

The effects of the elements in social media content on social media engagement behaviour among youth

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Abstract: In the context of the contemporary global business environment, the role of social media has increased drastically especially among youth who have been shown to spend a great deal of time on social media. The purpose of this study is to explore the effect of the elements in social media contents (informational content, entertaining content, remunerative content, and relational content) towards social media engagement behaviour and whether or not social media contents are connected to social media engagement behaviour. The study was also conducted to determine the highest category of social media contents that contributes to social media engagement behaviour among youth. The students from the Faculty of Communication and Media Studies Universiti Teknologi MARA (UiTM) Shah Alam, Malaysia were randomly chosen as the sample for this study because of their familiarity with social media various platforms. Online self-completion questionnaire was used as the main instrument and the data received from the respondents was analysed using the IBM Statistical Package for Social Science (SPSS) software version 26.0. Findings from the study revealed that informational content is the highest category of social media content that contributes to social media engagement behaviour among youth. The Pearson Correlation indicated that the relationships between social media contents and social media engagement behaviour are significant. Moreover, Multiple Linear Regression analysis shows that relational content is the strongest predictor of social media engagement behaviour among youth. The implications of these findings are discussed for researchers and practitioners.

Keyword: Social media, social media engagement behaviour, informational content, entertaining content, remunerative content, relational content.

1. Introduction

Perreault & Mosconi (2018) describe social media as the Internet sites for users to talk, share videos and images, create fan pages for businesses and much more. Social media has been acknowledged as significant instruments that enable big ranges of users to unite freely and readily exchange knowledge and communicate their ideas, feelings and opinions (Ahmed et al., 2019). Social media has become a major media platform that brings together one-third of the world's inhabitants (Dolan et al., 2016). A study by Go-globe (2015) revealed that social media users account for as much as 13.3 million or 45.5% of Malaysia's complete inhabitants. From that amount, those aged 13 to 34 years old were Malaysia's largest social media users contributing up to 80.3 percent of Malaysia's 13.3 million social media users. Social media is now a social phenomenon especially among young adults and they are also known as the millennial generation (Yusop & Sumari, 2013). This revealed that young people around the world are turning to social media as their source of information, communication, socialization, and entertainment (Gigli, 2004). It allows them to communicate their work or content development with each other, such as pictures, videos, and writing (Hj Ahmad et al., 2015).

Youth has also been identified as the age cohort that makes up the majority of online shoppers in many developed countries (Muda et al., 2016). Marketers are increasingly emphasizing engagement especially towards millennials on social media for campaigns purposes because millennials will dominate the consumption market on the Internet (Andersson & Arnvaller, 2017; Grau et al., 2019). With that being said, businesses who fail to engage with young people on social media platforms are being left behind (Goudie, 2018). Thus, the purpose of this study is to acquire a better understanding of youth engagement behaviour on social media so that businesses can utilize their social media content to facilitate the segmentation process and effectively reach out to the millennial generation.

The Uses and Gratifications Theory (UGT) was applied in this study to explore social media users' motivation to engage with certain types of media content including informational content, entertaining content, remunerative content, and relational content. Therefore, by investigating the social media engagement behaviour in the perspective of uses and gratifications theory, the effect and relationship of the elements in social media contents on social media engagement behaviour can be determined in order to indicate how youth would react to social media contents.

2. Social media content

2.1. Informational content

The informational content characterizes the degree to which posts on social media provide users with quick-witted and useful information (Laryea, 2017). Mosconi et al. (2017) describe informational content as to posts in which members inform, notify, or even alert other people about specific matters. Informational content can be described as the different types of information contained in the social media and is produced to exchange and disseminate thoughtful information that may be helpful to other users and influence information that may change or affirm an individual's views or stance on a particular problem (Egger, 2003; Wang, 2012). Hence, the following hypothesis was developed:

H1 – There is a positive relationship between informational content and social media engagement behaviour among youth.

2.2. Entertaining content

Dolan et al. (2019) describe the entertainment construct as the extent to which the online media is enjoyable and pleasant for media users. Moreover, entertaining content which is perceived as fun, exciting, cool and occasionally humorous might attract online users (Le, 2018). It motivates users to try out and participate in social network platforms and content to meet their entertainment, leisure or time-consuming needs (Videgren et al., 2018). Thus, the following hypothesis was constructed:

H2 – There is a positive relationship between entertaining content and social media engagement behaviour among youth.

2.3. Remunerative content

Remunerative content refers to the extent to which the content of social media offers financial or incentive benefits (Dolan et al., 2019). It delivers economic benefits and gains attention using contests, coupons, and other offers in social media (Menon et al., 2019). Remunerative content also embraces the situations where people engage in social media use as they expect to gain some kind of rewards such as an economic incentive, job-related benefit or personal desires (Katsitadze, 2016). Based on this, the following hypothesis was developed:

H3 – There is a positive relationship between remunerative content and social media engagement behaviour among youth.

2.4. Relational content

Relational content refers to the extent to which the content of social media meets the need for participation and personal communication of users and the willingness for social gains (Dolan et al., 2019). It refers to content that is person-focused, generated on social media to establish, sustain or develop personal relationships (Yang, 2017). Spencer-Oatey & Dauber (2019) describe relational content as the role and nature of social relations, such as social support, relational demands and disputes, and social regulation or control. Following from the above, the hypothesis was developed:

H4 – There is a positive relationship between relational content and social media engagement behaviour among youth.

3. Social media engagement behaviour

Researchers and practitioners have described social media engagement as an activity of liking, commenting and exchanging information on social media sites for which such activities can be classified as manifestations of conduct (Perreault & Mosconi, 2018). Social media engagement is measured by the number of interactions a user has with a post that is the number of likes, shares and comments he gives to that post (Gerodimos & Justinussen, 2014; Larsson, 2017). People tend to be more involved in social media engagement that they like when other participants of society recognize them when they attempt to convey their views (Videgren et al., 2018). Figure 1 shows the conceptual framework for this study:

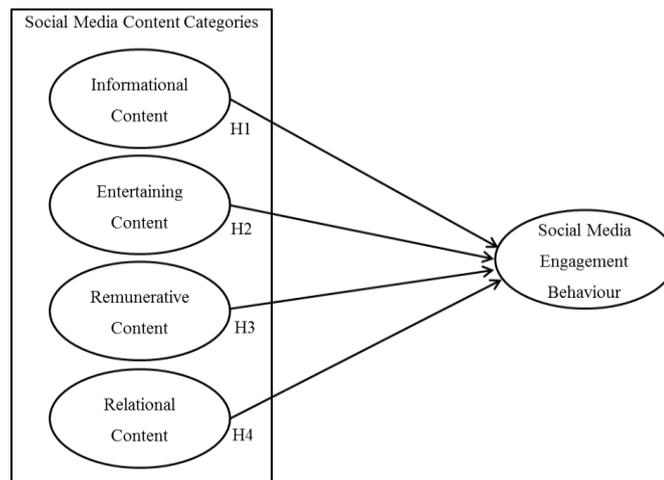


Figure 1. Conceptual model of social media content and social media engagement behaviour (Dolan et al., 2016)

4. Methodology

The correlational study was used to study the relationship between social media content and social media engagement behaviour. The sampling frame for this study consists of students from the Faculty of Communication and Media Studies at UiTM Shah Alam, Selangor. The population of this study consist of 2,365 students from the faculty and the sampling method that was used to obtain the sample was the random sampling technique. According to Krejcie and Morgan (1970) table for deciding the sample size for a given population of 2,365 is 331.

The questionnaire has been designed through extensive literature review and validated through peer review from academicians. A pilot study was conducted to ensure the questionnaire is relevant to the respondents before it can be distributed for an actual study. The online self-completion questionnaire was created and a total of 331 responses was received. However, only 329 responses were valid for analysis. The data that was collected in this study was analysed using the Statistical Packages for Social Science (SPSS) version 26.0. Descriptive statistics were used to determine the highest category of social media content that contributes to social media engagement. Inferential statistics such as Pearson's correlation analysis and multiple regression analysis were also used to investigate the relationship between the variables and to study the effect of the elements in social media content towards social media engagement behaviour among youth.

5. Findings

5.1. Profile of respondents

There were 21.3% male and 78.7% female respondents involved in this study. The majority of the respondents, which account for 64.1% of the total sample, belonged to the age group of 19-22 years old. This is followed by the age group of 23-26 years old which is 31.9% respondents

and the age group of 27-30 years old which is 2.7% respondents. Only 1.2% of the respondents are within the age group of 15-18 years old. It was found that 18.8% of the respondents currently taking their Diploma, 77.5% of the respondents are pursuing their Bachelor's Degree while only 3.3% of the respondents are currently on their Master's Degree. Only 0.3% of the respondents are currently taking their PhD. The marital status revealed that only 1.5% of the respondents are married while 98.5% are single. 98.8% of the respondents agreed that social media is important to youth while 1.2% think otherwise. The result also indicates that only 0.3% of the respondents use social media applications once a week while 1.2% of them 2-3 times a week. However, 98.5% of respondents use social media applications daily. 97% of the respondents often use WhatsApp, 93.9% frequently use Instagram, 85.4% regularly use Twitter, 84.8% often use YouTube, 55.3% tend to use Telegram, 40.4% use Facebook, 30.1% use Snapchat, 19.1% use Pinterest, 4% use other types of social media applications, 3% use Tumblr while only 0.9% of the respondents also use Foursquare. Most of the respondents, which account for the 98.2% of the total sample, inclined to browse for entertaining content, while 90.3% of the respondents tend to browse for informational content. Additionally, 86% of the respondents browse for knowledge and education content, whereas 49.8% of the respondents tend to look for relational content while 18.2% browse for remunerative content. Only 1.5% of the respondents browse other types of content.

5.2. Normality analysis

Table 1 indicates the result of normality analysis of this study based on skewness and kurtosis values for each element in the independent variable and dependent variable. Acceptable skewness and kurtosis value are in the range of +/- 3 (Hair et al., 2010). Hence, Table 1 shows that all of the variables were normally distributed since the value of skewness and kurtosis for these variables is in the range of +/-3. Nonetheless, two outliers were removed to ensure normality in the data set.

Table 1. Normality analysis

Variables	Skewness	Kurtosis
Informational content	-.724	-.031
Entertaining content	-.699	.925
Remunerative content	-.202	.238
Relational content	-.715	-.133
Social media engagement behaviour	-.194	-.483

5.3. Reliability analysis

Table 2 indicates that the Cronbach's Alpha value for informational content is 0.819 for five items. The Cronbach's Alpha value for entertaining content is 0.803 for four items. Then, Cronbach's Alpha value for remunerative content is 0.884 for four items while relational content is 0.709 for four items also. Lastly, Cronbach's Alpha value for social media engagement behaviour is 0.827 for seven items. According to Sekaran & Bougie (2016), reliabilities less than 0.60 are considered to be poor, those in the 0.70 range, acceptable, and those over 0.80 good.

Table 2. Reliability analysis

Variables	Cronbach's Alpha	No. of Items
Informational content	0.819	5
Entertaining content	0.803	4
Remunerative content	0.884	4
Relational content	0.709	4
Social media engagement behaviour	0.827	7

5.4. Descriptive analysis

According to Table 3, of all the independent variable, the highest mean score for social media content is informational content with the mean of 4.4657 (SD=.48797). Hence, informational content is reckoned as the highest category of social media content that contributes to social media

engagement behaviour among youth. A similar study conducted by Cvijikj & Michahelles (2013) also indicates that informational content significantly increases the level of engagement on social media. The informational content characterizes the degree to which posts on social media provide users with quick-witted and useful information which encourage people to participate or consume the content which is met (Laryea, 2017; Le, 2018).

Table 3. Descriptive statistics

Independent Variables	Minimum	Maximum	Mean	Std. Deviation
Informational content	3.00	5.00	4.4657	.48797
Entertaining content	1.00	5.00	4.1884	.66389
Remunerative content	1.00	5.00	3.4605	.84867
Relational content	2.50	5.00	4.4347	.53132

5.5. Pearson's correlation analysis

Table 4 indicates the relationship between social media content and social media engagement behaviour. It reveals that there is a positive and significant relationship between informational content and social media engagement behaviour, which is ($r=.382$, $p<0.01$). According to Laryea (2017), the informational content characterizes the degree to which posts on social media provide users with quick-witted and useful information.

The result of Pearson's correlation between entertaining content and social media engagement behaviour is ($r=.282$, $p<0.01$). Despite entertaining content having the weakest correlation with social media engagement behaviour, there is a positive relationship between these two variables. Dolan et al. (2019) described the entertainment construct as the extent to which the online media is enjoyable and pleasant for media users.

The table below also indicates that there is a positive and significant relationship between remunerative content and social media engagement behaviour with the result of ($r=.412$, $p<0.01$). The previous study suggests that remunerative content delivers economic benefits and gains attention using contests, coupons, and other offers in social media (Menon et al., 2019).

According to Table 4, it was found that there is a positive and significant relationship between relational content and social media engagement behaviour with the result of ($r=.452$, $p<0.01$). The result also indicates that relational content has the highest Pearson's Coefficient value. According to Laryea (2017), relational content discusses the interaction which includes responsive behaviours such as providing comments, feedback, personal information, and involvement in the online discussion.

Table 4. Pearson's correlation analysis

		Informational	Entertaining	Remunerative	Relational	SMEB
Informational	Pearson correlation	1	.394**	.360**	.453**	.382**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	329	329	329	329	329
Entertaining	Pearson correlation	.394**	1	.323**	.303**	.282**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	329	329	329	329	329
Remunerative	Pearson correlation	.360**	.323**	1	.322**	.412**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	329	329	329	329	329

Relational	Pearson correlation	.453**	.303**	.322**	1	.452**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	329	329	329	329	329
SMEB	Pearson correlation	.382**	.282**	.412**	.452**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	329	329	329	329	329

** . Correlation is significant at the 0.01 level (2-tailed).

5.6. Multiple regression analysis

According to Table 5, the adjusted R square of .295 implies that all of the independent variables explain 29.5% of the variance in a dependent variable while 70.5% of the variance in the dependent variable is not explained by the independent variables in this study. This shows that there are other independent variables which are not included in this study and could further strengthen the regression equation.

Table 5. Multiple regression analysis (model summary)

Model Summary				
Model	R	R square	Adjusted R square	Std. Error of the estimate
1	.551 ^a	.303	.295	.60679

a. Predictors: (Constant), Relational, Entertaining, Remunerative, Informational

Table 6 shows the result of the Multiple Regression Analysis (ANOVA) for the independent variables. The result indicated that it was statistically significant with F value of 35.294 ($p < 0.05$).

Table 6. Multiple Regression Analysis (ANOVA)

ANOVA						
Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	51.979	4	12.995	35.294	.000 ^b
	Residual	119.294	324	.368		
	Total	171.273	328			

a. Dependent Variable: SMEB

b. Predictors: (Constant), Relational, Entertaining, Remunerative, Informational

Table 7 indicates that the p-value of informational content is 0.015 (1.5%) which is below the 5% significant level. Therefore, informational content is positively related to social media engagement behaviour. However, entertaining content is not related to the dependent variable since the p-value for entertaining content is 0.255 (25.5%) which is above the 5% significant level. Whereas both remunerative content and relational content have a p-value of 0.00 (0.00%) which lead these two variables to be related to social media engagement behaviour among youth.

Unstandardized beta coefficients, on the other hand, are the value of regression equation function for predicting the dependent variable from the independent variables. The equation is as follows: Social Media Engagement Behaviour = 0.209 + 0.202 (Informational Content) + 0.065 (Entertaining Content) + 0.213 (Remunerative Content) + 0.396 (Relational Content). Based on the equation, for each one unit increase in informational content, social media engagement behaviour will increase by 0.202 units withholding other independent variables constant. And for each one unit increase in entertaining content, social media engagement behaviour will increase by 0.065 units with holding other independent variables constant. Same goes to remunerative content; for each one unit of its increase social media engagement behaviour will increase by 0.213 units withholding other independent variables constant. And lastly, for each one unit increase in relational

content, social media engagement behaviour will increase by 0.396 withholding other independent variables constant. Given these points, the regression equation is stated below.

$$Y = 0.209 + 0.202 X_1 + 0.065 X_2 + 0.213 X_3 + 0.396 X_4$$

Table 7. Multiple Regression Analysis (Coefficients^a)

		Coefficient ^a		Standardized		
Model		Unstandardized	Coefficients	Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.209	.355		.589	.556
	Informational	.202	.082	.136	2.449	.015
	Entertaining	.065	.057	.059	1.141	.255
	Remunerative	.213	.044	.251	4.859	.000
	Relational	.396	.073	.291	5.456	.000

a. Dependent Variable: SMEB

Standardized beta coefficients, however, tell the same thing as the unstandardized beta value but are expressed as standard deviation. As informational content increases by one standard deviation, social media engagement behaviour increases by 0.136 of a standard deviation. As entertaining content increases by one standard deviation, social media engagement behaviour increases by 0.059 of a standard deviation. As remunerative content increases by one standard deviation, social media engagement behaviour increases by 0.251 of a standard deviation. And lastly, as relational content increases by one standard deviation, social media engagement behaviour increases by 0.291 of a standard deviation. Hence, the result suggests that relational content is the largest beta coefficient with a beta value of 0.291 which makes it the strongest predictor to the social media engagement behaviour among youth. The second would be remunerative content with a beta value of 0.251 followed by informational content with a beta value of 0.136. The weakest predictor would be entertaining content with a beta value of 0.059. In the previous study, Dolan et al. (2019) stated that relational content meets the integration and social interaction needs of the social media users and the desire for social benefits, and thus influence engagement.

6. Conclusion and recommendation

The object of this study was to investigate social media engagement behaviour among youth. The descriptive analysis indicates that informational content is the highest category of social media content that contributes to social media engagement behaviour. Moreover, Pearson's correlation analysis reveals that there is a positive relationship between the variables. Multiple regression analysis shows that social media content predicts social media engagement behaviour among youth with relational content as the most influential factor followed by remunerative content and informational content while entertaining content is the weakest predictor. This study could assist business practitioners to understand the engagement behaviour among youth by using the findings to formulate strategies that could enhance their competitiveness in the market. This study can also be applied to those who wish to approach youth to raise awareness such as non-profit organization, charitable organizations, and educational institutions. Due to the fact that youth are the largest social media user, the government can integrate their engagement information and opinions on the platform into the policymaking process in innovative ways and thus increase transparency through the exchange of information via social media (Haro-de-Rosario et al., 2018).

It would be advisable for future research to determine that the present findings could be replicated with students from other faculties and perhaps with non-university youths since the results of the study are not able to completely reflect the engagement behaviour of all youth. Also, since only youth has taken part in this study, this can be extended further by including other categories of

age and generation for future research. In fact, this study could be further investigated in other areas as well for validity. Future research could extend the study on informational content, remunerative content, and relational content in the context of social media engagement behaviour since entertaining content is the weakest predictor. Furthermore, most of the respondents tend to look for knowledge and education content more than relational content and remunerative content. With that being said, knowledge and education content could be included in future research.

Acknowledgement

This work was supported by the Research Management Centre, UiTM 600-UITMSEL (PI. 5/4) (037/2020).

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