Impact of artwork and the content in Facebook organic reach in Sri Lanka

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Abstract

Marketers have been putting more and more emphasis on identifying their customers as the idea of marketing has grown and new techniques for market orientation have emerged. Massive amounts of data have been gathered as a result, helping businesses increase the effectiveness of their Facebook marketing. Examining the variables affecting the efficacy of Facebook organic promotions is the goal of this study. Marketing best practices help organic promotions succeed. In order to increase the visibility of their Facebook company pages, Sri Lankan Facebook entrepreneurs should focus on developing the approaches and skill sets covered in this research. The convenience sampling technique was utilized in this study, which included 386 Facebook users as its sample.

In order to gather primary data for this study, questionnaires were used. SPSS and Amos used to do the Analysis part of this study.

Key words: *Organic engagements, effectiveness, Facebook*

1. Introduction:

Facebook is the most widely used social media compared to others and it generates more revenue by advertising too (Pew Research Center 2018). Businesses follow emerging trends, allowing the internet to open new commercial prospects (Wielki, 2010). To stay in a digital environment was where it all started. The number of users on social media has increased so quickly, and the rate of growth is still noticeable all over the world.

This element has contributed to a rise in the social media ecosystem's influence, but its importance comes from the way it connects, either directly or indirectly, the online and offline halves of the economy (Harun and Lily, 2018).

By identifying practices used by international businesspeople and contrasting them with Sri Lanka's online business environment, this research aims to evaluate the elements that make unpaid promotions effective in global markets, the best approaches and methods for achieving the greatest, and the reasons for different types of activities that internet entrepreneurs should apply by Sri Lankan businesspeople. Caption, Content, and Effectiveness of Facebook Organic Promotions are the two independent and one dependent variables in this study, respectively, in accordance with prior research. The goals of this study are to assess how Facebook organic promotion effectiveness is influenced by captions and how Facebook organic promotion effectiveness is influenced by content. The popularity of social media has grown alongside the number of users, The popularity of social media has grown along with the number of users, and there is still a sizable rise in social media users globally.

Most Facebook brands operate on a "Pay-to-Play" basis, which explains why, in practice, organic promotion reach for online brands on Facebook hovers at 5% for entertainment content and 2% for news content. If there are 100 online shoppers, the post will only reach 2, which is significantly fewer than normal.

Internet business owners want to connect with their target audience or grow their Facebook following (Mohenesh, C., 2021). There is a practice gap in Sri Lankan Facebook organic promotion marketing as a result of the methods adopted by global enterprises.

In order to optimize the reach of their Facebook company pages, Sri Lankan Facebook entrepreneurs should use the tactics and skill sets that are the subject of this study.

The remainder of the paper is divided into the following sections: A section for Conceptual framework and the next for the hypothesis, Literature review and methodology as following sections, data analysis and findings are in the final sections.

2. LITERAURE REVIEW

There are several variables that can affect how well organic Facebook promotions perform in Sri Lanka. organic promotions in Sri Lanka have been included only in very few research studies in different aspects, so it is unknown how big of an impact these elements have on the performance of organic Facebook promotions. To what extent the stated factors influence the effectiveness of organic promotion in Sri Lanka is the question that the literature seeks to answer. Language as a medium of communication can have a wide variety of meanings depending on the speaker's intent and the social and cultural context (Yunita Sari, 2022).

For the audience to understand the caption, it must be appropriate. You can only tell how rich the content associated with a post is by looking at the type of stuff that is presented alongside the text. (Such as a picture, a video, or a link to a website) (F et al., 2014). Even though more men than women use Facebook, latest research shows that there are more men than women users in Sri Lanka (Rathnayake and Rathnayake, 2018).

As the younger generation spends more time on social media, particularly Facebook, online business owners should consider establishing pertinent advertising strategies to employ there. Social media platforms have emerged as a result of technological advancements, enabling users to exchange content in a variety of formats, including text, images, audiovisuals, and web links (Chawla and Chodak 2021).

2.1 Effectiveness of Facebook organicpromotions in Sri Lanka

According to the ISO 9000:2005 standard, communication effectiveness is the degree to which planned goals are met. The praxeology approach or philosophy of effective action is referred to as "effectiveness" (Chodak et al., 2019). The importance of customer interaction has substantially increased in a world where one person may discuss goods, businesses, or brands with thousands or even millions of other people (Liu et al., 2018). It is common practice in social media communication research to disregard the effectiveness of communication over a variety of content, involvement levels, and posting times (Lamberton and Stephen, 2016).

A post may be read and respond to interaction in the form of likes, comments, or shares depending on how simple it is to do so (Sally and Wickramasinghe, 2020).

2.2 Artwork & Captions of Facebook Promotions

For most of the Facebook posts Images does the work of the caption. A picture's caption serves as a summary or heading. The study found that captions are helpful for marketing and education since they improve user experience for everyone, not just those with disabilities. The captions of Facebook posts could add a personal touch to news (B et al., 202).

Depending on its objective, the caption could contain alerts, details about events, or feelings. Facebook is utilized as a communication tool (Yunita Sari, 2022).

Any symbols or acronyms used in the figures should also be described, and if any symbols are necessary for the titles of the axes, make sure to explain them in the caption as color-coded caption identification is sometimes useless because

of differences in color between displays and printers. The correct color coding is also essential, and before submitting, ensure sure the caption description matches the visual (M and V, 2019). Depending on its objective, the caption could contain alerts, details about events, or feelings (Yunita Sari, 2022).

According to the level of risk, word recognition results changed: those at risk profited from captions, whereas those not at risk identified more words when there were none (Linebarger and Piotrowski, 2010). Captions have a direct impact on viewers' capacity to decipher code because they give viewers the opportunity to see a word in print, hear it reproduced acoustically, and judge a term's meaning considering its broadcast portrayal (Molina. et al., 2020). As a result, it is evident that captions have an impact on the success of Facebook promotions.

Based on the, we predict a good correlation between Artwork , captions and the success of natural Facebook promotions in Sri Lanka, with the efficacy rising with the quality of the material.

2.3 Content of Facebook Promotions.

Facebook contents are public messages shared with a user's whole Facebook audience or their profile page (or "wall"). Businesses use postings to always be visible to their audience and perhaps gain new followers.

The crucial information that is contained in a communication is referred to as its "message content" (Niu et al., 2015). In a practical environment, the importance of content in increasing customer involvement on social media is examined. It is determined that content is essential. It was discovered that posts containing videos or Images garnered more likes than other types of posts, while those with questions attracted more comments (KimSpiller and Hettche, 2014).

People appreciate sharing content with their peers in a chic but direct and personalized style, thus it's interesting to research what qualities this online content should have to enable for consumer distribution without any costs or constraints (Sabate et al., 2014). To boost the receiver's incentive to engage with the promotion favorably and increase communication efficacy, both the message style and substance should be properly prepared. What ought to be published? Message posts generally contain a range of themes, and these themes are important indicators of how effective a message will be (Niu et al., 2015).

When interacting with clients, practical images should be employed as both format and substance are essential to messaging strategy (Molina. et al., 2020). Numerous studies have shown the user-generated content has an impact on consumers' willingness to purchase. The method that promotes engagement is content. There are a few crucial elements of message content that must be considered. An engagement with a call to action is a crucial element.

A successful social media strategy will result in two-way communication between firms and their customers (VriesGensler and Leeflang, 2012). It's crucial to keep in mind that content influences all marketing effectiveness measures, including shares, likes, and comments (KanjeCharles and Tumsifu, 2020). Images play a crucial role in getting this done.

According to the, we anticipate a favorable correlation between content and the efficiency of organic promotion in Sri Lanka. Better content increases the impact of the promotions so long as it remains available.

3. CONCEPTUAL FRAMEWORK

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┌──────────────────┐
│ Artwork          │──────────┐
│                  │          │      ┌────────────────────────────┐
└──────────────────┘          ├─────▶│ Organic reach of the post  │
┌──────────────────┐          │      │                            │
│ Content Reliability │───────┘      └────────────────────────────┘
└──────────────────┘
```
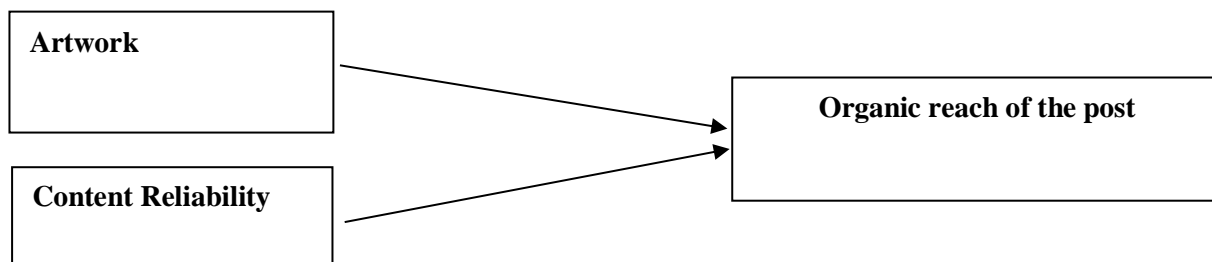
Figure:1 Conceptual framework (Author)

H1: There is a positive impact of Artwork on Facebook Organic reach in Sri Lanka.

H2: There is a positive significant impact of Reliability of Content reliability on Facebook Post reach.

4. METHODOLOGY

4.1 Data Analysis

Because it is quantitative, this study used positivism. Since this study will rely on a generated hypothesis based on an issue, a deductive methodology will be used. This study is an example of deductive research with an already established theory. The primary data for this study will be collected using the following methods:

4.2 Questionnaires.

This study used a questionnaire with five Likert scales and its two independent variables and the dependent variable to gather primary data. There will be 6 questions for each variable, for a total of 18 questions. This study's goal is to investigate the variables that affect how well Facebook organic reaches.

The convenience sampling method will be applied in this study. Since more than one variable will be used in this study and because Facebook users collected the questionnaire's data. The population of this study is more than 6 million by 2020 (Hewage and Weerasekera, 2020), and 386 people were included in the sample, as shown in Morgan's table. The results of this study will be analyzed using various linear regression analytical methods. The SPSS and Amos used it for analytical purposes and to finalize the structural model.

4.3 Questionnaire

Two sections of the questionnaire were separated. Gender, province of residence, and the qualification of the user make up the first section's three general inquiries. The estimation of the Sri Lankan population on Facebook in comparison to Instagram users, as well as the typical amount of time Sri Lankans spend on Facebook the Artwork, caption, and effectiveness of Facebook organic promotions will be used as the two independent variables and the dependent variable to split the second portion. There were four multiple-choice questions for each variable. Disagree, Strong Disagree, neither agree nor disagree, Agree, and Strong Agree are the options for the multiple-choice questions.

5. RESULTS

The 5 Likert scales, along with the variables dependent and independent variables are used to collect data for this study via questionnaires. The characteristics of the respondents are described as follows.

5.1 Reliability Statistics.

The internal consistency of a scale is quantified by Cronbach's alpha. If the Cronbach alpha score is at least 0.7 then it's accepted and less than 0.5, internal consistency is poor (Bujang et al. 2018). As the values are above 0.7 , these constructed can be accepted.

Table 1: Reliability analysis of construct data

Construct	Cronbach's Alpha	Responses	Items
Artwork	0.795	386	7

| Content | 0.866 | 386 | 7 |
| Organic Reach | 0.864 | 386 | 7 |

Source: Author

5.2 Normality Test

A normality test is done to check the normality of the data set. The Skewness and the Kurtosis is found between -2 ,+2 and -3,+3 as its in the range this data set can be accepted. The Details are mentioned in the following table.

Table: 2 Normality Test

		Content	Artwork	Organic
N	Valid	386	386	386
	Missing	0	0	0
Mean		2.313	2.255	2.345
Std.Deviation		0.748	0.771	0.663
Skewness		1.162	1.142	0.913
Std.Error of Skewness		0.124	0.124	0.124
Kurtosis		2.133	1.843	2.078
Std.Error of Kurtosis		0.248	0.248	0.248

5.3 Model Summary

According to the model summary, the R, R2 adjusted R2 values are 0.658 , 0.430 , 0.501.

Table:3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658ᵃ	.433	.430	.50140

a. Predictors: (Constant), Content, Artwork
b. Dependent Variable Organic reach
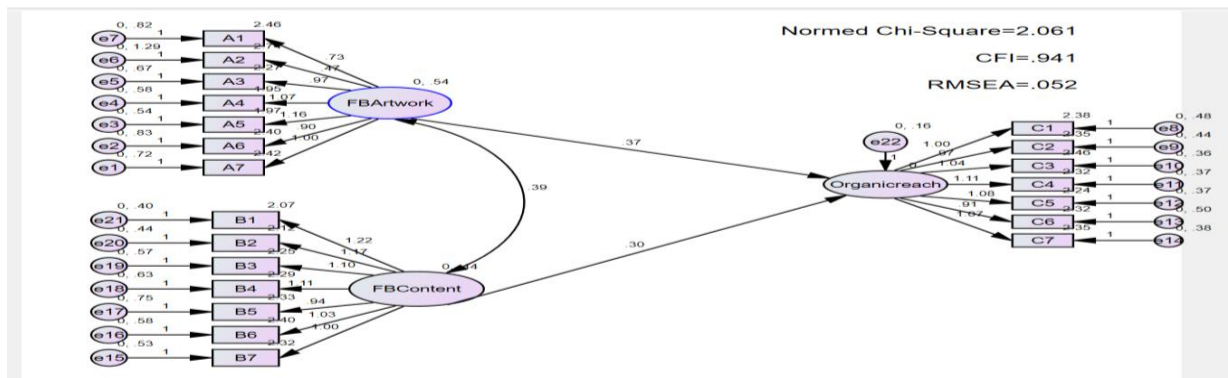
5.4 Hypothesis and Structural Model

Figure:2 SEM

According to the SEM the RMSEA is 0.052 and its between 0.05 and 0.08 and it can be accepted. And CFI is very close to 0.9 it's a good fit.

Table:4 Hypothesis Test Results:

Hypothesis	Standard Estimation	T value	P value	Decision
H1	0.375	4.430	0.000	Accepted
H2	0.298	3.338	0.000	Accepted

The correlation between Artwork and Organic reach is supported (H1: Estimate 0.375 , T value – 4.430 , P <0.001). And the H2 suggest that the Content positively impacts the organic reach (H2: Estimate 0.298, T value – 3.338, P<0.001). With the above facts the structural model is redefined as follows.
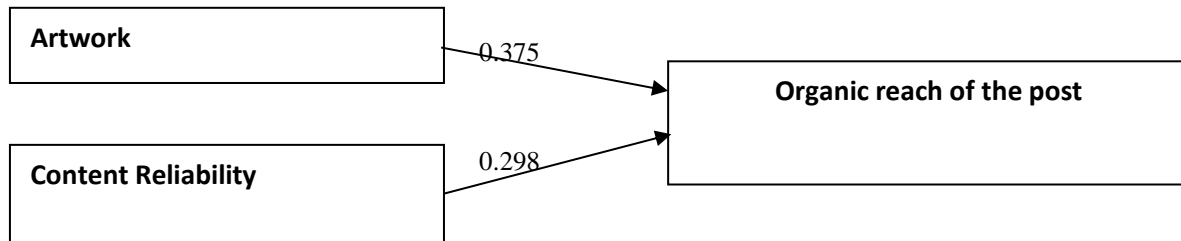
Figure:3 Refined structural Model

5.5 ANOVA Test

An ANOVA test is done to effect od moderation of demographic and behavioral variables.

Table 5: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	73.428	2	36.714	146.039	.000[b]
	Residual	96.286	383	.251		
	Total	169.714	385			

a. Dependent Variable: Reach

b. Predictors: (Constant), Content, Artwork

Source: Author

6. DISCUSSION

The 5 Likert scales, along with the variables Artwork, content and Organic reach, are used to collect data for this study via questionnaires. The characteristics of the responders are described below.

Table:6 Gender

	Frequency	Percent

	1	241	62.4
Valid	2	145	37.6
	Total	386	100.0

Nine provinces of the country is represented by values 1-9.

Table:7 Province

		Frequency	Percent
	1	16	4.1
	2	6	1.6
	3	192	49.7
	4	41	10.6
	5	33	8.5
Valid	6	41	10.6
	7	18	4.7
	8	32	8.3
	9	7	1.8
	Total	386	100.0

Qualifications are indicated in the questionnaire as O/L, A/L, Diploma, Higher Diploma, Undergraduate, Postgraduate by the codes 1-6.

Table:8 Qualifications

		Frequency	Percent
	1	8	2.1
	2	32	8.3
	3	3	.8
Valid	4	2	.5
	5	296	76.7
	6	45	11.7
	Total	386	100.0

The initial attempt is to analyze the influence of Artwork on Facebook organic reach in Sri Lanka. From the information and the data analysis we can clearly see that the Artwork is influencing the Facebook organic reach in Sri Lankan context. Sharing news on social media was claimed to depend heavily on the portrayal of a person's private state—their opinion, mood, or point of view—using subjective language, with a bias toward positive valence (Welbers and Opgenhaffen, 2018).

Next, it was planned to analyze the impact of the Facebook Organic reach by the content available. The analysis shows that the hypothesis is accepted and there is a positive influence on Facebook organic promotions by the content which was presented.

From Literature, we find that a post's comment success is more closely related to the originality of the content than its quantity (Camarero et al., 2018). From the data and the analysis, we could check that the hypothesis presented over there is accepted and both Artwork, Content is influencing the Facebook organic reach in Sri Lankan context.

7. RESEARCH CONTRIBUTION

The research findings will be useful for the Facebook campaigns, students and future researchers. The findings of this study and the model which is proposed here can be used for the organizations to go ahead with their social media implementations and campaigns in Sri Lanka. The model also can be used by different organizations which is planning to improve the Facebook presence. The outcome of the study brings that the Artwork and the content of Facebook is important to reach people organically. As the organic reach is important for the organizations to reduce their marketing budgets and it's easy to target their exact segment.

While organizations are having the advantage from these research findings, the marketing agencies can get some insights to improve the campaigns and support the businesses to go forward. The findings will help the organizations to have better engagement on their posts, and this will support on consumers for different business by reaching their target crowed directly.

8. CONCLUSION

This study was conducted to understand the influence of Artwork and content on Facebook Organic promotions. By the Literature review we understood the importance of Artwork and the content of a Facebook post. With the literature support the conceptual framework was designed.

The results will help the marketers to concentrate more with the Artwork and content to promote their brand and the organizations organically. The data analysis confirming that the content and Artwork has the influence on Facebook Organic reach in Sri Lanka.

From the results we can understand that the trending titles and artworks, content will improve the engagement, and this will impact on the organic shares of the post in Facebook.

The efficiency of Facebook promotions can be increased by using eye-catching graphics, colors, symbols, and other elements.

For the future extensions this research can be carried with different sectors to understand in detail and by increasing the sample will provide overall view of Sri Lanka.

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