-1,035	0,302
Dummy_Wednesday	0,12	0,005	0,075	0,94	2,895	0,026	0,329	0,743
Dummy_Friday	-1,064	-0,04	-0,627	0,531	0,595	0,005	0,064	0,949
Dummy_Saturday	0,847	0,028	0,441	0,66	1,692	0,012	0,16	0,873
Dummy_Sunday	-1,259	-0,029	-0,475	0,635	6,174	0,03	0,422	0,673
Dummy_6.01_12h	-1,893	-0,092	-1,373	0,171	-16,34	-0,17	-2,147	0,033
Dummy_12.01_18h	-0,999	-0,044	-0,717	0,474	-9,298	-0,088	-1,209	0,228
Dummy_Jan	2,355	0,053	0,737	0,462	17,796	0,087	1,009	0,314
Dummy_Feb	1,143	0,031	0,379	0,705	16,911	0,098	1,017	0,31
Dummy_Mar	0,947	0,03	0,332	0,741	9,199	0,062	0,583	0,56
Dummy_Apr	6,416	0,2	2,202	0,029	50,088	0,335	3,115	0,002
Dummy_May	3,243	0,099	1,148	0,252	12,134	0,08	0,779	0,437
Dummy_Jun	2,933	0,083	0,974	0,331	3,377	0,021	0,203	0,839
Dummy_Jul	6,574	0,205	2,114	0,036	21,358	0,143	1,244	0,215
Dummy_Aug	6,405	0,185	2,084	0,038	10,059	0,062	0,593	0,554
Dummy_Sep	-2,45	-0,071	-0,768	0,444	-4,848	-0,03	-0,275	0,783
Dummy_Oct	0,125	0,004	0,042	0,967	-10,796	-0,071	-0,655	0,513
Dummy_Nov	2,106	0,054	0,732	0,465	7,074	0,039	0,446	0,656
Dummy_Mini_Pyramid	5,907	0,139	2,084	0,038	-0,354	-0,002	-0,023	0,982
Dummy_Pyramid	2,821	0,059	0,881	0,379	4,96	0,022	0,281	0,779
Dummy_Ikon_Shoulderbag	-3,609	-0,131	-1,699	0,091	-6,548	-0,051	-0,559	0,577
Dummy_Ikon_belt_bag	-1,429	-0,035	-0,54	0,59	-9,631	-0,05	-0,66	0,51
Dummy_Ikon_clutch	-3,236	-0,118	-1,451	0,148	-14,472	-0,113	-1,176	0,241
Dummy_Bowler	3,785	0,086	1,284	0,201	8,455	0,041	0,52	0,604
Dummy_Midi_Bowler	-8,346	-0,13	-2,105	0,036	-19,347	-0,065	-0,884	0,378
Dummy_Mini_Bowler	-2,818	-0,054	-0,851	0,395	-36,253	-0,148	-1,985	0,048
Dummy_Hero	0,68	0,014	0,218	0,828	7,066	0,032	0,411	0,682
Dummy_Mini_Hero	1,586	0,038	0,584	0,56	-4,466	-0,023	-0,298	0,766
Dummy_Accessories	-6,355	-0,091	-1,477	0,141	-6,479	-0,02	-0,273	0,785
Dummy_Collab	3,851	0,055	0,895	0,372	-37,896	-0,116	-1,595	0,112
Dummy_Arch_Clutch	-7,404	-0,082	-1,468	0,144	-1,132	-0,003	-0,041	0,968
Dummy_No_Product	-5,445	-0,22	-2,576	0,011	7,003	0,061	0,6	0,549

	Website Taps				Follows			
	Unstand. B	Stand. B	t	Sig	Unstand. B	Stand. B	t	Sig

Video	5,328	0,017	0,261	0,794	0,718	0,066	1,046	0,297
Image_Carrousel	6,162	0,035	0,513	0,608	0,652	0,108	1,616	0,108
Campaign_No_Campaign	-14,759	-0,107	-1,166	0,245	-0,335	-0,07	-0,787	0,432
Face_No_Face	3,59	0,027	0,307	0,759	-0,183	-0,04	-0,466	0,641
Paid_Organic	48,687	0,312	4,549	<.001	1,049	0,193	2,916	0,004
Followers	0,007	0,158	1,85	0,066	0	-0,221	-2,669	0,008
Dummy_Black	-6,701	-0,022	-0,314	0,754	0,756	0,072	1,055	0,293
Dummy_Middle_Eastern	-16,367	-0,023	-0,312	0,755	0,723	0,029	0,411	0,682
Dummy_Asian	16,486	0,059	0,762	0,447	-0,848	-0,087	-1,167	0,245
Dummy_No_Race	26,613	0,166	1,843	0,067	-0,485	-0,087	-0,999	0,319
Dummy_Tuesday	-25,694	-0,13	-1,674	0,096	0,244	0,035	0,473	0,637
Dummy_Thursday	-14,465	-0,075	-0,957	0,339	-0,245	-0,037	-0,482	0,63
Dummy_Wednesday	-7,743	-0,05	-0,62	0,536	-0,454	-0,084	-1,083	0,28
Dummy_Friday	14,245	0,082	1,073	0,285	0,201	0,033	0,45	0,653
Dummy_Saturday	26,299	0,131	1,748	0,082	-0,601	-0,086	-1,189	0,236
Dummy_Sunday	-8,543	-0,029	-0,412	0,681	-0,418	-0,041	-0,6	0,549
Dummy_6.01_12h	-14,425	-0,106	-1,336	0,183	-0,184	-0,039	-0,506	0,613
Dummy_12.01_18h	-7,338	-0,049	-0,673	0,502	0,519	0,1	1,416	0,158
Dummy_Jan	-17,73	-0,061	-0,709	0,479	0,162	0,016	0,193	0,847
Dummy_Feb	-12,376	-0,051	-0,524	0,601	0,195	0,023	0,246	0,806
Dummy_Mar	1,814	0,009	0,081	0,935	-0,107	-0,015	-0,142	0,887
Dummy_Apr	17,985	0,085	0,788	0,431	0,65	0,089	0,847	0,398
Dummy_May	19,439	0,091	0,879	0,38	0,096	0,013	0,129	0,898
Dummy_Jun	11,377	0,049	0,482	0,63	-0,468	-0,058	-0,591	0,555
Dummy_Jul	-3,666	-0,017	-0,151	0,88	1,648	0,225	2,014	0,045
Dummy_Aug	34,646	0,152	1,44	0,151	1,086	0,137	1,343	0,181
Dummy_Sep	-8,385	-0,037	-0,335	0,738	0,875	0,111	1,041	0,299
Dummy_Oct	-11,345	-0,053	-0,485	0,628	0,38	0,051	0,483	0,629
Dummy_Nov	6,895	0,027	0,306	0,76	0,524	0,059	0,692	0,49
Dummy_Mini_Pyramid	-20,618	-0,074	-0,929	0,354	0,326	0,033	0,437	0,663
Dummy_Pyramid	-4,802	-0,015	-0,191	0,848	-0,52	-0,048	-0,617	0,538
Dummy_Ikon_Shoulderbag	-13,237	-0,073	-0,796	0,427	-0,128	-0,02	-0,229	0,819
Dummy_Ikon_belt bag	-25,425	-0,094	-1,228	0,221	-0,076	-0,008	-0,11	0,913
Dummy_Ikon_clutch	-30,084	-0,166	-1,723	0,086	-0,762	-0,121	-1,299	0,195
Dummy_Bowler	-46,364	-0,16	-2,009	0,046	-0,394	-0,039	-0,508	0,612
Dummy_Midi_Bowler	-36,97	-0,088	-1,191	0,235	-1,002	-0,068	-0,961	0,338
Dummy_Mini_Bowler	-46,755	-0,135	-1,804	0,073	-1,107	-0,092	-1,271	0,205
Dummy_Hero	-19,51	-0,062	-0,8	0,425	0,209	0,019	0,255	0,799
Dummy_Mini_Hero	-22,734	-0,084	-1,069	0,286	-0,397	-0,042	-0,555	0,579
Dummy_Accessories	-27,284	-0,059	-0,81	0,419	-0,846	-0,053	-0,747	0,456
Dummy_Collab	-41,134	-0,089	-1,221	0,224	0,061	0,004	0,054	0,957
Dummy_Arch_Clutch	-37,98	-0,064	-0,962	0,337	4,912	0,239	3,7	<.001
Dummy_No_Product	-18,221	-0,112	-1,101	0,272	-0,068	-0,012	-0,122	0,903

	Product Page Views				Reach			
	Unstand. B	Stand. B	t	Sig	Unstand. B	Stand. B	t	Sig
Video	-47,769	-0,107	-1,915	0,058	-789,519	-0,016	-0,262	0,793
Image_Carrousel	-30,525	-0,138	-2,388	0,019	2636,251	0,098	1,49	0,138
Campaign_No_Campaign	7,433	0,045	0,563	0,575	-2786,076	-0,129	-1,493	0,137
Face_No_Face	-31,254	-0,184	-2,535	0,013	791,065	0,039	0,459	0,647
Paid_Organic	26,846	0,149	2,401	0,018	9954,063	0,41	6,31	<.001
Followers	0,036	0,557	7,335	<.001	1,318	0,186	2,294	0,023
Dummy_Black	56,674	0,15	2,35	0,021	-768,893	-0,016	-0,245	0,807
Dummy_Middle_Eastern	-139,267	-0,142	-2,381	0,019	7495,896	0,067	0,971	0,333
Dummy_Asian	-10,609	-0,026	-0,415	0,679	1074,241	0,025	0,337	0,737
Dummy_No_Race	0,729	0,003	0,045	0,964	1035,039	0,041	0,486	0,627
Dummy_Tuesday	-12,602	-0,053	-0,812	0,419	-2321,705	-0,075	-1,026	0,306
Dummy_Thursday	22,864	0,1	1,499	0,137	-2188,209	-0,073	-0,983	0,327
Dummy_Wednesday	-1,78	-0,009	-0,128	0,898	-1095,836	-0,045	-0,595	0,552
Dummy_Friday	-11,603	-0,052	-0,804	0,423	2796,741	0,104	1,429	0,155
Dummy_Saturday	5,228	0,021	0,324	0,746	2003,771	0,064	0,904	0,367
Dummy_Sunday	-12,892	-0,034	-0,561	0,576	-1068,343	-0,024	-0,35	0,727
Dummy_6.01_12h	2,033	0,011	0,159	0,874	-2120,264	-0,1	-1,332	0,184
Dummy_12.01_18h	-12,586	-0,063	-1,026	0,307	152,999	0,007	0,095	0,924
Dummy_Jan	-2,151	-0,007	-0,099	0,921	-753,662	-0,017	-0,204	0,838
Dummy_Feb	-4,001	-0,012	-0,164	0,87	-646,455	-0,017	-0,186	0,853
Dummy_Mar	2,033	0,007	0,087	0,931	842,219	0,026	0,255	0,799
Dummy_Apr	18,78	0,075	0,831	0,408	4147,785	0,126	1,234	0,219
Dummy_May	25,053	0,088	1,101	0,273	6423,422	0,192	1,971	0,05

Dummy_Jun	24,674	0,077	1,012	0,314	4850,445	0,134	1,395	0,164
Dummy_Jul	-13,146	-0,052	-0,564	0,574	786,143	0,024	0,219	0,827
Dummy_Aug	10,989	0,037	0,454	0,651	3162,627	0,089	0,892	0,374
Dummy_Sep	-78,669	-0,246	-2,89	0,005	-2200,785	-0,062	-0,597	0,551
Dummy_Oct	-83,896	-0,296	-3,296	0,001	-1892,903	-0,057	-0,549	0,584
Dummy_Nov	5,052	0,018	0,257	0,797	378,655	0,01	0,114	0,909
Dummy_Mini_Pyramid	17,495	0,055	0,787	0,433	-1302,703	-0,03	-0,398	0,691
Dummy_Pyramid	15,794	0,042	0,614	0,541	-590,822	-0,012	-0,16	0,873
Dummy_Ikon_Shoulderbag	-16,257	-0,075	-0,918	0,361	-1464,87	-0,052	-0,598	0,551
Dummy_Ikon_belt_bag	-30,999	-0,097	-1,396	0,166	-3408,653	-0,081	-1,117	0,265
Dummy_Ikon_clutch	-27,387	-0,136	-1,527	0,13	-3005,124	-0,107	-1,168	0,244
Dummy_Bowler	10,907	0,036	0,484	0,629	-6189,473	-0,137	-1,82	0,07
Dummy_Midi_Bowler	-38,486	-0,095	-1,39	0,167	-4725,166	-0,072	-1,033	0,303
Dummy_Mini_Bowler	-42,684	-0,127	-1,79	0,076	-5883,588	-0,109	-1,541	0,125
Dummy_Hero	10,636	0,026	0,401	0,689	-1621,298	-0,033	-0,451	0,653
Dummy_Mini_Hero	2,282	0,007	0,099	0,922	-1861,127	-0,044	-0,593	0,553
Dummy_Accessories	-45,303	-0,091	-1,363	0,176	-2901,676	-0,041	-0,584	0,56
Dummy_Collab	172,201	0,387	5,609	<,001	-4182,598	-0,058	-0,842	0,401
Dummy_Arch_Clutch	-37,819	-0,039	-0,7	0,486	-3159,541	-0,034	-0,543	0,588
Dummy_No_Product	-24,549	-0,06	-0,926	0,356	1411,311	0,056	0,579	0,563

	Impression			
	Unstand. B	Stand. B	t	Sig
Video	492,601	0,008	0,139	0,89
Image_Carrousel	2782,869	0,081	1,331	0,185
Campaign_No_Campaign	-2156,541	-0,079	-0,979	0,329
Face_No_Face	85,525	0,003	0,042	0,967
Paid_Organic	17277,876	0,557	9,273	<,001
Followers	0,983	0,109	1,448	0,149
Dummy_Black	1020,174	0,017	0,275	0,784
Dummy_Middle_Eastern	18694,713	0,13	2,05	0,042
Dummy_Asian	569,04	0,01	0,151	0,88
Dummy_No_Race	1084,859	0,034	0,431	0,667
Dummy_Tuesday	-2887,121	-0,073	-1,08	0,281
Dummy_Thursday	-1255,346	-0,033	-0,477	0,634
Dummy_Wednesday	-996,914	-0,032	-0,459	0,647
Dummy_Friday	2591,602	0,075	1,121	0,264
Dummy_Saturday	3949,361	0,099	1,508	0,133
Dummy_Sunday	-1805,018	-0,031	-0,5	0,618
Dummy_6.01_12h	-2594,511	-0,096	-1,381	0,169
Dummy_12.01_18h	112,913	0,004	0,059	0,953
Dummy_Jan	-3361,701	-0,058	-0,772	0,441
Dummy_Feb	-4938,873	-0,102	-1,202	0,231
Dummy_Mar	-984,835	-0,024	-0,253	0,801
Dummy_Apr	2575,554	0,061	0,649	0,517
Dummy_May	4871,653	0,114	1,266	0,207
Dummy_Jun	5186,218	0,112	1,263	0,208
Dummy_Jul	-2257,839	-0,054	-0,533	0,595
Dummy_Aug	1360,759	0,03	0,325	0,746
Dummy_Sep	-4486,111	-0,099	-1,031	0,304
Dummy_Oct	-4047,673	-0,095	-0,994	0,321
Dummy_Nov	-2096,569	-0,041	-0,535	0,593
Dummy_Mini_Pyramid	139,354	0,003	0,036	0,971
Dummy_Pyramid	-965,444	-0,015	-0,221	0,825
Dummy_Ikon_Shoulderbag	-745,869	-0,021	-0,258	0,797
Dummy_Ikon_belt_bag	-1490,606	-0,028	-0,413	0,68
Dummy_Ikon_clutch	-1495,502	-0,042	-0,492	0,623
Dummy_Bowler	-2777,811	-0,048	-0,691	0,49
Dummy_Midi_Bowler	-4124,596	-0,049	-0,763	0,446
Dummy_Mini_Bowler	-6402,687	-0,093	-1,419	0,157
Dummy_Hero	-1290,826	-0,021	-0,304	0,761
Dummy_Mini_Hero	-1460,787	-0,027	-0,394	0,694
Dummy_Accessories	4833,306	0,053	0,824	0,411
Dummy_Collab	-2882,852	-0,032	-0,491	0,624
Dummy_Arch_Clutch	-3467,966	-0,029	-0,504	0,615
Dummy_No_Product	3449,904	0,106	1,198	0,232