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How Facebook Post Content Affect Online Engagement in Fashion Industry– A Comparison of FashionValet and Zalora

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Abstract
Purpose -This paper will examine the relationship between social media content categories and their timing during online sales events, and will use the rate of online engagement to gage the effectiveness of the posts for FashionValet and Zalora.
Design/methodology/approach-The data used for this study was obtained from the Facebook accounts of FashionValet and Zalora. A total of 1,280 Facebook posts were obtained and manually processed on 1 October 2020, encompassing the selected research period between 1 February 2019 and 1 February 2020. In order to categorise these Facebook posts, the study applied manual coding using the content analysis method.
Findings-The results show that content categories and online sales periods significantly affect levels of online engagement. This study used likes, comments, and shares as a measure for online engagement to discover new phenomena between FashionValet and Zalora Facebook pages.
Research limitation/implication-Since likes, comments, and shares can be changed by users, the results will represent the numbers of likes, shares, and comments collected and analysed on March 2020.
Practical implication-The results from the content analysis can help fashion companies to identify which type of content categories users are keen to engage with and as an analytical framework to assess and monitor the effectiveness of online engagement.
Originality/value-The findings are relevant for the theory of information dissemination and provide valuable and applicable implications for companies in the fashion industry.

Keywords: Facebook, content type of post, online engagement, online sales period.

Introduction

The widespread nature of the internet today has changed the way people live their daily lives worldwide. The internet has impacted the activities that users conduct online, with the number of internet users increasing every year. In 2020, the total number of internet users in Malaysia was recorded as 29.3 million out of a total of 4.9 billion internet users worldwide, due to the growth of internet coverage (Internet World Stats, 2020). Social media is a group of internet-based applications which allows the exchange of user-generated content (Kaplan & Haenlein, 2010). Social media allows users to create, share and exchange information via different social media platforms such as Facebook, Instagram, and Twitter (Tafesse, 2015; Ngai et al., 2015; Oyaz & Edwin, 2015). Nowadays, companies use social media platforms to reach customers online. In Malaysia, fashion has become the most popular industry among the e-retailing industries that use social media (Guadagni, 2019). From the online fashion companies listed, FashionValet and Zalora are the only Malaysian companies that gain customers from their official websites and through social media. By using social media platforms such as Facebook, these companies have declared their social media presence which they use to promote their products and services worldwide (Apramew, 2020). Since Facebook is the most popular social media platform in Malaysia, this study will focus on the use of Facebook by e-retailer fashion companies. Companies attract users to become fans of their social media pages by incentivising them with updates about their new products, information, and services. Companies share various types of information through Facebook posts and users can interact with these Facebook posts by liking, commenting, or sharing them (Mohsin, 2020). To investigate the hypotheses regarding the content categories that increase engagement levels during online sales periods, this study will refer to the content categories for Facebook posts (e.g., information, sales, entertainment, social and reposting) and the corresponding online sales period (e.g., sales period and non-sales period).

The first content category gives information about specific products, brands, companies, and related marketing activities, guiding users to make better decisions. The satisfaction of users is built on the positive experience with the product or company, which, in turn increases online engagement (Luarn et al., 2015; Cvijikj & Michahelles, 2013). The second category is the sales content which is related to benefits such as promotions, special offers, coupons, free trials, and other offers to attract users' attention (Muntinga et al., 2011). The third category is entertainment content which is not related to the company or brand but consists of other information such as humorous video clips, teasers, wordplay or slogans that offer distraction and relaxation to users (Daugherty et al., 2008). The fourth category are social content posts which motivate users to participate in activities such as by responding questions and statements, thereby encouraging online engagement (Gao & Feng, 2016). Various types of social interaction such as text, links, votes, call for action, questions, contests, and quizzes help companies to spread information (De Vries et al., 2012). Social content provides users with a sense of belonging by sharing views, seeking support, and co-creation between users (Dolan et al., 2016). The final category is reposting content on social media which consists of the resharing Facebook posts; this involves users sharing personal views, opinions, and experiences with their network of friends on their social media profiles. Reposting content plays a significant role in the success of a company online, providing free word-of-mouth advertising which influences online engagement (Dolan et al., 2016; Henng-Thurau et al., 2004b; Wang et al., 2019). Hence, this study proposes its first hypothesis; that content categories of social media posts generate different degrees of online engagement.

During the sales period, or major online shopping events throughout the year, companies publish more Facebook posts and offer various types of promotions such as cashback, limited editions, surprise boxes and vouchers to increase potential sales (Katrina & Benedict, 2019). In this study, the sales period refers to holidays, celebrations, and well-known events

throughout the years. The major shopping events are Chinese New Year, Ramadhan, Hari Raya Aidilfitri, and Christmas, while celebration shopping events are Merdeka Day and New Year's Day; other shopping events include months with unique dates such as 9.9, 10.10, 11.11, and 12.12 where companies offer special sales to users. These are all the independent variables of the shopping events. Companies provide information regarding the sales period through Facebook posts and users engage with Facebook posts during the shopping event period. Thus, shopping events benefit users which influences the online engagement on company Facebook posts. Moreover, during the online sales period, the number of likes, shares, and comments on Facebook posts increase, compared to the normal days of the year. In addition, the non-sales period is created outside the dates of the major shopping events. During this period, no promotions or special offers are posted. Hence, this study proposes a second hypothesis; that the timing of posts during the online sales cycle generates different degrees of online engagement.

There have been a number of studies that have reported on online engagement but most of them have only focused on one given company. This study reports on the online engagement results of Facebook content for two fashion companies, FashionValet and Zalora. It includes a comparison of the online engagement achievements for both companies, highlighting and discussing later in this paper.

Literature Review

Social Media

Social media is defined as a group of internet-based applications that are built on the ideological and technological foundations of Web 2.0 which allows the creation and exchange of user-generated content (Ngai et al., 2015). Social media is a recognised and community-based social tool for companies to gather knowledge and receive feedback on their new products and services (Kargaran et al., 2017). Despite the different views and perspectives, and with a comprehensive definition across the academic fields, social media is not a new concept. Since it was first introduced in early 2000, social media has started to evolve. It is the combination of two important components that makes it relevant to this day, that is, Web 2.0 and user-generated content. Web 2.0 is referred to as a perceived second generation of community-driven web services such as social networking sites, blogs, wikis, etc., which facilitate a more socially connected web where everyone can communicate, participate, collaborate, add and edit the storage of information and knowledge (Paroutis & Saleh, 2009).

Today, social media is a powerful tool that can facilitate users to communicate, connect with others and communities, create and share user content online. It has helped users, companies, and businesses to access the customers that are present online (Zhan et al., 2021b). An internet users survey 2018 conducted by the MCMC (Malaysian Communication and Multimedia Commission) has shown (Figure 1) that Facebook is the number one most used social media platform in Malaysia with a percentage of 97.3% (Malaysian Communication Multimedia Commission, 2018).

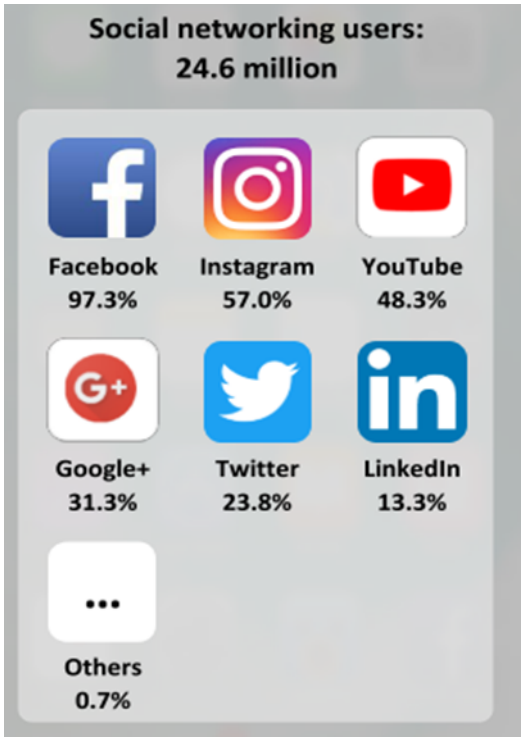

Figure 1: The social networking platforms with the percentage of users (MCMC, 2018)

The survey by MCMC showed that there was an estimated 24.6 million social media users, and of those, 97.3% use Facebook, which is equivalent to 23.83 million users with at least one Facebook account. Instagram has been ranked as the second most used social media platform at 57%, followed by YouTube at 48.3%, and then Google at 31.3%.

E-retailer Fashion Companies in Malaysia

The internet has served as a platform to conduct business for online retailing, also known as e-retailing. E-retailing in Malaysia has been a growing phenomenon and an attractive market due to the country's rapid economic growth, fast-developing digital technologies, qualified talented pool, and sizeable young population (Murugiah, 2020). The e-retailing market in Malaysia has increased in size since 2015, exceeding USD 3 billion in profits 2019 and is expected to reap USD 11 billion in 2025 (Yusof, 2021). Companies which have the advantage of conducting business online generate an impact on the online fashion industry and such businesses include FashionValet, Zalora, Lazada, Taobao, and Mimpikita, which have been growing extensively in Malaysia (Teing, 2014). According to the State of Global Islamic Economy Report (GIER), the increasing popularity of modest fashion wear that women have spent has contributed USD 44 billion to the fashion industry in 2015, with the fashion industry in Malaysia is considered to be one of the global trendsetters in modest fashion wear worldwide (Rodzi, 2018).

In 2017, it was recorded that FashionValet and Zalora are the only top two e-retailer fashion companies in Malaysia leading the fastest-growing fashion industry (Salikha, 2017). Moreover, FashionValet and Zalora are the only top two fashion e-retailer companies that were listed in the top 10 most visited e-commerce sites in Malaysia for the year 2019. Zalora receives a total of 1.5 million monthly traffic hits while FashionValet receives 400,000 monthly traffic clicks (AseanUp, 2019). Therefore, this shows that the two e-retailer fashion companies are conquering the online market and the e-retailer fashion industry in Malaysia.

Hypothesis Development

Content Type of Post: Information, Sales, Entertainment, Social and Reposting

The content categories of social media posts being examined in this study are information, sales, entertainment, social interaction, and reposting content. The selection of these categories has been based on how consistently these commonly used categories have been referred to by previous scholars. The figure below shows the theoretical framework of the study based on the implemented categories used by previous scholars.

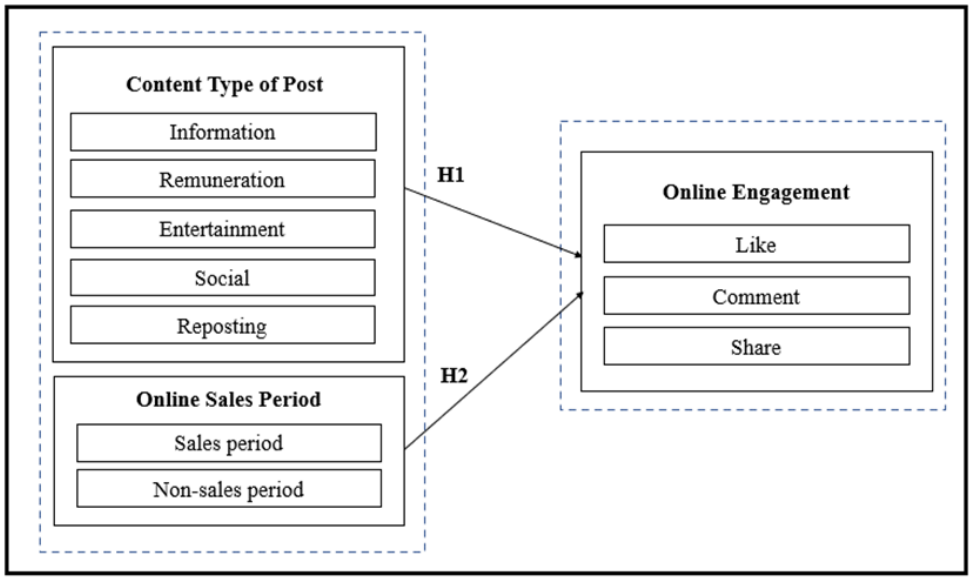

Figure 2: Theoretical framework

Information content contains information about specific products, brands, companies, and related marketing activities (Luarn et al., 2015). This category of posts encourages companies to provide helpful information to users on the businesses' social media pages. Information content increases users' awareness of a companies' products and activities online and can be referred to as information regarding product attributes, product specifications, and the technical details of a company (Cvijikj & Michahelles, 2013). Remuneration content is described as content that is directly or indirectly related to benefits such as content featuring promotions, special offers, coupons, free trials, and other offers to attract users' attention (Cvijikj & Michahelles, 2013; Wood et al., 2013). Companies that provide remuneration content to users on social media intend to promote the company and its products (Muntinga et al., 2011). Therefore, remuneration posts enable companies to drive potential sales by leveraging users' attention online. Entertainment content is referred to as social media content that is entertaining and fun for users and is published on companies' social media pages (Eighmey & Mccord, 1998). Entertainment content is information or messages that do not relate to the company or its products. However, companies share entertainment content posts with users such as humorous video clips, teasers, wordplay or slogans companies (Cvijikj & Michahelles, 2013). The social content posts are based on past Uses and Gratification Theory (UGT) which refers to messages designed to motivate users to participate. UGT is defined as an approach to understanding why and how people actively seek out specific media to satisfy specific needs (This includes questions and statements which allow users to respond and drive online engagement (Cvijikj & Michahelles, 2013). In the online community, users contribute to companies' social media platforms by connecting with like-minded others, or communicating and conversing with other users regarding a company or their products (Dauherty et al., 2008).

Social content also includes activities requesting users or fans to like, share or comment posts, visit an e-store, and also engage in offline activities (Triantafillidou et al., 2019). Reposting content on social media refers to the willingness of Facebook page moderators to reshare or repost Facebook posts or content from other users, which they have already shared with their network of friends on their social media profiles. Reposting content on Facebook pages has helped companies to market their business and products. The share feature on users or fans Facebook post will facilitate companies to repost user-generated content on companies pages. Reposting users content on companies page will provide an opportunity for new emerging content for the framework. Therefore, reposting content from users plays a significant role in the success of a company online (Wang et al., 2019). The literature of previous scholars has led to the development of the hypothesis in regard to the different content categories for social media post. This study aims to identify whether the independent variable influences the dependent variables. Hence, the study proposes the following hypothesis:

Hypothesis 1 (H1): Content categories for Facebook pages generates different degrees of online engagement for FashionValet versus Zalora.

Online Sales Period: Sales Period and Non-Sales Period

The sales period can be defined as the major online shopping event throughout the year (Katrina & Benedict, 2019). During the online sales period, companies create more Facebook posts to share with users. The sales period refers to holidays, celebrations, and well-known events throughout the years. For example, annual celebrations such as Chinese New Year, Ramadhan, and Hari Raya Aidilfitri are considered major shopping events. Other shopping events such as the FashionValet birthday sale, MYCyber sale, and Merdeka day can be considered as celebration shopping events. Meanwhile, other shopping events are months with unique dates such as 9.9, 10.10, 11.11, and 12.12. Companies provide information regarding the sales period through Facebook posts. Users and customers are more likely to engage with a Facebook post during the shopping event period. Thus, shopping events will benefit users and customers while also influencing the level of online engagement with company Facebook posts.

The non-sales period refers to the remaining days and months outside of both the sales period and the dates of the major shopping events, also described as the normal days of the week where the company is operating its business routinely. Moreover, non-sales periods are spans of time where companies publish Facebook posts without providing any promotions or special offers to users and customers. The contributions of previous scholars has led to the development of the hypothesis in regard to the relationship between online sales period and social media posts. The study aims to identify whether the online sales period of posts influences the dependent variables. Hence, the study proposes the following hypothesis:

Hypothesis 2 (H2): The online sales period of posts influences different degrees of online engagement for FashionValet versus Zalora.

Methods

Data collection and qualitative data analysis

This study uses a data extraction tool called NCapture, a web browser extension manufactured by QSR to obtain Facebook data, which was collected from the Facebook pages of FashionValet and Zalora. The data collection process for both companies used similar processes. The downloaded Facebook posts from NCapture was imported into NVivo 12 Pro, a qualitative data analysis computer software program that facilitates rich text-based data for an in-depth level of analysis. This study focused on the imported Facebook posts from the period of February 2019 until February 2020.

Statistical Data Analysis

The qualitative data analysis of the Facebook posts was conducted using a content analysis method to categorise the Facebook posts into nodes. To differentiate between the content categories, five nodes were created, namely, information, sales, entertainment, social, and reposting content, while for the online sales period, 2 nodes were created, namely, the online sales period and non-online sales period. The results from the qualitative data analysis process for FashionValet and Zalora were imported into SPSS, a quantitative data analysis software that uses an analysis of variance (ANOVA) statistical data analysis testing method to examine the influence of the content categories during the online sales period (independent variables) by observing the volume of online engagement (dependent variable). Online engagement consists of the number of likes, comments, and shares of Facebook posts. The ANOVA analysis facilitates the hypothesis testing of the independent variable with the dependent variable.

Both fashion companies, FashionValet and Zalora underwent a similar data collection and statistical data analysis process. The study included a visit to FashionValet's official home page using the URL address https://www.fashionvalet.com/ (Figure 3) and the collection of 720 Facebook posts published during the period of February 2019 to February 2020.

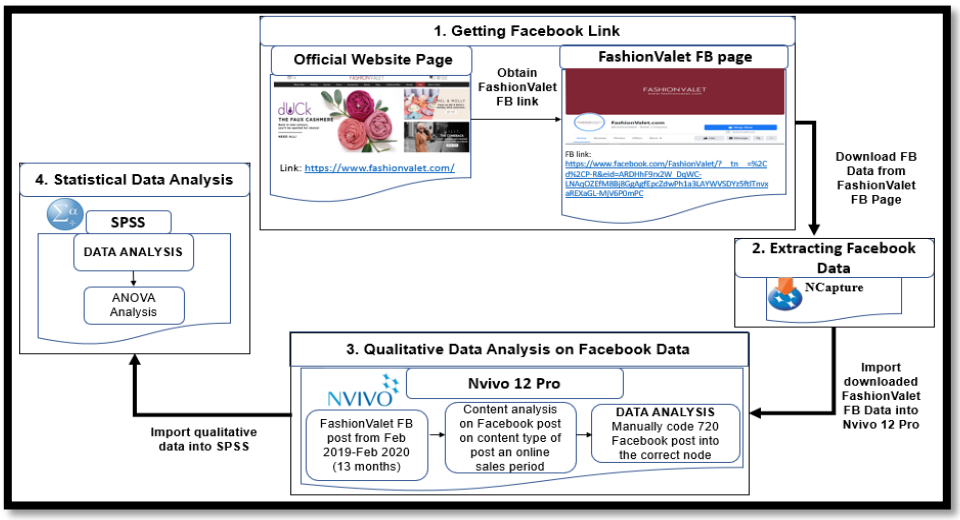

Figure 3: Data Collection and Data Analysis process for FashionValet

The data collection and data analysis process for Zalora is shown in Figure 4. In terms of Zalora's Facebook content, the study used the Facebook link, https://www.facebook.com/ZaloraMalaysia/, obtained from Zalora's official website and collected a total of 560 Facebook posts from the period of February 2019 to February 2020. The data collection and analysis process for Zalora was conducted on the same day as FashionValet to maintain the consistency of the data collection and data analysis process for both companies. The nodes created were similar to FashionValet's. The major online shopping event for Zalora is similar to FashionValet, while the Facebook posts for the online sales period were categorised by considering when they were created.

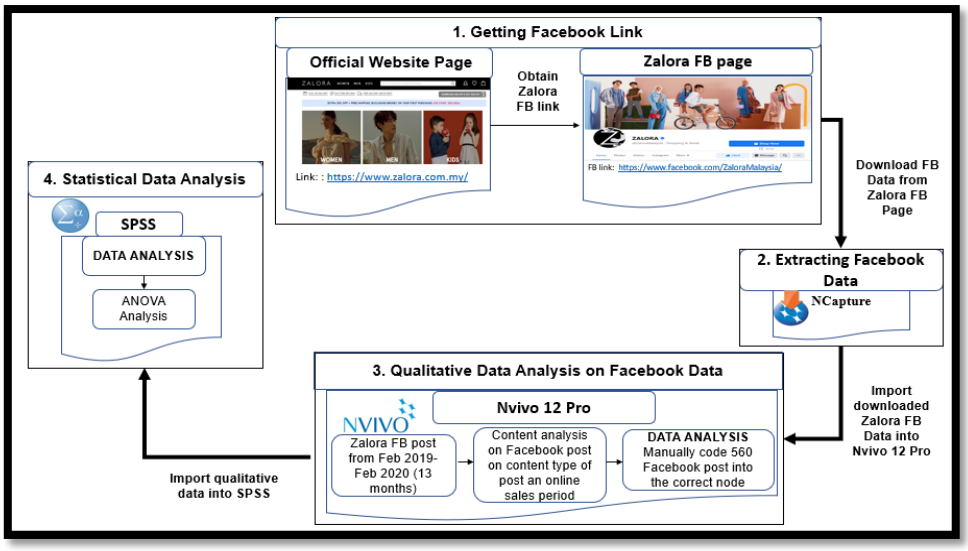

Figure 4: Data Collection and Data Analysis process for Zalora

The ANOVA analysis testing which was conducted on the FashionValet Facebook post produced the mean value for the component of the independent and dependent variables. To maintain the consistency of the study, the research looked at the same major shopping events for both companies. In addition, Facebook posts created one month before the actual date of the major shopping events were coded as belonging to the online sales period. For other shopping events periods, the study encompassed the range of one week before the actual shopping date. However, Facebook posts for the non-sales period refer to Facebook posts created outside of the online shopping event date.

Operationalisation of variables

The variables of the study are based on the theoretical framework. The independent variable of the study refers to the post's content type and its corresponding online sales period while the dependent variable is the online engagement. The first independent variable is the five categories for the posts: information, sales, entertainment, social and reposting content. The second is the online sales period which refers to the online sales period and non-sales period. The dependent variable has three categories: likes, comments, and shares. In this study, a Facebook post with a high number of likes and shares indicates that the given post's content category encourages users to participate and influences online engagement.

Reliability

In this study, two independent coders accessed the Facebook posts and conducted the coding process based on the categories for the independent variables. The Facebook posts were coded into their correct categories based on their purpose. For example, a Facebook post regarding a new product launch is coded into an information category while a Facebook post related to the promotion of the products is classed into the sales category. In the coding process for the online sales period, the coders used a format based on when the Facebook post was created. If the Facebook post was created during the sales period, holiday shopping events or shopping event dates, the Facebook post was categorised under the sales period while Facebook posts created outside of the sales period was categorised under the non-sales period. Both coders repeated the coding process twice for each Facebook post to maintain consistent results. This process was designed to ensure reliable data for the content analysis process. Regarding the online sales period of the post, the reliability could be manually crosschecked with the time that the

Facebook post that was created. The study covered the Facebook posts of the fashion companies over the periods of major online shopping events and non-shopping events.

Validity

The content analysis method analyses the content types of the fashion companies' Facebook posts and sorts them into their specific categories. The content analysis coding process on the Facebook post was based on the description of the categories. To allow for the correct coding of each Facebook post, the study interpreted the meaning of the posts and catalogued the posts into the correct categories. Table 1 shows the content categories, the description for each category, and the coding of the content. A Facebook post that shares information about a new product release is coded as 1, which represents an information content type, or an informational post. A Facebook post regarding promotions refers to remuneration content and is coded as 2. Entertainment content is coded as 3. Social content is coded as 4 and can be described as a Facebook post which encourages users to participate in an activity. Reposted content is user-generated content that companies repost on their Facebook page and is coded as 5. Therefore, the coders involved during the content analysis process used the table above as a guide during the coding process.

Table 1: Description of the content type of post

The content type of post	Description	Coding of content
Information	Specific products, brands, companies, and related marketing activities (Luarn et al., 2015).	1
Remuneration	Content that is directly or indirectly related to benefits, such as promotions, special offers, coupons, free trials, and other offers to attract users' attention (Cvijikj & Michahelles, 2013).	2
Entertainment	Messages that indirectly relate to the company or its products such as humorous video clips, teasers, wordplay, or slogans companies shared with users (Cvijikj & Michahelles, 2013)	3
Social	The information which is designed to motivate the participation of users which include questions and statements and allow users to respond which facilitates online engagement (Cvijikj & Michahelles, 2013).	4
Reposting	The willingness of Facebook page moderators to act by resharing or reposting Facebook posts or content from other users which are shared with their network of friends on their social media profile (Wirtz et al., 2013).	5

Secondly, the validity of the study is established by the ANOVA analysis. By comparing the highest to the lowest mean value for each category for both independent variables of the ANOVA results, the study can draw conclusions about the relationship between the post content types and online sales period over the different forms of online engagement; namely, likes, comments, and shares. Therefore, the statistical data analysis results based on the ANOVA analysis conducted on these two fashion companies is valid.

Findings

The results of the content analysis method have been tabulated in Table 2. The results show that a total of 720 Facebook posts was analysed from the FashionValet Facebook page and 560 Facebook posts were analysed from the Zalora Facebook page. FashionValet and Zalora

regularly posted to Facebook during the research period of February 2019 to February 2020. The Facebook posts for FashionValet and Zalora were coded as 1 for information content, 2 for remuneration content, 3 for entertainment content, 4 for social content and 5 for reposting content. The content analysis results showed the frequency for each post content type. Data in Table 2 shows that FashionValet's Facebook posts consist of 534 information content posts, 154 remuneration content posts, 6 entertainment content posts, 25 social content posts, and only one reposting content posts. Zalora's 455 Facebook posts consisted of 86 sales content posts and 19 social content posts, with no posts in the entertainment or reposting category. The Facebook posts from FashionValet and Zalora adds up to a total of 1,280 Facebook posts with 989 information posts, 240 sales posts, 6 entertainment posts, 44 social posts, and only one post that fit the category of reposting content.

Table 2: Content analysis result on the content type of post for fashion companies

Company	Information	Remuneration	Entertainment	Social	Reposting	Total
FashionValet	534	154	6	25	1	720
Zalora	455	86	0	19	0	560
Total	**989**	**240**	**6**	**44**	**1**	**1,280**

Table 3 shows the content analysis result for the online sales period of posts for both fashion companies. FashionValet published 212 Facebook posts during the sales period and created 508 posts during the non-sales period. A breakdown of Zalora's 560 Facebook posts comprises 295 posts published during the sales period and 265 posts created during the non-sales period. The results for the online sales period shows that FashionValet is highly active compared to Zalora when it comes to posting during the online sales period.

Table 3: Content analysis result on online sales period for fashion companies' posts

Company	Sales Period	Non-sales Period	Total
FashionValet	212	508	720
Zalora	295	265	560
Total	**507**	**773**	**1,280**

The ANOVA analysis in Table 4 shows the volume of online engagement in terms of likes, comments and shares on FashionValet and Zalora's Facebook pages for the post content types of information, sales, entertainment, social and reposting.

Table 4: ANOVA analysis for the post content type for FashionValet versus Zalora

Online Engagement	Content type of post	*n*		*M*		SD		F		*p*	
		FV	Z	FV	Z	FV	Z	FV	Z	FV	Z
Like	Information	534	455	8.49	14.76	17.55	0.60	2.90	7.96	0.021*	0.000*
	Remuneration	154	86	4.10	9.78	5.78	8.28				
	Entertainment	6	0	4.00	0.00	1.29	0.00				
	Social post	25	19	3.60	8.90	0.70	5.18				
	Reposting	1	0	3.00	0.00	0.00	0.00				
Comment	Information	534	455	0.48	0.81	4.57	2.91	0.15	0.44	0.96*	0.65*
	Remuneration	154	86	0.30	0.93	1.00	1.82				
	Entertainment	6	0	0.00	0.00	0.00	0.00				
	Social post	25	19	0.55	0.37	1.16	0.68				
	Reposting	1	0	0.00	0.00	0.00	0.00				
Share	Information	534	455	0.66	0.62	5.21	1.12	0.26	0.53	0.91*	0.60*
	Remuneration	154	86	0.27	0.53	0.94	0.90				
	Entertainment	6	0	0.17	0.00	0.41	0.00				
	Social post	25	19	0.28	0.43	0.68	0.96				
	Reposting	1	0	0.00	0.00	0.00	0.00				

Note: FashionValet = FV; Zalora = Z

The ANOVA results show that FashionValet and Zalora share similarities and dissimilarities in regard to the post content categories that influence online engagement. Both fashion companies use all the types of content posts. The ANOVA analysis managed to measure the impact of content categories on online engagement for FashionValet and Zalora. Firstly, the information content type has the highest impact on the online reach of likes for FashionValet (M=8.49, SD=17.55) and Zalora (M=14.76, SD=0.60). This proves that both fashion companies opt to use the information content category most frequently to encourage likes on Facebook posts. Moreover, informational posts by FashionValet (*n*=534) and Zalora (*n*=455) were more likely to be shared the most, compared to other post content types. The remuneration content for FashionValet (M=4.10, SD=5.78) and Zalora (M=9.78, SD=8.28) was the second most popular type of content by FashionValet and Zalora. This demonstrates that users are most likely to be attracted to Facebook posts that they can gain benefits from.

However, other post content types for FashionValet and Zalora provided different results from each other in regard to the volume of likes. FashionValet's results showed that entertainment content was most liked by users (M=4.00, SD=1.29), followed by social content (M=3.60, SD=0.70), with reposting content positioned last in terms of popularity (M=3.00, SD=0.00). As for Zalora, only social content (M=8.90, SD=5.18) was shared, and no entertainment and reposting content was shared. This indicates that FashionValet engages in all the post content types to attract likes, while Zalora only engages in three. Both companies show a significant of ($F=2.90$, $p \geq 0.021$) and ($F=7.96$, $p \geq 0.00$).

Comment volume shows that social content has the highest impact for FashionValet (M=0.55, SD=1.16) while remuneration content has the highest impact for Zalo (M=0.93, SD=1.82). The second most popular post type for both FashionValet and Zalora is information content with the values of M=0.48 and SD=4.57, and M=0.81 and SD=2.91, respectively. The remaining post content type for FashionValet is remuneration content (M=0.30 SD=1.00) and for Zalora is social content (M=0.37, SD=0.68). To generate online engagement via comments, both companies only use the same three categories of content. Another two content categories

were not implemented by FashionValet and Zalora and these are entertainment and reposting content; these may not be used to encourage online engagement comments. FashionValet and Zalora showed F=0.15 and p ≤ 0.96, and F=0.44 and p ≤ 0.65 respectively, with the p-value of more than 0.05 which is not statistically significant.

Lastly, FashionValet and Zalora are similar in that information content is the category that has the highest impact on the number of shares (M=0.66, SD=5.21) and (M=0.62, SD=1.12). However, the content type that generates the second highest volume of shares for FashionValet and Zalora are different. For FashionValet, it is social content (M=0.28, SD=0.68) while for Zalora, it is remuneration content (M=0.53, SD=0.90). For FashionValet, the category that triggers the third highest number of shares is remuneration content (M=0.27, SD=0.94) followed by entertainment content (M=0.17, SD=0.41), while zero Facebook post for reposting content. For FashionValet, the third most effective content type to encourage shares is social content (M=0.43, SD=0.96), while no Facebook posts were created for entertainment and reposting content. FashionValet and Zalora's results in terms of user shares did not reflect significant figures (F=0.26, p ≤ 0.91) and (F=0.53, p ≤ 0.60).

Based on the ANOVA results, the study managed to highlight the different impacts that the content categories had when it came to attracting likes, comments, and shares. Both companies were engaged in different types of content for each online engagement strategy, but also shared the same post content type for certain engagements. This assists the study in answering the research objective regarding the differences in content categories between FashionValet and Zalora.

Table 5 shows an ANOVA analysis of the posts published during the online sales period for FashionValet vs Zalora. This section has discussed and compared the rate of engagement for posts published during the sales period for FashionValet and Zalora. FashionValet experienced a higher volume of likes during the sales period (M=10.80, SD=26.29) compared to Zalora (M=14.02, SD=11.01). As for the non-sales period, FashionValet's posts generated a significant number of likes (M=5.89, SD=6.72) compared with Zalora (M=13.59, SD=13.00). For FashionValet and Zalora, only FashionValet shows a significant value of (F=15.34, p ≥ 0.00) while Zalora shows no significant value share (F=0.18, p ≤ 0.67).

Table 5: ANOVA analysis for online sales period on FashionValet versus Zalora

Online Engagement	**Online Sales Period**	***n***		***M***		**SD**		**F**		***p***	
		FV	Z	FV	Z	FV	Z	FV	Z	FV	Z
Like	Sales period	212	295	10.80	13.59	26.29	13.00	15.34	0.18	0.00*	0.67*
	Non-sales period	508	265	5.89	14.02	6.72	11.01				
Comment	Sales period	212	295	1.17	0.77	7.19	2.49	9.03	1.15	0.00*	0.29*
	Non-sales period	508	265	0.20	0.78	0.74	2.96				
Share	Sales period	212	295	1.24	0.68	8.20	1.26	6.87	3.24	0.01*	0.07*
	Non-sales period	508	265	0.27	0.52	0.77	0.84				

Note: FashionValet = FV; Zalora = Z

The volume of comments show that both companies differ from each other. During the sales period, FashionValet had a stronger ability to attract user comments (M=1.17, SD=7.19) while Zalora found that to be true during the non-sales period (M=0.78, SD=2.96). The factor for FashionValet that influenced the volume of comments was the non-sales period (M=0.20, SD=0.74) compared to the sales period for Zalora (M=0.77, SD=2.49). The significant value

for comment of FashionValet and Zalora, only FashionValet showed significant results of share ($F=9.03$, $p \geq 0.00$) while Zalora showed ($F=1.15$, $p \leq 0.29$).
FashionValet and Zalora both showed that the sales period had the highest impact on the volume of shares with ($M=1.24$, $SD=8.20$) and ($M=0.68$, $SD=1.26$), respectively. This could be attributed to users who are keen to share interesting sales information with their network of friends. This is followed by the non-sales period which resulted in FashionValet ($M=0.27$, $SD=0.77$) and Zalora ($M=0.52$, $SD=0.84$). Thus, only FashionValet has a significant value ($F=6.87$, $p \geq 0.01$) while Zalora showed no significant value ($F=3.24$, $p \leq 0.07$). One may conclude that for FashionValet, the online sales period influences the volume of likes and comments, while the non-sales period is more likely to attract shares. As for Zalora, the online engagement rate for likes and comments is more influenced during the non-sales period but is still influenced by the sales period in terms of shares.

Table 6: Summary hypotheses results

Note: If p-value ⩽ 0.05, hypotheses is significant. If p-value ⩾ 0.05, non-significant;
FV: FashionValet, Z: Zalora, S:Significant, NS:Non-significant

Online Engagement	*P*-value				Hypotheses			
	Content type of post		Online Sales Period		Content type of post		Online sales period	
	FV	Z	FV	Z	FV	Z	FV	Z
Likes	*P* ⩾ 0.021	*P* ⩾ 0.000	*P* ⩾ 0.000	*P* ⩾ 0.67	S	S	S	NS
Comment	*P* ≤ *0.96*	*P* ⩾ 0.65	*P* ⩾ 0.000	*P* ⩾ 0.29	NS	NS	S	NS
Shares	*P* ≤ *0.91*	*P* ⩾ 0.60	*P* ⩾ 0.01	*P* ⩾ 0.07	NS	NS	S	NS

Table 6 shows a summary of the hypotheses results for the post content type and corresponding online sales period for FashionValet vs Zalora after conducting the ANOVA analysis. A p-value that is lower than 0.05 proves that the hypothesis is significant, while a p-value that is greater than 0.05 is non-significant. FashionValet shows the p-value for online engagement of likes as 0.021 which is significant. However, online engagement comments and share are both non-significant with a p-value of 0.96 and 0.91, respectively. As for Zalora, the online engagement of likes showed a significant value of 0.000, while comments and shares showed a non-significant p-value of 0.65 and 0.60, respectively. FashionValet and Zalora both share the same results for the hypotheses for the post content types. During the online sales period, FashionValet shows the p-value for all online engagement of likes, comments, and shares to be significant for the hypotheses with a value of 0.000, 0.000, and 0.01, respectively. However, for Zalora, the user engagement during the online sales period shows all likes, comments, and shares to be non-significant with a p-value of 0.67, 0.29, 0.07, respectively. The user engagement for FashionValet and Zalora's online sales periods are different, which can be seen by the Facebook posts created during the sales period and non-sales period.

Discussion and Conclusion

This study examined the influence of FashionValet and Zalora's online engagement by analysing their post content types against the corresponding online sales period. Regarding the post content type, the results show that the effects of the potential explanatory variables on the components of online engagement clearly differ, as shown in the following. Consistent with previous studies, the results showed that the post content type may significantly influence the

online engagement of users (Luarn et al., 2015; Cvijikj & Michahelles, 2013). For FashionValet and Zalora, the informational content type was found to be strongly influential and attracted a high engagement rate via the volume of likes. This may be attributed to users becoming well informed as a result of brand-related information provided by companies (Leeflang et al., 2014). Regarding online engagement of comments on Facebook posts, FashionValet's social content exhibited high level of online engagement. Consistent with research by Cvijikj and Michahelles (2013), one can attribute this to Facebook posts that require users to engage with the content itself. However, this finding differed from Zalora's results, which showed that remuneration content attracted a high level of engagement due to the comments on the Facebook posts. This study proposes that this could be due to content where users are able to gain benefits and incentives which will encourage users to comment on those posts. Lastly, the volume of 'shares' of online engagement for both FashionValet and Zalora content category is highly influenced by informational content. This could be attributed to users finding the information provided by the companies to be genuinely useful, which encourages users to share it with their network of friends, which is consistent with previous studies (Luarn et al., 2015; De Vries et al., 2012). As expected, H1 was partially supported, because various types of content influence different degrees of online engagement. Meanwhile, the only type of online engagement for FashionValet and Zalora that was shown to be significant was likes, while comments and shares were non-significant.

Consistent with previous studies (Cvijikj & Michahelles, 2013), the results indicated that the online sales period have a strong influence on users' engagement with posts. As expected, the fashion companies are more active with posting during sales periods; however, H2 is only partially supported. In regard to online reach of likes, FashionValet and Zalora were proven to be more highly influential during the sales period. This study proposes that this could be due to the fact that companies provide various promotions and special offers during a sales period, and thus users become more active with Facebook post during these periods, consistent with previous studies (Cvijikj & Michahelles, 2013; Luarn et al., 2015). In regard to the volume of comments on Facebook posts, only FashionValet showed that sales period recorded a high online reach. This paper argues that for FashionValet, this finding may be due to users interacting more actively with companies during sales period by asking questions or expressing opinions, which is consistent with research by Kumar et al. (2006). Conversely, Zalora showed that non-sales period have a high influence on the comment engagement rate. We propose that users may be more active in commenting during non-sales period, as users prefer to like or share on the Facebook post rather than to comment. Lastly, results show that sales periods exhibit high reach in regard to the shares of Facebook posts for FashionValet and Zalora, consistent with the previous research of a number of scholars (Cvijikj & Michahelles, 2013; Luarn et al., 2015; Golder et al. 2007; Rutz and Bucklin 2008). We propose that during sales periods, users are keen to increase the activity of sharing with their network of friends on Facebook. Users perceive Facebook posts as of interest during the sales periods as they may gain benefit from them. While online sales periods influences different degree of online engagement, the testing of the hypotheses shows that the online reach of likes, comments and shares for FashionValet appears to be significant. For Zalora, the online reach of likes, comments, and shares are non-significant for the same periods. Thus, as expected, H2 is only partially supported.

The relationship between the post content type and online sales period is an opportunity for companies to improve and optimise their Facebook posts. This study managed to investigate the post content type and corresponding online sales period for FashionValet and Zalora, which can assist fashion companies to generate the type of online engagement they desire. Moreover, FashionValet and Zalora showed different degrees of online engagement which has been discussed in relation to the online sales period.

Facebook has been a platform widely used by companies to expand their customer base. From a business standpoint, Facebook is more than a platform that simply provides information, because it allows users to interact with company Facebook pages and share personal opinions with others. By understanding the right content and suitable periods to share with users online, companies can optimise their level of online engagement on their Facebook pages. Therefore, this study is the first to investigate the online engagement of users who interact with two fashion companies in Malaysia. The user interactions of likes, shares, and comments on Facebook posts represent various levels of online engagement. The study proposes different types of strategies depending on the online activity or event, whereby several previous scholars have employed a similar approach. Moreover, the findings from the content analysis showed how content created by fashion companies influenced online engagement. In addition, previous scholars focused more on information, sales, entertainment and social content. This study proposed reposting content which is a new strategy which can serve as an addition to the variety of post content types.

The results of the findings also provide practical implications. First, the study provides a guideline for fashion companies to choose which categories of content type that would elect to use in their Facebook posts. For a company to obtain a high number of likes, informational content will be suitable so that users are up-to-date on recent news about the company. To encourage users to interact, Facebook posts regarding sales encourage users to communicate. Fashion companies that implement Facebook as a platform to share information with users must frequently monitor customers' actions and interactions to identify the characteristics of popular content on their page. The results from this study should encourage fashion companies to develop strategies that lead to improved online engagement that increases interactions between the users and business.

Theoretical and practical implications

This study is the first to investigate the online engagement of users between two fashion companies in Malaysia. By understanding the relationship between the right content and suitable periods to share with users online, companies can optimise their level of online engagement on their Facebook pages. While the user interactions of likes, shares, and comments on Facebook posts represent various levels of online engagement, the study proposes separate types of strategies for different possible activities; several previous scholars have employed a similar approach. Moreover, the findings from the content analysis showed how content created by fashion companies influences online engagement. In addition, previous scholars focused more on information, remuneration, entertainment and social content. This study has proposed a new type of social media post, reposting content, which can be labelled as a new contribution to the content categories.

The study also provides practical implications. Fashion companies are given a guideline to choose which categories of content types they will use in their Facebook posts. For companies that wish to obtain a high volume of likes, informational content is suitable as it allows users to stay up to date on recent news about the company. To encourage users to interact, Facebook posts regarding remuneration content will encourage users to communicate. Fashion companies that implement Facebook as a platform to share information with users must frequently monitor undertaken customers' actions and interacts to identify the popular content on their page. The results from this study should encourage fashion companies to develop strategies that lead to heightened engagement which increasing the interaction between the users and companies.

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