

Centennials and Millennials' Social Content Marketing Behaviour: A Predictive Analytics Approach

Raheem Mafas, Mudiarsan Kuppusamy

Abstract: Digital marketing has emerged with the technology advancement and is conducted with content marketing as its main fulcrum. Content marketing is a form of digital marketing focusing on effective contents to stimulate the interest of the online audiences. In this line, the emergence of social media platforms created a new marketing dimension termed as social content marketing which has evolved the way marketing is accomplished. The purpose of this study is to model the social media behaviour of centennials and millennials pertaining to social content marketing. Using descriptive and predictive analytical approaches, it was discovered that the social media behaviour of centennials and millennials, pertaining to their "LIKE" and "SHARE" of posts of different content types is dynamically associated with their demographic aspects namely gender, age and country of origin. For example, most of the males use Facebook and females use Instagram with age-wise minimal dissimilarities. Further, the analysis revealed the most preferred social media posts and its significant attributes which stimulate the centennials and millennials to "LIKE" and "SHARE" on social media. For instance, Stories (Testimonials) are the most preferred social media posts type with story content, readability and catchy title as the key attributes. Subsequently, a functional framework was designed with all the feasible aspects which can support to obtain significant benefits from the social content marketing. Such a framework is anticipated to be of benefit to marketers who are in the realm of social content marketing.

Keywords: content marketing, social content marketing, social media behaviour

I. INTRODUCTION

Marketing is an essential wheel for any business. For years, businesses have been engaging with customers via marketing activities on the four pillars namely product, price, place and promotion (Kotler & Armstrong, 2012). The advancement of technology has emerged the digital marketing phenomenon in which the activities are done using various digital devices, on both offline and online, with content marketing (CM) as its central fulcrum. Content marketing is a form of marketing focused on creating, publishing and distributing contents for target audiences on the digital platform with a view of stimulating interests to the targeted audience (Rakic, Beba & Mira, 2014). CM engages the existing and prospective customers with the products and its brands through valuable, reliable and steady content to get better benefits (Kucuk & Krishnamurthy, 2007).

Revised Manuscript Received on January 19, 2019.

Raheem Mafas, Faculty of Computing, Engineering & Technology, Asia Pacific University of Technology & Innovation, Malaysia.

Mudiarsan Kuppusamy, Centre of Business Innovation & Digitisation, Faculty of Business & Management, Asia Pacific University of Technology & Innovation, Malaysia.

CM has been said to play a vital role in increasing the performance of the marketing activities and business as attested by many academics in the recent past (e.g. Halvorson & Rach, 2012; Handley & Chapman, 2012).

In line with CM's advancement, the emergence of social media (SM) platforms also brought various changes in the marketing environment. Social media has become a significant communication platform across the globe especially amongst youngsters. Youngsters known as the centennials (Generation Z, people who born in between 1997 - 2010) and millennials (Generation Y, people who born in between 1980 - 2000) spend most of their time for social networking activities on SM and are heavily influenced for marketing purposes. Around 42% of the world's young population are active SM users, with an annual growth of 14% (Hootsuite, 2018). Consequently, businesses conduct their marketing activities on prominent SM platforms such as Facebook, Instagram and YouTube, as they offer great content marketing opportunities (Rancati, 2010; i-Scoop, 2016). A survey conducted by Smart Insights revealed that nearly 52% of businesses have acknowledged the positive influence of SM on their sales and revenue (Mangles, 2017).

The integration of content marketing via social media is termed as social content marketing (SCM). The role of content marketing in social media becomes pivotal when it is about identifying the type of posts that match the attributes that can grab the attention of youngsters. This has become the real challenge for content marketers since the expected benefits are contingent upon it (Foroudi et al., 2017). This is exaggerated further by the fact that the centennials and millennials are non-loyalist. Their dynamic nature compels to have a diligent understanding of their content needs and behaviour on SM. The "LIKE" and "SHARE" behaviour of the SM dwellers exhibit their preference towards a post made online. In addition, their demographic and geographic aspects could also have a huge impact on such behaviour. Businesses would aim to reach SM dwellers through different types of SM posts curated by using the most preferred post types with the most vital attributes.

However, businesses generally worry about the value proposition of any business activity and prefer to gain more benefits over the expenditure. Moorman (2017) reported that generally 11% of the total annual budget gets allocated for marketing activities. The high benefit prospects of the CM force the businesses to allocate more money which is averagely 35% of the total marketing budget

Centennials and Millennials' Social Content Marketing Behaviour: A Predictive Analytics Approach

(Dentsu Aegis Network, 2017). This phenomenon occurs due to the increasing population of the centennials and millennials on different SM platforms. As stated by Hootsuite (2018), the businesses can enjoy 53% (of the total population) online consumer opportunities with 80% active SM users. However, businesses still struggle to create and publish the most profitable contents through SM to convert the traffic into leads and into customers (Hoffman & Fodor, 2010; LeeFlang et al., 2014; Quesenberry, 2018).

A substantial number of academic research has been conducted on CM in the recent past. But, no distinct research evidence was found on the social content marketing (SCM). However, numerous literature highlights the CM practices and strategies on the theoretical basis where an intensive extraction of concepts is possible and inevitable for an effective SCM (Pazeraite & Repoviene, 2016). Therefore, the SCM must follow certain strategies to create the SM posts which can make the target market to have a high level of abstraction (Schmitt, 2012). Further, different engagement levels of the SM dwellers highly depend on their needs, motives, goals, and social relationships (Ashley & Tuten, 2015). Therefore, it is a distinct need for the practitioners to identify and understand the precise attributes of the SCM which can highly influence the attitude, participation and transaction behaviours of the centennials and millennials.

To this end, practitioners always demand to have a clearer understanding on SCM which can bring supplementary benefits to the organisations. As acknowledged by Baltes (2015), it is important to analyse the SM behaviour of the target market to adapt and select the most appropriate SCM framework which is yet unattended. Thus, this research has contributed to the

knowledge gap identified and the outcome will precisely help the businesses in this digital era.

Based on the past researches, the following objectives were set to achieve in this present study.

Research Objectives

1. To examine the "LIKE" and "SHARE" behaviour of centennial & millennial users pertaining to content marketing via social media platforms.
2. To examine the dynamics of the attributes that influence centennial & millennial users' "LIKE" and "SHARE" behaviour toward different forms of content marketing posts.
3. To design a functional framework of social content marketing for the benefit of businesses.

II. METHODS AND MATERIALS

This research was conducted via a quantitative method which is a systematic empirical study using the data collected via questionnaires from the selected study population. The data was collected as the measures of scales such as nominal, ordinal, ratio, and interval and analysed using computational techniques. The study was conducted in a descriptive and predictive analytical approach and the analysis was done to achieve the set objectives. The results commonly used to generalise the facts to the population. The approach was very useful in modelling the users' social media (SM) behaviour and examining the main attributes which encourage them to exhibit a profitable behaviour. The conceptual framework for this study is given in Figure 1.

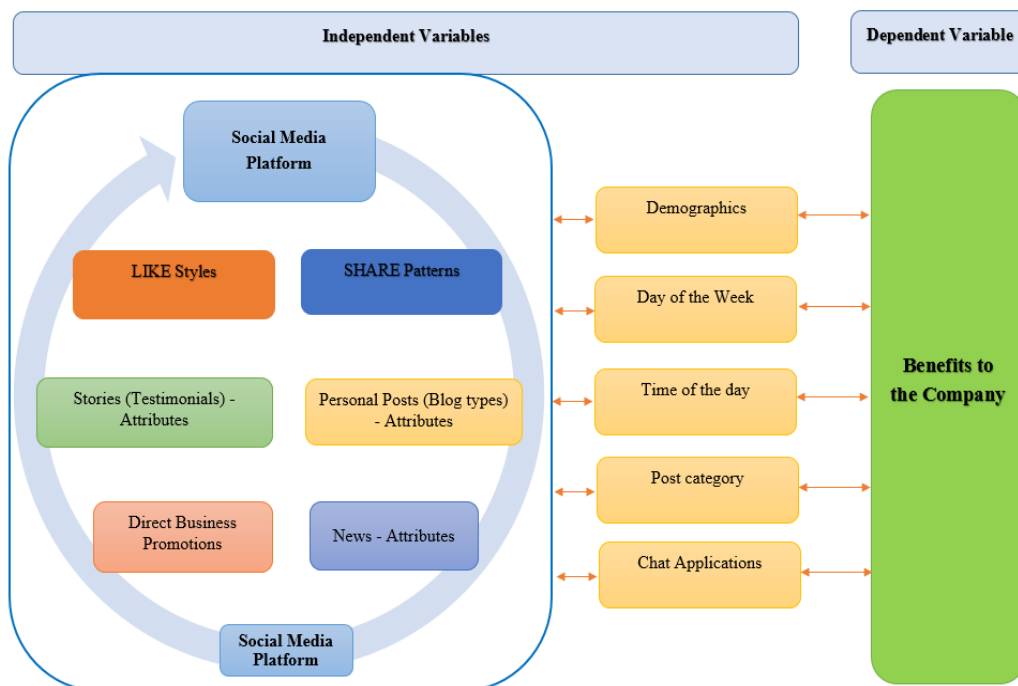


Figure 1: Conceptual framework

Sampling and size

The millennials (Gen Y) and centennials (Gen Z) are the most potential actors on the social media in this present digital era. Their demographic behaviour on different SM platforms is very crucial for this research. A private University located in Selangor, Malaysia, with nearly 11,000 members was selected to collect the data. Therefore, a sample size calculator called Raosoft (Raosoft, 2004) was used to calculate the needed sample size for this research. The samplesize was calculated with the 5% confidence level, 95% confidence interval and 0.5 standard deviation. Thus, 372 respondents were supposed to be taken for the survey to represent the 11,000 members of the target population. However, totally 410 respondents were surveyed via a simple random sampling techniqueto have a gender balance among the respondents.

Data collection

The data was collected through a well-structured questionnaire from the target population where the sample size was known. The questionnaire was prepared by incorporating the identified independent variables (IV) with the combination of multiple-choice, checkboxes and lists to type of questions to increase the unbiased response rate. In addition to that, the questions were set in the following sections by adopting the questions listed in Marketing Zen (2017) and Curata (2017).

1. Section A: Demographic details
2. Section B: Social media activity
3. Section C: Reason for liking and sharing

A Google form was used to collect the data since its interactive Graphical User Interface (GUI) used to pave a platform for the respondents to provide their responses quickly and conveniently. The dataset was used to analyse and identify the most significant elements of social content marketing.

Data Analysis

Data analysis is an important process with the aim of discovering useful information to make timely decisions. In this research, descriptive and predictive analytics were used to analyse the data.

Descriptive Analytics

The descriptive analytics, also known as an exploratory data analysis (EDA) was done using Tableau which is one of the key software tools in the field of business intelligence and widely used for data mining. EDA is a crucial approach in big data analytics to gain useful insights to draft valid conclusions (Monsen, 2018). In this line, an interactive visualisation is more useful in the EDA process as attested by many Data Scientists and Analytic professionals. The objectives 1 & 2 of this research study were achieved through this analysis. The descriptive analytics was done under the following aspects;

- a. Gender
- b. Age
- c. Country/Region of origin

The analysis was done via datamining method which gave more interactive facility to draft valid conclusions and recommendations.

Predictive Analytics

The predictive analytics was done by a machine learning algorithm namely decision tree using the SAS Enterprise Miner tool. This was done with the objective of identifying the most crucial decision variables for the businesses to focus when setting up the social content marketing. Mainly, the decision tree was used as an algorithm to build a predictive model which is beneficial to classify the likelihood of future outcomes based on the data. The objective 2 was achieved while cross-checking with the results obtained from the descriptive analytics.

III. RESULTS

In total, 210 (51.22%) male and 200 (48.78%) female respondents were taken for the survey. Age wise, around 59% (n=243) of the respondents were between the age range of 18-21, 30% (n=121) of the respondents were between the age range of 22-25, 9% (n=36) of the respondents were between the age range of 26-30, and 2% (n=10) of the respondents were between the age range of above 30. Among the respondents, nearly 91% were single and 2% each were married with and without children whereas 3% were in other marital statuses. As per their educational background, around 23% (n=95) were enrolled for diploma level qualifications, 38% (n=155) were undergraduates, 27% (n=111) were bachelor degree holdersenrolled for postgraduate level qualifications and 12% (n=49) were enrolled for postgraduate level qualifications (Master's / PhD). Further, 36% (n=148) respondents were from South-East Asia, 16% (n=66) respondents were from South Asia, 16% (n=64) respondents were from Asia Pacific, 9% (n=38) respondents were from Africa, 8% (n=34) respondents were from East Asia, 8% (n=34) respondents were from Middle-East, 4% (n=16) respondents were from North Asia, 2% (n=8) respondents were from Central Asia and 1% (n=2) respondents were from Europe.

Gender wise analysis

“LIKE” and “SHARE’ behavior

As shown in Figure 2, surprisingly the females mostly prefer Instagram than FB and YouTube. As per Statista (2018c), globally 50.7% Instagram users are females and 49.3% are males. The main reason for this global phenomenon is, it powers them to modify their appearance as equal as it can be done by physical makeup (Seligson, 2016). This is a critical insight for the businesses to reach females on the SM platform. Many females desire WhatsApp over the other chat applications to share the SM posts with their friends’ network. However, FB Messenger secures the second place.

Majority of the females spend their night times during weekends and evening times on Sundays on SM. The reach would be high when the marketing activities are carried out during these specific time frames. A maximum number of females expressed that they like the SM posts which are real interest to them and some of them like the posts occasionally. Further, they share the SM posts whenever they feel like sharing it than they share immediately.

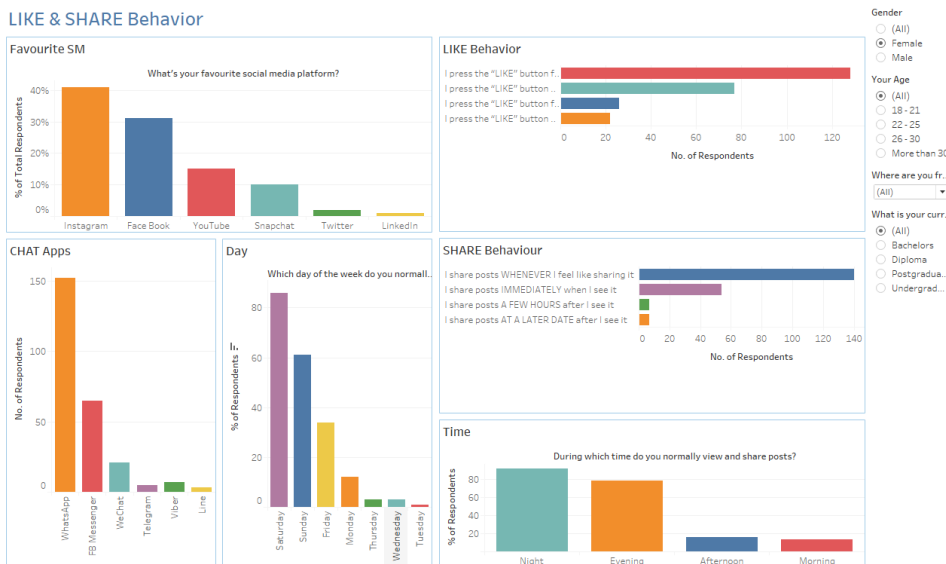


Figure 2: Like and Share behaviour of females

As shown in Figure 3, the males prefer Facebook (FB) the most followed by YouTube and Instagram. Males also prefer WhatsApp than FB Messenger and most of them spend their night time during weekends on SM. However, the people who are active on Fridays exhibit a different SM behaviour. Many use Instagram and secondly FB with the occasional “LIKE” behaviour. More males voiced that they

share the SM posts whenever they feel like sharing it rather than they share immediately and they like the posts which are real interest to them than the occasional liking behaviour. Therefore, the marketing activities that are targeted on Fridays including the weekends should equally focus on FB and Instagram to fully reach the target market.

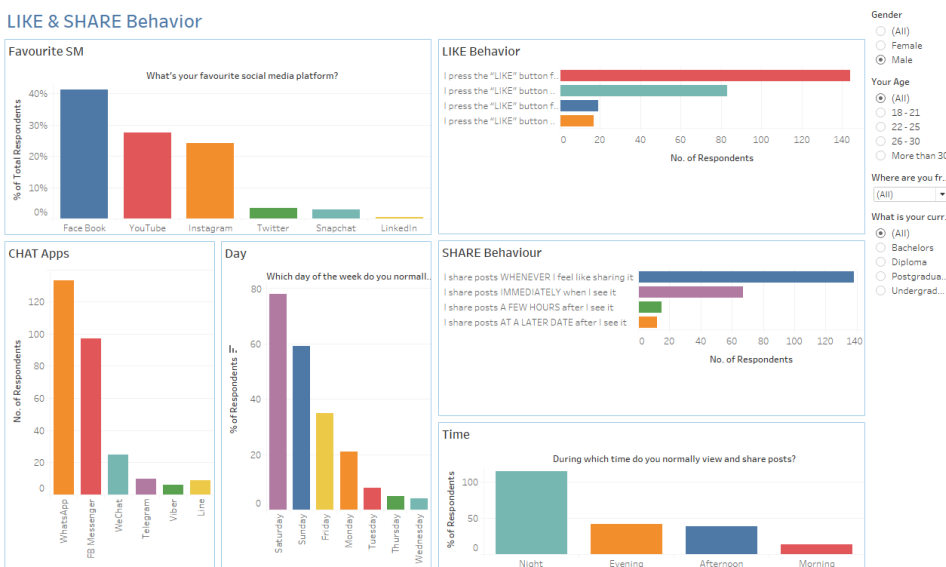


Figure 3: Like and Share behaviour of males

Significant attributes of SM Posts

Females prefer Stories (Testimonials) the most among all the other types of posts. Personal posts (blog types) are the second most preferred SM post type. Story content is the vital attribute than the readability and catchy title for Stories (Testimonials) and Personal posts (Blog types). News with video is the key attribute followed by entertaining content for the News type of posts. A few numbers of females like the direct business promotion (DBP) posts and informative & interesting videos are the most preferred attribute followed by attractive pictures.

Stories (Testimonials) are the most preferred SM posts among the male respondents. However, Personal posts (Blog types) and News equally get the second preference where DBP get the least. Males generally like the story content followed by readability and catchy title of the Stories (Testimonials) & Personal posts (Blog types).



Unlike females, males say that the News posts must have a readability aspect with videos as the second highest preferences. The DBP must be fun & entertaining with informative & interesting videos and attractive pictures.

The gender-based variations on the attribute choices were mainly observed in the News and DBP posts. Both the genders prefer same attributes of the Stories (Testimonials) and Personal posts (Blog types). These differences are important for the businesses when discretely targeting the male & female customers with the SCM activities.

Age wise analysis

“LIKE” and “SHARE’ behavior

Age is an important influencing factor on the Social media(SM) behaviour of the centennials and millennials. Females of age groups such as 18-21 and 22-25 like Instagram the most followed by FB and YouTube. Males prefer FB over the Instagram and YouTube where all like the posts which are real interest to them followed by the occasional liking behaviour. Regardless of the genders, they share the posts whenever they feel like sharing it over sharing immediately. Further, they use WhatsApp over FB Messenger and generally active at night during weekends on Social media. However, females equally spend their evening and night times on SM while all the other gender-based behavioural aspects remain the same including Instagram as the preferred platform.

The females of age groups such as 26-30 and above 30 mostly prefer FB followed by Instagram, Snapchat and YouTube, which is an unlikely preference compared to the universal phenomena. WhatsApp secures the leading position as the chat application to share the SM posts. These people spend their night times followed by evenings during weekends on SM. Surprisingly, they have an occasional liking behaviour more than liking the posts of real interest to them and sharing the posts whenever they feel like sharing it. These millennials have to be handled sensibly due to their different interests and preferences.

Males of age groups such as 26-30 and above 30 prefer FB the most followed by Instagram and like the posts that are real interest to them while sharing the posts whenever they feel like sharing it. WhatsApp and FB Messenger get equal preferences as the chat application. These people preferably spend their evening hours followed by morning times during weekends. The businesses should consider these behaviours and time frames when targeting this group of people.

Significant attributes of SM Posts

Females of age groups such as 18-21, 22-25 and above 30 are highly interested in Stories (Testimonials) followed by Personal posts (Blog types). Few of them like News and very few are attracted towards direct business promotions (DBP) posts. Surprisingly, the females of age groups such as 26-30 show high interest in Personal posts (Blog types) followed by the DBP whereas News posts and the Stories (Testimonials) get the least preference. Story content, readability and catchy title are the vital attribute of Stories (Testimonials) and Personal posts (Blog types). Also, people who like News and DBP posts say that it should have entertaining content and interesting & informative videos.

Subsequently, males of all the age groups mostly prefer Stories (Testimonials). They show an equal interest towards Personal posts (Blog types) and News whereas DBP posts do not get a considerable attraction. They portray a similar behavioural pattern as females towards the Stories (Testimonials) and Personal posts (Blog types). But, they expect the News to be readable with entertaining contents. Also, they prefer fun & entertaining DBP posts on social media platforms.

Country/Region wise analysis

The analysis revealed that the social media behaviour of the respondents reflected almost a similar pattern which was unlocked during the gender and age wise analysis. However, it was understood that certain minor level dissimilarities exist due to the cultural norms and values. Nevertheless, the majority of the respondents were showing common social media behaviours as listed below.

Key findings

- Males prefer FB followed by YouTube and Instagram and females mostly prefer Instagram than FB and YouTube.
- Both the genders share the following common SM behaviours;
 - They prefer WhatsApp followed by FB Messenger.
 - They spend their night times during weekends.
 - They like the posts which are real interest to them than the occasional liking behaviour.
 - They share the SM posts whenever they feel like sharing it rather than they share immediately.
- Mostly they prefer Stories (Testimonials) followed by Personal posts (blog types).
 - Story content, readability and catchy title are the key attributes.
- News posts.
 - Video, readability and entertaining content are the key attributes.
- Direct business promotion posts.
 - Informative & interesting video with attractive picture are the key attributes.

Predictive Analytics

The predictive analytics was done to identify the most significant attributes influencing the SM behaviour of the youngsters towards the SM posts which helps to bring benefits to the businesses. This was set as the objective 2 of this research study and clearly achieved by this effort. In this line, a decision tree (DT) was used which is a commonly known supervised learning algorithm and a predictive model. The algorithm basically works by splitting the dataset using the worthiest variables/independent variables (IV) to classify the target decisions. A decision tree is beneficial to make decisions when the IVs and the dependent variable (DV) have non-linear relationships.



Centennials and Millennials' Social Content Marketing Behaviour: A Predictive Analytics Approach

The dataset was used to build a DT using SAS Enterprise Miner. Two different types of DTs were built such as a Decision Tree and a High Performance (HP) Tree. The predictive model was trained by 80% of data and validated by 20% of data. The misclassification rates along with the operational suitability of the tree diagram were evaluated to select the most appropriate model. Generally, the most appropriate model is selected based on the lower validation misclassification rate. Based on the output the HP Tree

gave lower validation misclassification rate (0.083) than the Decision Tree (0.107) even though both are operational.

The DV of the decision tree was “Whether an attractive and an effective content of the posts on SM give positive returns/benefits to the businesses or not” with the dichotomous values such as “Yes” and “No”. The root node clearly indicates the number of observations for “Yes” and “No” values according to the data partition.

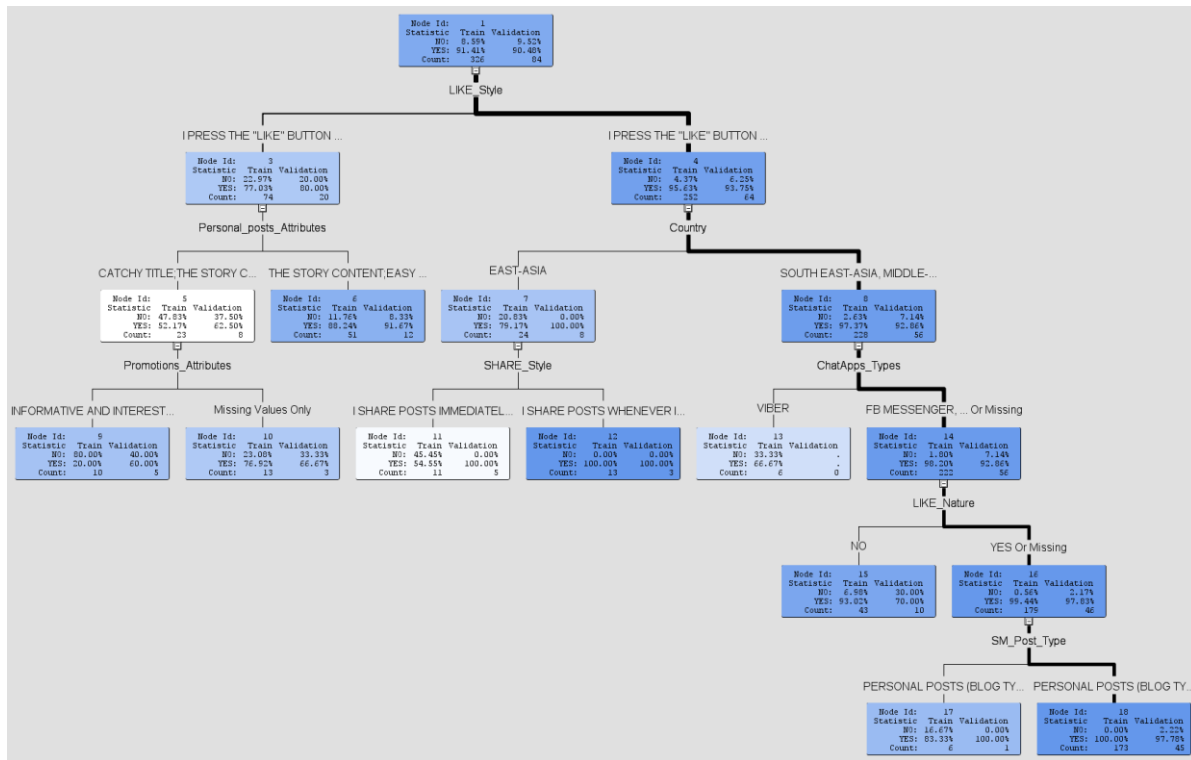


Figure 4: Tree diagram - Decision Tree

Key Findings

- Variables such as LIKE style, County of origin, Chat applications, LIKE behaviour and the most preferred SM post types are crucial in deciding the attributes for the right format of the SCM.
- Precisely, the posts must attract the SM dwellers to “LIKE” and “SHARE” on the SM platforms and via chat applications with their friends too.
- Regarding the chat applications, Viber, Line and Telegram do not get much attention among the centennials and millennials in sharing the social contents with their friends.
- WhatsApp seems to be the leading application, followed by FB Messenger and WeChat.

As per the tree diagram interpretation, the businesses must focus on the highlighted variables and set all the needed aspects to reach more members in the target market on the SM platforms. This can be firmly achieved via a proper curation of the marketing contents on SM. Consequently, the Decision Tree which was built can be used by the businesses to predict the future occurrences of the similar events.

IV. DISCUSSION AND CONCLUSION

Objective 1: “LIKE” and “SHARE’ behavior

The first objective of the study was to examine the “LIKE” and ‘SHARE” behaviour of the centennials and millennials while investigating the influential factors in parallel such as preferred SM platform, chat applications and time spent on the social media platforms.

Preferred social media platform

According to the analysis, Facebook (FB) secured the first place among all the SM platforms followed by Instagram and YouTube. Surprisingly, Instagram may overtake FB in near future since the centennials started showing a declining interest in FB. The reasons are that the centennials and younger millennials are frustrated with FB due to cyberbullying, Fake/hate speech and OTT (over the top) advertisements (Mangles, 2018). Furthermore, Instagram is the leading SM platform among the females and FB among the males where YouTube gets an increasing demand among both.

In addition to that, Instagram's story feature is leading and it was reported that more than 250 million users worldwide as of November 2017 (Pulse Advertising, 2017). This feature is common among the popular SM platforms and brings another evidence for Instagram to become the leading SM platform in the future. However, Twitter, Snapchat and LinkedIn do not have much demand even though the platforms have its own number of subscribers.

Preferred chat applications

WhatsApp is the most preferred chat application followed by FB Messenger and WeChat by both the gender people. Males show more interest in FB Messenger than females as the second most referred chat application. This creates a venue to proceed with the messenger marketing using the effective contents. As per the survey conducted by WhatsBroadcast (2018), the reach of the messenger marketing was recorded as 95% whereas SM marketing gets 10% and it proves that 85% of the businesses believe that the messenger marketing will become the main marketing platform in 2018.

Time spent on social media

Furthermore, most of the people spend their night and evening times during weekends particularly on Saturdays on SM. Weekends are the best period to reach the target market since the SM dwellers spent more time in information search across multiple platforms. Still, some are active on Fridays and Mondays where their SM behaviour remains the same. However, gender, region and age group variations must be considered to specifically target the customer segments.

"LIKE" and "SHARE" behaviour

The "LIKE" and "SHARE" behaviour of the SM natives is crucial to obtain a wider reach on the SM platform. This behaviour produces user generated contents where it helps the businesses to reach among many SM dwellers through the social network. The majority revealed that they like the SM posts which are real interest to them and some have the occasional liking behaviour. This reflects the psychological aspect called "self-presentation" of the SM users. Therefore, whenever they see posts which reflect their own emotional facets, they get psychologically aroused and treat the posts with real interests (Seiter, 2017). Further, many respondents accepted that they share the SM posts whenever they feel like sharing it and some of them acknowledged that they share immediately. SM users have the pleasure of talking about themselves with their social network to strengthen their relationship. Whenever they feel a post is closer to them, they like to share it with their friends. Therefore, the SCM should grab the attention and create interest among the centennials and millennials. The more the interesting content will generate wider reach on the platforms. So, Steering the SCM by considering these aspects will keep the SM natives engaged with the brand, thus beneficial to the businesses.

Objective 2: Significant attributes of SM Posts

Besides the plethora of a number of SM platforms and its features, selecting the most preferred post types is important for profitable social content marketing (SCM). At present, four types of SM posts are common such as

Stories (Testimonials), Personal posts (Blog types), News and Direct business promotions (DBP). The second objective of the study was to examine the dynamics of the key attributes which influence the SM users' "LIKE" and "SHARE" behaviour.

Social media post types

Regardless of the gender, most of the centennials and millennials prefer Stories (Testimonials) followed by Personal posts (Blog types) and News while few of them like the DBP on SM. The statistics clearly reveal that the SM users expect a post content with proofs/endorsements by the people who have already benefitted from the goods and services. Stories (Testimonials) helps to emphasize the endorsements of the existing customers and to connect with prospects, thus the existing customers become the personal seller for the prospects (Hartmann, Wieland & Vargo, 2018). As the second most preferred SM posts type, Personal posts (Blog types) is another way to keep the prospects engaged with the brands and the businesses must include blog type of posts in their SCM campaigns.

Dynamics of the key attributes

In general, story content is the most significant attribute followed by readability and catchy title for Stories (Testimonials) and Personal posts (Blog types). An entertaining story content will keep the viewer engaged with the posts and inspire them to take an action. Further, news with videos is the key attribute followed by readability and entertaining contents for News type of posts. The catchy title will also create more attention among the SM dwellers. Even though the DBP is less preferred by the centennials and millennials, informative & interesting videos is the most acknowledged attribute followed by fun & entertaining content with attractive pictures. Specifically, videos influence the SM users to a greater extent due to its power in making the content stronger. Videos/visual content is going to be the future of SCM where colour, style/layout and design/artwork will get more focus in the near future and 40% of the advertising budget will be allocated for visual storytelling (Hamedi, 2018). Consequently, lifestyle-related visuals will be more suitable for the Centennials and Millennials since their demographics have a huge impact on the preferences. This will become as "audience-based SCM" in the near future.

Furthermore, insignificant demographic based variations of the interests on SM posts were noticed among the respondents. However, the overall SM behaviour of the centennials and millennials remains the same as discussed above. Subsequently, as outlined in detail in the analysis section, the variations better be considered when formulating and implementing the SCM campaigns. Content curation is a widely accepted approach among the social content marketers and will become more supportive in this regard. Effectively curated contents will make the respective viewers feel more interested and will make significant impacts on their followers too.

Data analysis can reveal the SM behaviour of the study population concerned. But, human beings are very dynamic creatures and they have a high probability of changing their interests and preferences over time. Therefore, a continuous monitoring of the target market is very important for timely actions and reactions. As always believed by the practitioners, the big decisions must be made using experience and small decisions using data.

Objective 3: The Proposed Framework

The effectiveness of the SCM comes from the clear understanding of the target market and their SM behaviour. The businesses are more curious about the benefits from the SCM campaigns. This is possible by keeping the existing and prospective customers engaged with youthful and cheeky updates all the time. From the SM behaviour of the target market, it is very important to set marketing content with all the aspects that can generate profitable customer actions for better benefits. Therefore, a comprehensive and a functional SCM framework is needed and yet missing in the current research arena. This was the third objective of this research study, which ideally are the **proposed recommendations** arising as an outcome of the findings of this study.

Gender

As per the framework given in Figure 5, the selection of the SM platforms varies according to the gender. Males show a high interest in Facebook whereas females prefer Instagram. At the same time YouTube also reserves a significant place among the SM dwellers. Therefore, these gender-based preferences must be noted when setting up the SCM. Correspondingly, the SM dwellers show a unique "LIKE" behaviour as they "*like the posts of real interest to them*" and "SHARE" behaviour as they "*share the posts whenever they feel*". This highlights that the content of the SM posts must be like-baiting and share-baiting to reach wider on the SM platforms. The more effective content will increase the reach of it among the SM users. However, the centennials and millennials typically use the chat applications to share the SM posts of their interest with their social network.

Chat Applications

As the survey reveals that WhatsApp is the widely used chat application followed by FB Messenger. The target market can be reached exclusively and assuredly through these messengers since it has a one to one reach and two-way communication. Also, it evident that the people use these applications to share the attracted SM posts with their social network. Therefore, the businesses can reach their target market by accommodating and effectively using these chat applications/messengers in their strategic marketing plans.

SM post types

Furthermore, among the different types of SM posts, Stories (Testimonials) is the most beneficial to generate more leads. However, Personal posts (blog types), News type of posts also can be used to stimulate the SM users for positive actions. But, the centennials and millennials do not much prefer DBP posts type and reflects that the businesses should increase their focus towards the leading post types. Consequently, the strong story, readability and

catchy title are the key attributes to make the content effective of the Stories and Personal posts type of SM posts. For the News types of posts, videos, entertaining content along with readability attributes must be included to attract the viewers. An entertaining video with attractive picture will increase the reach of the DPM posts. Therefore, the above highlighted are the key attributes which the centennials and millennials prefer and will stimulate them towards positive actions on the SM platform which will increase the returns to the businesses.

Time

Accordingly, the time that the users spend on SM platforms has a substantial level of influence on their SM behaviour. As per the survey, weekends are the most profitable period especially Saturdays where the majority of them are found on SM platforms. Further, night times is the most decisive followed by evenings for reaching the users. Therefore, these timelines must be considered when planning the SCM activities.

The Decision Tree also proves that the above discussed elements and its respective attributes are the important aspects for an effective SCM. The EDA/descriptive analytics reveal the aspects and its attributes which are the key for the users to get attracted towards the SM posts. Also, the predictive analytics (Decision Tree) uses almost the same aspects and attributes to predict the decision whether these aspects would be beneficial to the businesses or not. Therefore, taking serious note on these aspects and incorporate in the SCM will make it more effective and beneficial for both the businesses and the users/customers.

As discussed above, entertaining story content, readability, videos and catchy title should be incorporated in the SCM campaigns. At the same time, lifestyle related entertaining visuals with less brand focus SM posts would be ideal for the centennials. Further, the formation of contents should also be suitable to the digital devices such as smartphones and tablets where the usage growth was recorded as +14% from the year 2017 to 2018 (Hootsuite, 2018).

Producing a better SCM campaign is a critical effort. Certain parameters are to be considered in this regard as given below;

1. A defined marketing strategy is important to cover the organizational marketing objectives and prospects' needs.
2. A clear schedule for creating and publishing.
3. Always in a ready position to publish.
4. Write in advance to avoid the repetitions.
5. Reduce the effort, reuse the existing content and recycle the previously created content.

Data analytics play a crucial role in identifying and understanding the customer preferences and the current market trends. However, a survey should be conducted in regular intervals to have updated knowledge about the market and marketing trends in this highly competitive business world.

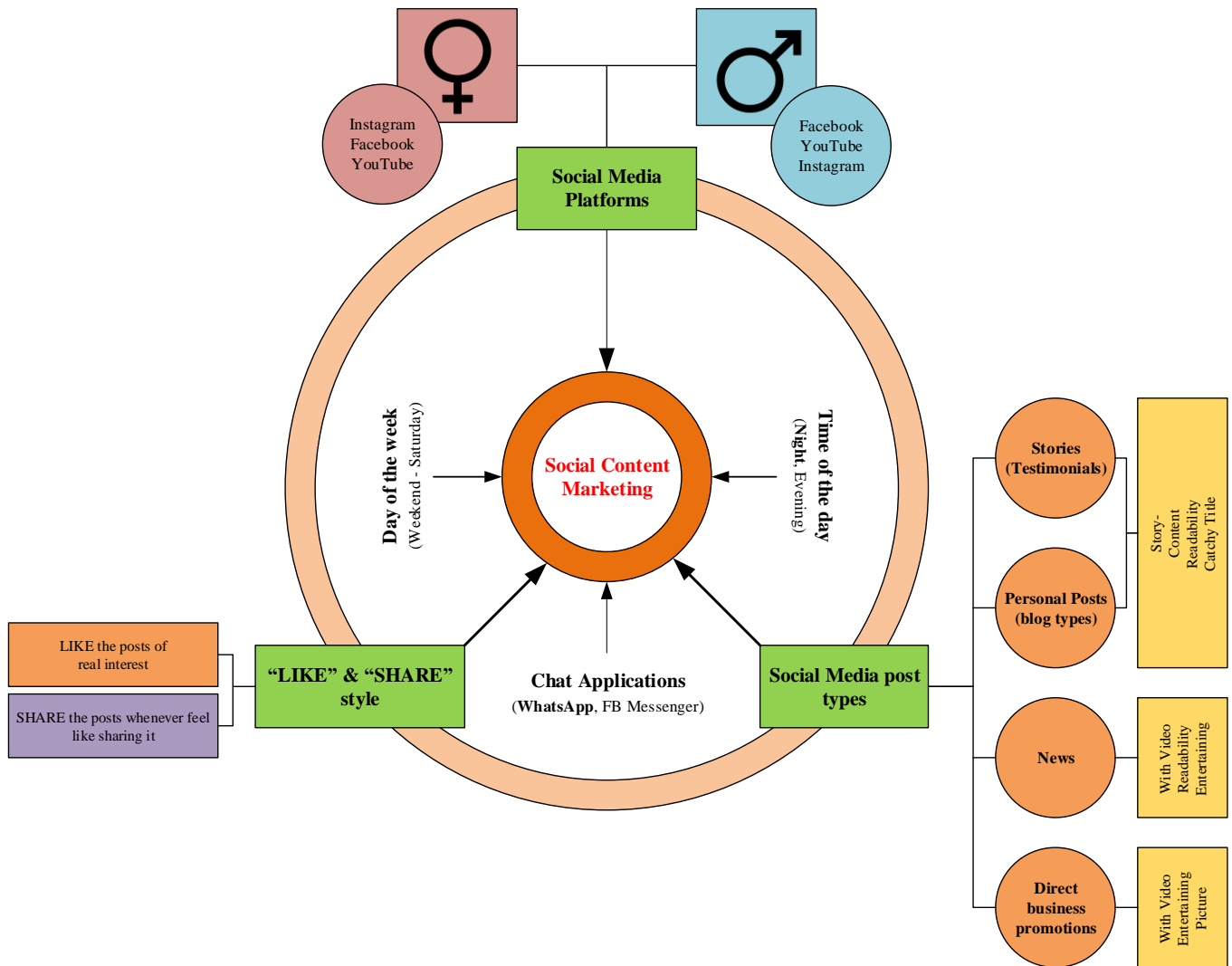


Figure 5: Social Content Marketing framework

REFERENCES

1. Ashley, C. & Tuten, T. (2015) Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology and Marketing*. 32(1), p. 15-27.
2. Baltes, P. (2015) Content marketing – the fundamental tool of digital marketing. *Bulletin of the Transilvania University of Braşov Series V: Economic Sciences*. 8(57), p. 111-118.
3. Curata. (2017) *Content marketing interview questions*. [Online] Available from: <http://www.curata.com/blog/content-marketing-interview-questions/> [Accessed: 30/04/2018].
4. Dentsu Aegis Network. (2017) *Global ad spend to hit \$563.4 billion in 2017 with digital driving growth*. [online] Available from: http://www.dentsuaegisnetwork.com/media/dentsuaegisnetworknewsdetails/2017/2017_06_15?Global-ad-spend-to-hit-5634-billion-in-2017-with-digital-driving-growth [Accessed: 26/04/2018].
5. Foroudi, P., Gupta, S., Nazarian, A. & Duda, M. (2017) Digital technology and marketing management capability: achieving growth in SMEs. *Qualitative Market Research: An International Journal*. 20(2), p. 230-246.
6. Halvorson, K. & Rach, M. (2012) *Content strategy for the web*. 2nd edn. Berkeley: New Riders.
7. Hamedi, J. (2018) *The future of content is visual and its personal*. [Online] Available from: [http://www.targetmarketingmag.com/article/the-future-of-content-is-visual-and-its-personal/#ne=8d181ff3dff805ead695195599e64cd3&utm_source=](http://www.targetmarketingmag.com/article/the-future-of-content-is-visual-and-its-personal/#ne=8d181ff3dff805ead695195599e64cd3&utm_source=today-%40-target-marketing&utm_medium=newsletter&utm_campaign=2018-02-27)
8. Handley, A. & Chapman, C.C. (2012) *Content Rules*. New York: John Wiley & Sons.
9. Hartmann, N. N., Weiland, H. & Vargo, S.L. (2018) Converging on a new theoretical foundation for selling. *American Marketing Association*. 82, p. 1-18.
10. Hoffman, D. L. & Fodor, M. (2010) Can You Measure the ROI of Your Social Media Marketing? *MIT Sloan Management Review*. 52(1), p. 40-49.
11. Hootsuite. (2018) *The global state of digital in 2018*. [online] Available from: <https://hootsuite.com/pages/digital-in-2018> [Accessed: 26/04/2018].
12. i-SCOOP. (2016) *A guide to social content marketing*. [online] Available from: <https://www.i-scoop.eu/content-marketing/social-content/> [Accessed: 04/05/2018].
13. Kotler, P. T. & Armstrong, G. (2012) *Principles of Marketing*. 14th Ed. New York: Pearson.
14. Kucuk, S.U. & Krishnamurthy, S. (2007) An analysis of consumer power on the Internet. *Technovation*. 27, p. 47-56.
15. Leeftang, P. S. H., Verhoef, P. C., Dahlstrom, P. & Freundt, T. (2014) Challenges and solutions for marketing in a digital era. *European Management Journal*. 32, p. 1-12.
16. Mangles, C. (2017) *How business use social media: 2017 report* [Online] Available from: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/businesses-use-social-media-2017-report/> [Accessed: 30/04/2018].

17. Mangles, C. (2018) *Facebook is on the decline for Gen Z and younger millennials, but why?* [Online] Available from: <https://www.smartinsights.com/social-media-marketing/facebook-marketing/is-facebook-on-the-decline-for-gen-z-and-younger-millennials/> [Accessed: 03/05/2018].
18. Marketing Zen. (2017) *60 most commonly asked questions about digital marketing - answered.* [Online] Available from: <http://marketingzen.com/60-common-questions-digital-marketing-answered/> [Accessed: 30/04/2018].
19. Monsen, K.A. (2018) *Intervention Effectiveness Research: Quality Improvement and Program Evaluation.* Springer:Minneapolis.
20. Moorman, C. (2017) *Marketers to Spend on Analytics; Use Remains Elusive.* [Online] Available at: <https://cmosurvey.org/2017/02/cmo-survey-marketers-to-spend-on-analytics-use-remains-elusive/> [Accessed 30/04/2018].
21. Pazeraite, A. & Repoviene, R. (2016) Content marketing elements and their influence. *Management of Organizations: Systematic Research.* [Online] 75 (7). P. 97-109. Available from: doi.org/10.7220/MOSR.2335.8750.2016.75.7 [Accessed: 28 April 2018].
22. Pulse Advertising. (2017) *Why Instagram stories are more popular than Snapchat for influencers, brands and everyday users.* [Online] Available at: <https://www.pulse-advertising.com/blog/why-instagram-stories-are-becoming-more-popular-than-snapchat-for-influencers-brands-and-everyday-users/> [Accessed 04/05/2018].
23. Quesenberry, K. A. (2018) *The basic social media mistakes companies still make.* [Online] Available at: <https://hbr.org/2018/01/the-basic-social-media-mistakes-companies-still-make> [Accessed 30/04/2018].
24. Rakic, R., Beba, R. & Mira, R. (2014) Digital Content Marketing for organizations as buyers. *Ekonomika, Journal of Economic Theory and Practice and Social Issues.* 1. p. 109-123.
25. Rancati, E. (2010) Market-driven Management, Global Markets and Competitive Convergence . *Symphonya. Emerging Issues in Management.* 1(10). p. 77-86.
26. Raosoft®. (2004) *Sample size calculator.* [Online] Available from: <http://www.raosoft.com/samplesize.html> [Accessed: 30/04/2018].
27. Seiter, C. (2016) *The psychology of social media: Why we like, comment, and share online.* [online] Available from: <https://blog.bufferapp.com/psychology-of-social-media> [Accessed: 04/05/2018].
28. Seligson, H. (2016) *Why are more women than men on Instagram?* [online] Available from: <https://www.theatlantic.com/technology/archive/2016/06/why-are-more-women-than-men-on-instagram/485993/> [Accessed: 25/04/2018].
29. Schmitt, B. (2012) The consumer psychology of brands. *Journal of Consumer Psychology.* 22. p. 7-17.
30. Statista. (2018a) *Daily time spent on social networking by internet users worldwide from 2012 to 2017 (in minutes).* [online] Available from: <https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/> [Accessed: 25/04/2018].
31. Statista. (2018c) *Distribution of global Instagram users as of April 2018, by gender.* [online] Available from: <https://www.statista.com/statistics/802776/distribution-of-users-on-instagram-worldwide-gender/> [Accessed: 25/04/2018].
32. WhatsBroadcast. (2018) *Messenger marketing FTW: Why Email, Social Media and Co. are no competition.* [online] Available from: <https://www.whatsbroadcast.com/content/messenger-marketing-ftw-email-social-media-co-no-competition/> [Accessed: 04/05/2018].

AUTHORS PROFILE

Raheem Mafas Is working as Faculty of Computing, Engineering & Technology, Asia Pacific University of Technology & Innovation, Malaysia.

Mudiarasan Kuppusamy Is working in Centre of Business Innovation & Digitisation, Faculty of Business & Management, Asia Pacific University of Technology & Innovation, Malaysia.