Disentangling factorial structure of Social Media Content Marketing (SMCM) quality construct in the context of Muslimah fashion

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Abstract: Social media has proliferated and, for a business, is no longer optional but essential. Many marketers "jump the wagon" employed social media platforms to boost their content marketing to reach targeted customers and grow their brand. Inevitably, traditional marketing is becoming less and less effective and relevant; content marketing has become a strategic approach for a forward-thinking marketer. However, not all marketers appraise and evaluate their content marketing quality, which would impact the return of investment. Therefore, this study aims to disentangle the underlying structure of the Social Media Content Marketing (SMCM) quality construct by using exploratory factor analysis (EFA). We conceptualise that SMCM quality comprises three key media: photograph, video, and website. In this study, human judgment was applied to assess the quality of a photograph, video, and website of the specific Muslimah fashion brand. The respondents were requested to view and evaluate the visual materials and content consisting of photographs, videos, and websites. Subsequently, they were required to respond to the questions in the survey form. The analysis was based on a sample of 100 Muslim urban female millennials, collected at Universiti Teknologi Mara, Shah Alam via a self-administered questionnaire. The result of this study has found that there are three main factors for video quality (visual criteria, textual criteria, implicit criteria); one main factor for the photograph (clarity); and websites (content, perceived attractiveness, informativeness). Thus, the finding can be a significant step for future research to determine the key factors and sub factors, contributing to SMCM quality.

Keywords: content marketing, social media, user-centred design (UCD), social media content marketing (SMCM).

1. Introduction

In this challenging business environment, many businesses will never squander every opportunity to improve the business and making a profit. One of the strategies that are a must in business is social media. The Muslimah fashion sector is also no exception in practising this strategy and has even become a major pillar for them to market their products to the global level. One of the main factors why social media is becoming a medium for business because it has a considerable influence on other social media users, especially in the Muslimah fashion industry. According to Aisyah (2017), she stated that Muslim fashion designers in the millennial cohort are actively using social media, and they can be considered as the people behind the Muslim fashion movement. In addition, through social media, many international celebrities like Beyonce, Kim Kardashian, Rihana and other celebrities posted their hijab worn image on social media and got hundred thousand of likes by their followers and viewers (Ziad, 2017). Thus, it proved that social media nowadays play a vital role in spreading awareness about Muslimah fashion to consumers.

Meanwhile, Ahmad (2016) asserted that social media marketing could not work well without content marketing as the content itself is something that the companies can post and share to the customers. Thus, social media and content marketing are two elements that mutually need each

other. To make it simply easier to understand, the author has used the term Social Media Content Marketing (SMCM) to reflect social media and content marketing (Ahmad, 2016). However, in this paper, the researcher has conceptualised SMCM quality comprising of photographs, video and website. The researcher focused on these three elements of SMCM as most of the social media platforms contain a photograph, video, and sometimes they provide a specific link that leads to their shop website. Indeed, to ensure that online marketing to be effective, it is vital for the business entity to provide a high quality of SMCM to the consumers.

At the time of this cutting-edge of technology, there are many formulas and algorithms designed to determine the level of quality for photograph, video and website but it still does not meet the needs of the human digital preference. Thus, an approach that utilises all human judgment has been created. User-centred design (UCD) is a popular approach that has been adopted by many researchers to determine user preference. This approach has been utilised in a variety of study field like product design, system design, curricular design and so on. In contrary, the UCD approach yet still not being widespread discover in the realm of content marketing.

On the other hand, this study seeks to discover the SMCM quality by adapting the UCD approach. The method for UCD in this study is done by using the questionnaire. The questionnaire utilised in this study was adapted based on video relevance judgment criteria, image attribute and website dimension. Again, all the result from this study is descriptive as the researcher want to investigate what the factors that most affected in SMCM quality.

2. Literature review

In today's technology practice, all the formulas and algorithm sometimes cannot fulfil the human need and preference, especially in the digital content marketing context. Generally, UCD can be defined as a design approach that makes emphasis on users' needs and wants (Norman, 1988). Sanders & Snapper (2008), mentioned that UCD is broadly used in graphical design, software design and healthcare product used in hospital and also used in construction and design in the built environment for instance, in workplace design, urban development as well as refurbishment. Besides, many of the digital expertise like website designer, systems creators, and business entities, tend to apply the user-centred design (UCD) as an approach to provide high-quality digital content marketing to the users. Otherwise, Vredenburg, Isensee & Righi (2002), particularised in details about the conception of UCD and explained, *"We tend to use the terms user and customer interchangeably. The central part of UCD refers to the fact that aspects of UCD circulate around one centre, the user. The design in UCD refers to the creation of the total customer experience. The D part of UCD can also stand for delivery, development, definition and discovery."*

In the past studies, UCD has been known as an approach that has a focal point on the needs of end-users to conduct the design of products, systems, and services (Gould & Lewis, 1985; Griffin & Hauser, 1993 and Norman & Draper, 1986). This notion is supported by Payette (1998), who stated that it is crucial to develop a system that can support the users effectively by examining the users' preferences, needs and work contexts. Until now, the UCD is treated widely as a vast spectrum of approaches and design activities. Koutonen & Nieminen (2018) stated that the concept of UCD encompasses ideologies and meanings from the domains of service design (SD), human-computer interaction (HCI), and user experience (UX) design, cross different concepts like co-design, usability and participatory design.

There are many studies from the past that adopted this UCD approach. For example, UCD techniques have been used for the identification of customer need and translated into functional requirements and broadly taught in the realm of developing curricula and product design (Otto & Wood, 2000; Ullman, 2009; Ulrich & Eppinger, 2008;). However, there is still a sparse study of UCD in the content marketing context. Therefore, the researcher desires to investigate further on SMCM quality that determines based on human preference by adopting the UCD approach. As in this study, the researcher focused more on video, photo and website (Musa, Ahmad & Saidon, 2020). The business firms should make emphasis on the video quality as it can attract more

customers to engage and get the information. Besides that, Standberry (2018), suggested that the video quality is crucially one of the vital elements on the social media sites as it will be rated by real communities and they do not hesitate to give a negative impression if they do not see the quality.

Nowadays, one of the critical essences in marketing strategy tool is the online video for instance, on YouTube solely, there are a tremendous of users watch more than one billion hours of video material every day (Alamäki, Pesonen & Dirin 2019; Google, 2017). Additionally, the second element of SMCM, which is photograph also play a significant role in social media as most of the content involves the photos. So, in order to differentiate with others, the quality of the photo should be taken into account by the business firm. This notion is supported by Sendible Insight (2019), who mentioned that the image quality on social media is essential as poor quality of the image can ruin the reputation. Last but not least, website quality also should be considered by business firms. High quality of website can affect the customers' purchase decision. In the same vein, Liou, Palvia & Chen (2009) posited that in order to determine the customer purchase decision, the business firms must provide a high-quality website. It was found that the main reason for the customer to pursue the online purchase or not. In the present, many studies deliberate about this issue. The Figure 1 below illustrates the variables under SMCM;
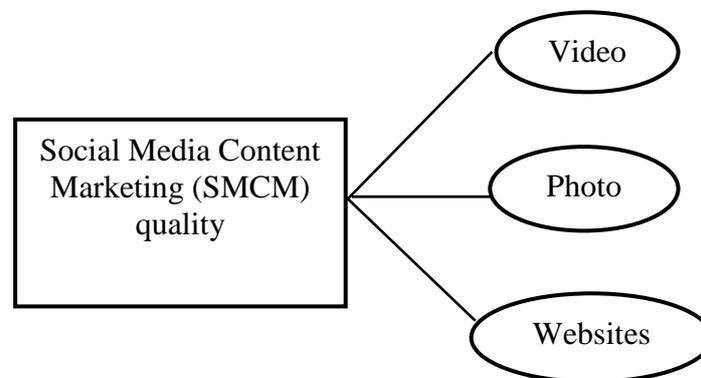

Figure 1. SMCM variables

3. Research design and methodology

Participants

A total of 100 female Muslimah took part in this exploratory study. Crocker & Algina (1986) suggested for initial instrument development a comprehensive items analysis should be employed with larger samples as minimum N=100 to 200. Thus, the sample for this study is adequate with the suggestion. As for this study, the researcher adopted judgment sampling, which is categorised as non-probability sampling. Churchill et al. (2010), indicated that a judgment sample can be defined as a non-probability sample, which chosen mainly to serve as the research purpose. Furthermore, Rai & Thapa (2015) also postulate that judgment sampling considered as non-probability sampling as the decision regarding the individuals to be included in the sample taken by the researchers have to rely on a variety of criteria that may involve specialist knowledge of the research capacity, issue and the willingness to participate in the research. Thus, the researcher decided to adopt judgment sampling in order to get a more rigorous result about SMCM on Muslimah Fashion. In this study, the researchers have established some criteria for the respondent. These criteria include; Female Muslimah, age between 21-35, lives in Selangor, must-own social media account and has experience in online shopping.

Procedure

In this study, the researcher conducted a non-experimental research design as it does not involve any manipulation of the independent variable. Besides, Sousa, Driessnack & Mendes

(2007) also posited that the non-experimental research design is typically categorised as either correlational or descriptive. Thus, this study is considered as descriptive research as the researcher attempts to investigate the characteristic of SMCM quality for photograph, video and website. Besides that, the researcher also decided to construct a descriptive study as it is still lack of information with regards to SMCM quality. This endeavour is in line with Walker (2005); Burns & Grove (2005) suggestion, who posited that descriptive or exploratory studies are applied when little is known about a particular phenomenon.

The procedure of data collection in this study started by choosing the respondents that fulfil all the criteria mentioned above. Then, a respondent will sit in front of a desktop in a room, and the researcher gave a short briefing on how to complete the survey. A few visual materials related to Muslimah Fashion advertisement that consists of a photograph and video will be played on the desktop accordingly. All these materials are original, which were provided by the Muslimah Fashion owner. It is worth to note that these materials are the one published on social media platforms and website. Subsequently, the respondent will be given five minutes to answer the questionnaire related to video and photos, respectively. After the task has been completed, on the same desktop, the respondents are required to visit the specific Muslimah Fashion website for five minutes, before answering the questionnaire on the website section. All 100 respondents undergo the same protocol to complete the task.

Measurement

Since SMCM quality is still a new research stream among the scholars, there are very limited studies that particularly discussed this topic. Therefore, the researcher has to explore more deeply to conceptualise this issue. Thus, for the video quality, the researcher referred to Yang & Machionini (2005) as they classified the video relevance criteria into three main categories; visual criteria, textual criteria and implicit criteria. However, in previous studies, the researchers mostly adopted a qualitative methodology to define those relevance criteria. On the contrary, in this study, the researcher develops a survey to define those dimensions in a statistical view. Secondly, for photo quality the researcher also develops the measurement based on Jogensen (1995) who classified the image into six attributes; material attribute, literal attribute, sensory attribute, organisational attribute, expressive attribute and contextual attribute. Hence, based on these attributes, the researcher develops and modify the questionnaire that compatible with a content marketing context.

Lastly, for the website quality, there are already have a variety of measurement scale. For instance, Zeithaml, Parasuraman & Malothra (2002) stated that there are 11 dimensions of website features that consist of; reliability, responsiveness, accessibility, flexibility, ease of navigation, efficiency, assurance, security, price knowledge, website aesthetic and personalisation. Moustakis, Litos, Dalivigas & Tsironis (2004) suggested that there are five aspects of website quality assessment criteria that include; content, navigation, design and structure, appearance and multimedia, uniqueness. In the present, the website quality assessment criteria have been modified and extended to fit in SMCM. Additional items were generated from social media and content marketing literature. Also, few items for websites quality were adapted from Zimmerman (2012), who stated that website attributes encompass perceived attractiveness and informativeness. All the scales utilised in this study were Likert scale (7-point scale: 1= Entirely disagree to 7= Entirely agree).

4. Result

The exploratory factor analysis (EFA) is a statistical method to reveal the underlying structure of a proportionately large set of variables. EFA is a statistical technique that is utilised to extenuate data into a smaller set of summary variables and to discover the underlying theoretical framework of the phenomena. On the other hands, EFA also was used to evaluate the dimensionality of the scale by firstly conducted the maximum likelihood estimation (Musa & Muhammad Kassim, 2012). Three of exploratory factor analysis (EFA) were conducted respectively on SMCM quality key media. See, Table 1 for video quality, Table 2 for photo quality

and Table 3 for website quality. Varimax rotation is utilised in EFA along with principal component extraction. EFA is a common analytical method used to reduce a large item pool to a more controllable set. In addition, Gerbing & Anderson (1988) suggested that EFA is also known as a valuable technique in preliminary analysis when no strong theory is available in underlying dimensions of a particular construct. As recommended by Hair, Babin & Anderson (2010), the items with low factor loading (< 0.5) or high cross-loading (> 0.3) should be removed, and EFA was performed again in order to reach a more interpretable and meaningful solution.

Firstly, EFA for video quality was performed to determine the factor loading. This video quality measurement scale consists of 17 items. Nevertheless, this initial stage of the purification process resulted in the deletion of five items as it did not achieve the above-stated criteria. The EFA of the remaining 12 items suggests that there are three factors; F1: visual criteria; F2: textual criteria and F3: implicit criteria.

Table 1 below indicates the final result of EFA for SMCM video quality. The factor loading for 12 items ranges from 0.630 to 0.773. Secondly, after the initial stage of the purification process in photo quality, there is no deletion of items which mean that all the nine items are retained.

Table 1. Exploratory Factor Analysis of SMCM video quality

Items	Factor			Dimension
	1	2	3	
Resolution	0.71			
Lighting	0.63			
Colour	0.63			Visual Criteria
Camera movement	0.68			
Audio quality	0.72			
Information		0.77		
Story telling		0.63		Textual Criteria
Topicality		0.71		
Content		0.74		
Video availability			0.69	
Video location			0.69	Implicit Criteria
Video naturality			0.64	

Table 2 below shows the final result of EFA for SMCM photo quality and the factor loading for 9 items range between 0.706 to 0.837. These 9 items consist of one-factor loading, which is photo clarity. Lastly, for SMCM website quality, all the 16 items were also retained after performing the initial stage of item purifications. Subsequently, all the items comprising of three-factor loading; F1: content; F2: perceived attractiveness; F3: informativeness.

Table 2. Exploratory Factor Analysis of SMCM photo quality

Items	Factor	Dimension
Edge definition	0.70	
Image clarity	0.81	
Brightness	0.78	
Image richness	0.75	
Colour tone	0.79	Photo Clarity
The sharpness of object in image	0.81	
Image colour	0.73	
Image quality	0.83	
Content	0.71	

Table 3 below depicts the final result of EFA for SMCM website quality. The factor loading for website quality range from 0.611 to 0.860. In conclusion, all the factor loading for every key point of SMCM quality fulfilled the criteria suggested by Hair et al. (2010).

Table 3. Exploratory Factor Analysis of SMCM website quality

Items	Factor 1	Factor 2	Factor 3	Dimension
Simple and easy design	0.64			
Website organisation and layout	0.70			
Enlarge picture	0.74			
Efficient navigation	0.78			Content
Website quality	0.70			
Valuable content	0.65			
Consistent update content	0.69			
Relevant content	0.65			
Attractive layout		0.75		
Website colour		0.85		Perceived Attractiveness
Website design		0.75		
Website looks nice		0.74		
Source of information			0.72	
Relevant information			0.86	
Product picture from various angle			0.64	Informativeness
Enough Information			0.61	

Apart from that, Table 4 below reveals the result of the Bartlett test of sphericity and the Kaiser-Mayer-Olkin for video quality, photograph quality and website quality. The values of KMO for all the key point in SMCM quality are higher than 0.5, and Bartlett's test of sphericity results are significant ($p < 0.001$) as recommended by Hair et al., (2014). Sharma (1996) also supports that the cut-off level for the Kaiser-Mayer statistic should be greater than 0.8, but that a value of 0.6 is acceptable. However, the KMO value for the variables in this study is greater than 0.8. Therefore, the variables of video quality, photograph quality, and website quality are appropriated for EFA. The Eigenvalues for these three variables also are greater than 1.

Table 4. Results for Exploratory Factor Analysis (EFA) Suitability

Variable	KMO (> 0.50)	Bartlett's Test of Sphericity
Video Quality	0.884	0.000
Photo Quality	0.904	0.000
Website Quality	0.883	0.000

5. Conclusion

From the EFA finding in this study, the researcher concluded that the video quality could be affected by these three factors (visual criteria, textual criteria, implicit criteria). These factors should be considered by the business firms when they created the video as content marketing in social media platforms. In addition, photo clarity also is a significant matter for the firms that

should not be ignored in providing good content marketing for the customers. Last but the least, there are also three factors involves in website quality in this context of the study. The factors included content, perceived attractiveness and informativeness. It is important to note that this study is exploratory thus it still needs a few steps of analysis to validate all the measurements for this SMCM quality truly. Besides that, in determining the UCD approach, other types of methodology may be applied, and it is not necessary using the questionnaire. In the future study, Muslims male respondents can be considered to participate in this SMCM quality study with different of study context. Lastly, it is suggested that other factors that can contribute to SMCM quality may also be taken into consideration in future.

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