Minh Sang VO, Dung Quoc Vu HUYNH, Giang Huong NGUYEN, Giang Ha Nguyen DANG, Duong DaiHUYNH, Bao Quang LE, Nhut Minh DANG / Journal of Distribution Science 20-5 (2022) 65-74

65

The impact of Marketing Communication Content Distributed on Social Networks on Electronic Word-of-Mouth

Minh Sang VO[1], Dung Quoc Vu HUYNH[2], Giang Huong NGUYEN[3], Giang Ha Nguyen DANG[4], Duong Dai HUYNH[5], Bao Quang LE[6], Nhut Minh DANG[7]

Abstract

Purpose: This paper evaluates which characteristics of marketing communication content distributed on social networks impact electronic word-of-mouth (e-WOM). **Research design, data, and methodology:** Quantitative research was carried out on 637 Vietnamese people aged from 18, who were exposed to marketing communication programs of fashion brands. Preliminary data were analyzed by the reliability of the scale, multivariate regression analysis, and analysis of variance. **Results:** The research findings have identified the four characteristics of social media content that positively impact e-WOM, including entertainment, interaction, trendiness, and customization. Participants aged 30 and under have a higher appreciation for media content and e-WOM than those from 31 and over. **Conclusion:** To promote e-WOM, marketing communication content distributed on social networks should focus on the following characteristics: (1) The entertainment of marketing communication content should involve positive emotions, fun, and enjoyment; (2) With interactive content, focus should be placed on discussion and exchange content, content that encourages sharing, and two-way interactive content; (3) For trending marketing communication content, marketers consider communicating brand-related latest information, up-to-date information, and hot discussion topics; and (4) When creating customized content, brands should be interesting, customized (information, product, price), and unique.

Keywords: Electronic Word-of-Mouth, Characteristics of A Good Marketing Communication Content Distributed on Social Networks, The Entertainment of Marketing Communication Content, The Interactivity of Marketing Communication Content, Trending Marketing Communication Content, Customized Marketing Communication Content.

JEL Classification Code: B17, M16, M21, M31, M37

1. Introduction

Together with the strong development of the Internet, the so-called electronic word-of-mouth (e-WOM) has appeared as a new form of word-of-mouth. It has been more relevant to consumers' behavior and communication through social networks (Canhoto & Clark, 2013). According to Jansen, Zhang, Sobel, and Chowdury (2019), nearly 1/5 of posts on Twitter, a social networking platform, include specific brand names, and 1/5 of those posts expose feelings about that

1. First Author. Lecturer, Faculty of Business Administration, FPT University, Vietnam. Email: sangvm@fe.edu.vn
2. Second Author, Student, Faculty of Business Administration, FPT University, Vietnam. Email: DungHVQCS140107@fpt.edu.vn
3. Third Author, Student, Faculty of Business Administration, FPT University, Vietnam. Email: GiangNHCS140534@fpt.edu.vn
4. Fourth Author, Student, Faculty of Business Administration, FPT University, Vietnam. Email: Giangdnhcs140092@fpt.edu.vn
5. Fifth Author, Student, Faculty of Business Administration, FPT University, Vietnam. Email: Duonghdcs140153@fpt.edu.vn
6. Sixth Author, Student, Faculty of Business Administration, FPT University, Vietnam. Email: Baolqcs140292@fpt.edu.vn
7. Seventh Author, Student, Faculty of Business Administration, FPT University, Vietnam. Email: Nhutdmcs130078@fpt.edu.vn

brand, either positive or negative. According to statistics, the number of tweets sent per day is 500 million. In a study of Marketing AI in 2020, 44% of users believe that Facebook influence their shopping behaviors. Specifically, there are 80 million business pages on Facebook, and 90 million small businesses use Facebook for commercial purposes. For marketing, 57% of businesses find it effective to promote products and services on Facebook, with 600% the interaction rate when posting videos instead of texts or images. Research also shows that the average engagement rate per Facebook posts across all industries is 0.27%. Across the the countries where Facebookers live, two-thirds visit the local businesses' fanpage at least once a week. Facebook also found that 26% of users' primary groups are built around interests and concerns. This number reflects how important the e-WOM conversation about brands on Twitter is, with an average estimate of millions of tweets per day. Thereby, we have partly visualized the spread of e-WOM to the brand, which is also an opportunity to promote its name on social media platforms.

Social media is considered as one of the important milestones in the development of the internet. It brings a great connection between marketers and consumers with social media content through today's popular platforms like Twitter, Facebook, YouTube, and more. Therefore, it increases customer communication about the company and the brand, which is called e-WOM (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). E-WOM has a very positive impact on providing information, creating interaction, supporting brand marketing communication campaigns, and spreading widely to the public and customers target. E-WOM can be influenced by many factors, such as personal motivations for social networking, brand rewards, and possibly media content. The content created by marketers of brands on Twitter or any other social networking platform can spread rapidly among users through e-WOM (Jansen et al., 2019). However, in reality, while some content receives quick responses, spreads, and reaches from more consumers, other content receives slow responses, no reactions, or even negative reactions. E-WOM is an important factor of social media marketing. In a broader framework, Sisira Neti (2011) defined social media marketing as the marketing effort that uses social media tools to convince customers to buy their products and services through the content they transmit. This activity takes place via online grouping, social networking, blog marketing, etc. Social media offers a new way for brands to reach target consumer groups faster and more effectively than traditional marketing through shared content (Constantinides & Fountain, 2008). It also enables businesses to easily create content for many potential customers through social platforms. This saves time, cost, and human resources when bringing many benefits in

controlling the relationship between brand and customer. On social media, businesses can stay in touch with the market and their target customers, learn customers' needs and opinions, and interact with customers online.

Many studies have mentioned the factors affecting e-WOM, including: service quality, perceived benefits, brand familiarity, self-expression motivation, and relationship search motivation. However, not many noted the impact of marketing communication content distributed on social networks to e-WOM. Specifying each characteristic or aspect of marketing communication content to e-WOM in detail will help marketers identify particular features of marketing communication content distributed on social networks; increase behavioral tendency about e-WOM; create marketing communication content more effectively; and promote e-WOM about brand better. These contribute to improving results for social media marketing communication programs for brands. Therefore, this study aims to determine the impact of marketing communication content distributed on social networks to the customer by e-WOM and specifically testify to which characteristics of social media marketing communication content influence e-WOM in the fashion industry in Vietnam.

2. Literature Review

2.1. Electronic word-of-mouth

Electronic word-of-mouth (e-WOM) refers to the positive or negative feedback provided by the customers about the available products in an internet-mediated environment (Hennig-Thurau et al., 2004a). Social media is the ideal tool for e-WOM, as consumers create and spread brand-related information to their friends, colleagues, and other acquaintances with no strings attached (Kim & Ko, 2012). Research by San and Dastane (2021) identified service quality, perceived benefits, and brand familiarity as having a positive impact on e-WOM. Jansen et al. (2019) studied on the e-WOM activity regarding brands on Twitter. They suppose that consumers' posts generate information dissemination processes, including branding comments, sentiments, and opinions. Kilgour, Sasser, and Larke (2015) argued that content marketing is an active role of consumers' sharing, and participation in the media space becomes their concern. The e-WOM can create online relationships and communities with the influence of the readers and producers of e-WOM, which creates a new type of reality when they search for information on the internet (Litvin, Goldsmith, & Pan, 2018). Therefore, delivering the right social media content to consumers becomes important for the business to take advantage of the power of e-WOM. Specifically, e-WOM is known as "like" or "share". According to Hennig-

Thurau et al. (2004), e-WOM is the key to successful online marketing. Research by San and Dastane (2021) identified service quality, perceived benefits, and brand familiarity as having a positive impact on e-WOM. Many other factors affect e-WOM, such as reality search motivation, self-expression motivation, and relationship search motivation (Kim, Song, & Kim, 2018).

2.2. Marketing communication content

Marketing communication content provides information to consumers by giving answers to consumers (Keller, 2003). For consumers, quality advertising content is to provide complete information, reinforce and provide more knowledge to help consumers make purchasing decisions (Świeczak, 2012). Steimle (2014) stated that marketing communication content is a marketing technique that creates and distributes valuable, relevant, and consistent content to attract and acquire audiences. Yazdanparast (2016) believed that marketing communication content distributed on social networks influences brand attitudes and suggested that marketers delivering social media content should create appropriate entertainment experiences with customers' motivation to use social networks.

According to De Vries, Gensler, and Leeflang (2012), compared to other content features, the content's interesting feature has more influence on the customers' attitude. The fun of the marketing content brings it a positive image in the consumer's mind and promotes the brand identity of the product. Abedniya and Mahmouei (2010) reported the strong impact of social media entertainment on performance and fulfillment. As a perceived hedonic benefit of social media (Venkatesh, Walton, Thong, & Xu, 2012), entertainment was predicted in the model Unified Theory of Acceptance and Use of Technology to lead to usage. This assumes that social media entertainment may affect performance (Guo, Shen, & Li, 2018; Yazdanparast, 2016).

The development of social networking platforms is strong, and many people are motivated to use social networks for social needs; in addition, it helps people maintain social relationships, reduce stress, and anxiety in life, reduce loneliness, etc. In research related to social network marketing communication content, this need is called social interaction (Leung, 2009). According to (Kilgour et al., 2015b), content marketing is the active role of consumers' interactive engagement to share, and active participation in response in the media space becomes their concern. Baer (2013) promotes that content marketing is a tool used by companies to educate, inform, or entertain customers or potential customers by generating attention or inducing behavior, leads to leads, sales, or advocacy. On the other hand, social networks are used by customers and potential customers to communicate. Specifically, social media interactions are divided into company-customer and customer-to-customer interactions that complement each other and drive social media marketing communications content (Gallaugher & Ransbotham, 2010). Social network media also makes brands more agile. Through customer service and advice, businesses and brands can get feedback and suggestions from consumers and fans in real-time, understand their attitudes and views on specific products, and interact with consumers promptly (Nair, 2011). In addition, consumer interactions have a broader and more significant impact on consumers' brand emotions than actions between brands and consumers (Mcafee, 2005).

Many studies are showing that trendiness is particularly useful in reinforcing and driving consumer intent to create content. Trendy information encourages consumers to create content and share their brand experience with like-minded users on social media platforms (Creevey, Coughlan, & O'Connor, 2022). Moreover, the content on social networking sites has timely and useful information that promotes the intention to read and share consumers' information (Liu, Perry, & Gadzinski, 2019). Consumers enjoy reading trendy information on social media platforms, including current trends, brand-related news, and other hot topics related to the products (Cheung, Pires, & Rosenberger, 2020). Consumers seek to contribute to brand communities on social media, and they tend to share trendy information with like-minded peers and users on social media platforms (Mishra, 2019). Social media marketers consider communicating brand-related news and current hot topics, making attached consumers be more willing to upload stylish, trendy information, symbols and styles about the brands they are interested in on brand pages on social networks (Creevey et al., 2022). This helps generate behavior (Liu et al., 2019), and reinforce intentions to create consumer content on social media platforms, which can spark the interest of consumers to upload and post their content to share with others and with brands.

Social media content on social platforms which are customized and personalized help drive customer intention to visit and share their brand experiences on social networking sites (Simon & Tossan, 2018). It also helps to assist consumers when they are searching for needed information (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito & Singh, 2016). They are willing to browse through relevant information being available on social networking platforms. When the brand's social media content provides customized information to the consumer's preferences, this positively affects the customer's intention to share information with their relatives or colleagues. Furthermore, they may prefer to post and upload their favorite information on branded pages on social networks (Liu et al., 2019), which positively impacts e-WOM. Social media technology enables message customization, and supports a marketer's

dialogue with consumers (Merrilees, 2016). Therefore, marketers provide personalized messages and services combined with customized marketing efforts to create value for a specific group of consumers, facilitating customized (Zhu & Chen, 2015) and building the relationship between consumers and brands (Kim & Ko, 2012).

Based on the related literature, this study proposes the characteristics of the social media marketing communication content that have an impact on the e-WOM, including Entertainment (ENT), Interaction (INT), Trendiness (TRE), and Customization (CUS).

2.2.1. The entertainment of the content

According to Wibowo, Chen, Wiangin, Ma, and Ruangkanjanases (2021), amusement and having fun are caused by experiencing social media activities and entertainment. In social media, entertainment is an essential component of creating positive emotions, increasing engagement behavior, and brand awareness (Bilgin, 2018). Entertainment results from pleasure acquired through social networks (Athwal, Istanbulluoglu, & McCormac, 2019). Entertaining social media content has higher engagement and provides entertainment to users (Jayasingh, 2019). People who use social media for hedonistic reasons are considered to be seeking entertainment and pleasure, and social networking communities for them are organized around definite interests (Seo & Park, 2018). Social networks are also used to provide experience and enjoyment purposes (Sehar, Ashraf, & Azam, 2019). Positive experiences on social media can generate positive emotions and loyalty. Emotional and behavioral responses are displayed in e-WOM for the user's entertainment. User-level information is shared interactively with virtual communities, reducing consumer-level anxiety and stress and promoting positive brand sentiment and relationship development long-term with the brand (Nawi, Mamun, Thi, Dieu, Hayat, Nurul, Deraman, & Kamalrudin, 2020).

H1: The entertainment of social media marketing communication content positively impacts e-WOM.

2.2.2. The interaction of the content

The interaction theory describes many close links in the correlations, friendships between value consensus, emotional closeness, and interaction. Smith and Bugni (2018) has assumed that symbolic interaction focuses on the meanings we assign to objects and how they affects ourselves. Interaction is sharing information and exchanging ideas with others through social media (Hos, Deveci, & Ercis, 2020). The development of social networking platforms is strong and many people are motivated to use social networks for social needs. In addition, it helps people maintain social relationships,

reduce stress, and anxiety in life, reduce loneliness, etc. In research related to social network content, this need is called social interaction (Keenan & Shiri, 2019). According to Ansari, Ghori, and Kazi (2019), content marketing is the active role of consumers' interactive engagement to share and active participation in response in the media space becomes their concern. On the other hand, social media is used by customers and potential customers to communicate. Specifically, social media interactions are divided into company-to-customer and customer-to-customer interactions that complement each other and drive social media marketing communications (Hudson, Huang, Roth, & Madden Hudson, 2019).

H2: The interaction of social media marketing communication content positively impacts e-WOM.

2.2.3. The trendiness of the content

Trendiness is often described by people with similar words as trendy, modern, contemporary, avant-garde and youthful (Janneke Blijlevens, 2019). Trends will guide the e-WOM message to convey and to be an important means for consumers to get information about product quality and service quality (Chevalier & Mayzlin, 2018). Consumers enjoy reading trendy information on social media platforms, including current trends, brand-related news, and other hot topics related to the products they are interested in (Cheung et al., 2020), thus affecting the number of reads and views on brand pages on social networks (Liu et al., 2019). Consumers seek to contribute to brand communities on social media, and they tend to share trendy information with like-minded peers and users on social media platforms (Mishra, 2019). Social media marketers consider communicating brand-related news and current hot topics, making attached consumers be more willing to upload stylish, trendy information, symbols and styles about the brands they are interested in (Creevey et al., 2022); thereby generating behavior (Liu et al., 2019), reinforcing intentions intended to create consumer content on social media platforms, which can spark the interest of consumers to upload and post their content to share with others and with brands.

H3: The trendiness of social media marketing communication content positively impacts e-WOM.

2.2.4. The customization of the content

Customization represents the extent to which a service reflects a customer's need to satisfy an individual's preferences. It can also be the ability to make up the work to change over time the intention of the artist or the object used to create new work, based on what is already there, and sometimes adding new visual elements to a certain extent as

appropriate. It provides individually optimized information generated by various sources to customers, and it is used as a strategy to create positive perceived control and customer satisfaction (Seo & Park, 2018b). Social media customization is a tool for companies to communicate the uniqueness of their brands and improve preferences and loyalty for those brands (Godey et al., 2016). Customization is also the extent to which social media channels provide customized information seeking and services to their customers (Shanahan, Tran, & Taylor, 2019). Having a customized service experienced by consumers positively influenced word-of-mouth communication and repurchase intention (Arif, 2019). Customization brings many benefits to electronic word-of-mouth, such as providing more information, providing customized services, making electronic word-of-mouth quality for consumers, and bringing unique custom tools to promote strong electronic word-of-mouth.

H4: The customization of social media marketing communication content positively impacts e-WOM.

3. Research Methodology

3.1. Measurement scales

Based on the theory of Bilgin (2018) and Godey et al. (2016b), the entertainment scale includes the following variables: positive emotions, fun, and enjoyment to measure entertainment. The trendiness scale is based on the theories of Hos et al. (2020) and Naaman (2011), in which trendiness of social media marketing communication content is defined as the latest information, up-to-date information, and hot discussion topics. Based on Godey et al. (2016); Muntinga, Moorman, and Smit (2011); Daugherty, Eastin, and Bright (2008); Gallauter and Ransbotham (2010); and Kaplan and Haenlein (2010), the interaction scale includes: discuss and exchange ideas, share information, and interact two-way. The customization scale is based on the Seo and Park (2018), and Godey et al. (2016), including: interesting information, customized information, customized information about product, and unique. The scale of e-WOM includes: feedback, recommend, discuss (product, price, and variety of products), and upload content on blog (Hennig-Thurau et al., 2004; Kim & Ko, 2012; Jansen et al., 2019).

3.2. Research sample and data collection method

The observed variables are referenced and changed to suit the research context of the topic and measured by the Likert scale. To fully capture the data and information, the observed variables are tested and accurate measurement using different data processing methods. Observed variables were measured on a 1-5 Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). A sample of 637 Vietnamese respondents was invited to participate in the present study. They were identified as savvy in social media marketing. Out of 637 responses from the Google Forms questionnaire, all 637 were eligible for data analysis after being filtered for errors.

3.3. Analytical methods

Statistics Package for Social Sciences (SPSS) 24.0 was used to analyze the data. The following methods were used: Descriptive Statistics to describe the study sample; Cronbach Alpha to check the reliability of the scales of the theoretical model; Multivariate Regression Analysis to test the correlation of independent variables, including: entertainment, interaction, trendiness, and customization to the dependent variable (e-WOM); and finally, the average test for the components in the model was performed by the analysis of variance (ANOVA).

4. Result and discussion

The study attracted the participation of 637 Vietnamese people, in which the sample response structure is male accounting for 42.7%, and female is 57.3%.

Among them, 43.5% people aged from 18 to 22 years old, 26.5% people aged from 23 to 30 years old, 23.2% people aged between 31 and 40, and the other 6.8% are ones from 41 to 50 years old.

Statistics on participants' academic levels showed the majority of informants (69.5%) hold a university degree, followed by the postgraduate level with 22.6%, and the high school - college level with 7.8%.

4.1. The reliability of the scales

The set of scales of independent variables, including Entertainment (ENT), Interaction (INT), Trendiness (TRE), Customization (CUS), and the dependent variable (e-WOM) are tested for reliability by Cronbach's alpha method. The results showed that all components' coefficient values were greater than 0.70, specifically, ENT (α= 0.78), INT (α= 0.82), TRE (α= 0.76), CUS (α= 0.84), and e-WOM (α= 0.89). Additionally, the corrected item-total correlation of all components is greater than 0.50 (Table 1). Therefore, the scales of all components in the model are high reliable.

Table 1: Cronbach Alpha test results for the components in the theoretical model

Variables	CODE	Corrected Item-Total Correlation
Entertainment (ENT), Cronbach's Alpha=0.78		
The social media marketing of X brand brings positive emotions	ENT1	0.57
The social media marketing of X brand is fun	ENT2	0.70
The social media marketing of X brand is pleasure	ENT3	0.59
Interaction (INT), Cronbach's Alpha=0.82		
The social media marketing of X brand is easy to discuss and exchange ideas with other users	INT1	0.69
The social media marketing of X brand is easy to share information with other users	INT2	0.63
The social media marketing of X brand is easy to interact two-way with X brand	INT3	0.69
Trendiness (TRE), Cronbach's Alpha=0.76		
The X's social media marketing of X brand brings hot discussion topic	TRE1	0.58
The X's social media marketing of X brand brings the latest information	TRE2	0.62
The use of brand X's social media of X brand is very up-to-date	TRE3	0.57
Customization (CUS), Cronbach's Alpha=0.84		
The social media marketing of X provides the interesting information	CUS1	0.70
The social media marketing of X brand provides customized information search	CUS2	0.67
The social media marketing of X brand provides customized service	CUS3	0.67
The social media marketing of X brand is unique	CUS4	0.63
Electronic Word-of-mouth (e-WOM), Cronbach's Alpha=0.89		
I feedback about brand, products, or services of X brand on the social media	e-WOM1	0.76
I recommend the brand information of X brand to my friends, colleagues and other acquaintances	e-WOM2	0.72
I discuss about the prices of the products offered of X brand	e-WOM3	0.70
I discuss the quality of the products offered of X brand	e-WOM4	0.66
I discuss the variety of products on offer of X brand	e-WOM5	0.73
I upload content from X brand's social media on my blog or micro blog	e-WOM6	0.74

4.2. The influence of social media marketing communication content on electronic word-of-mouth

This study used a multivariable regression analysis method to test the correlation of independent variables belonging to the social media marketing communication content including ENT (Entertainment); INT (Interaction); TRE (Trendiness); CUS (Customization) to the dependent variable (e-WOM). As can be seen in Table 2, R = 0.94 > 0.50, Sig. F Change= 0.00 < 0.01, and 1.0 < Durbin-Watson (1.88) < 3.0, the multivariable regression analysis model meets the requirements.

Table 2: Results of multivariable regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.943[a]	0.89	0.89	0.28	0.89	1,271.79	4.00	632.00	0.00	1.88

a. Predictors: (Constant), CUS, INT, TRE, ENT; b. Dependent Variable: e-WOM

Pearson correlation was run to check the correlation among variables in the theoretical model. Table 3 recorded a positive correlation with statistical significance at 99% confidence of the independent variables to the dependent variable (e-WOM), particularly the correlation with the dependent variable of each variable. Independent: ENT (Pearson correlation = 0.89, $P < 0.001$), INT (Pearson correlation = 0.89, $P < 0.001$), TRE (Pearson correlation = 0.89, $P < 0.001$) and CUS (Pearson correlation = 0.90, $P < 0.001$). It shows that the independent variables (ENT, INT, TRE and CUS) are highly correlated with the dependent variable (e-WOM).

Table 3: Summary of results of correlation analysis between variables in the theoretical model

		e-WOM	ENT	INT	TRE	CUS
Pearson Correlation	ENT	0.89	1.00			
	INT	0.89	0.83	1.00		
	TRE	0.89	0.88	0.84	1.00	
	CUS	0.90	0.89	0.86	0.88	1.00

Sig. (1-tailed)						
	ENT	0.00				
	INT	0.00	0.00			
	TRE	0.00	0.00	0.00		
	CUS	0.00	0.00	0.00	0.00	

The results of the regression analysis (Table 4) noted the positive impact of ENT on e-WOM ($\beta = 0.23$, Sig. = 0.00 < 0.01), so the hypotheses H1 is accepted. It means the entertainment of social media marketing communication content has a direct positive impact on e-WOM. If customers perceive the ENT property of social media content to increase by 1 unit, the impact will be increments of 0.23 units to e-WOM. Similarly, the results showed a positive correlation of the remaining independent variables, including INT ($\beta = 0.30$, Sig. = 0.000 < 0.001), TRE ($\beta = 0.20$, Sig. = 0.000 < 0.001), and CUS ($\beta = 0.26$, Sig. = 0.000 < 0.001) to the dependent variable (e-WOM) with 99% confidence. Therefore, the hypotheses H2, H3 and H4 are accepted. This means that the interaction, trendiness, and customization of social media marketing communication content directly positively impacts e-WOM. If the customer's perception of the interaction, trendiness and customization of social media marketing communication content increases by 1 unit, the increase in e-WOM will be: 0.30, 0.20 and 0.26 respectively.

Table 4: Regression analysis results of independent variables to dependent variable (e-WOM)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	0.00	0.06		0.05	0.96					
	ENT	0.23	0.03	0.23	6.98	0.00	0.89	0.27	0.09	0.16	6.21
	INT	0.30	0.03	0.30	10.90	0.00	0.89	0.40	0.14	0.22	4.46
	TRE	0.21	0.03	0.20	6.34	0.00	0.89	0.24	0.08	0.17	5.93
	CUS	0.26	0.04	0.26	7.43	0.00	0.90	0.28	0.10	0.15	6.87

Among the four characteristics of media content, including ENT, INT, TRE, and CUS, the INT feature of social media marketing communication content has the greatest impact on e-WOM. The results of this study are similar to those of previous studies from Godey et al. (2016), Bilgin (2018), Jayasingh (2019), Seo and Park (2018), Sehar et al. (2019), Wibowo et al. (2021), Guo et al. (2018), Yazdanparast (2016), and Nawi et al. (2020). Accordingly, the entertainment of social media marketing communication content should focus on positive emotions, fun, and enjoyment. Regarding the interaction, the more interactive the content characteristics, the higher the impact of increasing e-WOM. This is similar to the study of Mcafee (2005), Smith and Bugni (2006), Hos et al. (2020), Leung (2009), and Kilgour et al. (2015). When it comes to content interactivity, focus should be placed on discussion and exchanging content, content that encourages sharing, and two-way interactive content. In addition, high trending social media marketing communication content will impose a positive impact on e-WOM, thereby supporting the spread and interaction of the brand, helping the communication campaign achieve better results. The results of this study also reinforce the ones from Chevalier and Mayzlin (2018), Janneke Blijlevens (2019), Cheung et al. (2020), Liu et al. (2019), Mishra (2019), and Creevey et al. (2022). Therefore, social media marketers consider communicating brand-related latest information, up-to-date information, and hot discussion topics. Customization, highly customizable content will stimulate e-WOM for the online community contributing to the personalization of social media content, create the perception and evaluation of the marketing and branding program. These findings are coincidence with Merrilees (2016), Seo and Park (2018), Godey et al. (2016), Liu et al. (2019), Shanahan et al. (2019) and Arif (2019). When creating customized content, brands need to provide interesting information, customized information, and customized information about the product, price, and uniqueness of content.

As can be seen in Table 2, the independent variables in the model explain 89% variation of the dependent variable (Adjusted R Square= 0.89). The findings identify important attributes of social media marketing content, including: the entertainment, interaction, trendiness, and customization to the dependent variable (e-WOM). These attributes have a huge positive impact on consumers' e-WOM behavior, which contribute to enhancing brand engagement of brands' social media marketing programs. In short, when creating social marketing content, (1) The entertainment of marketing communication content should involve positive emotions, fun, and enjoyment; (2) With interactive content, focus should be placed on discussion and exchange content, content that encourages sharing, and two-way interactive content; (3) For trending marketing communication content, marketers consider communicating brand-related latest information, up-to-date information, and hot discussion topics; and (4) When creating customized content, brands should be interesting, customized (information, product, price), and unique.

Table 5: Summary results of ANOVA

Age	N	Mean				
		ENT	INT	TRE	CUS	E-WOM
18-22 years old	277	4.17	4.18	4.20	4.23	4.19
23-30 years old	169	4.06	4.04	4.07	4.13	4.07
31-40 years old	148	3.26	3.28	3.26	3.29	3.27
41-50 years old	43	3.98	4.02	4.02	3.98	3.97
Total	**637**	**3.92**	**3.92**	**3.93**	**3.97**	**3.93**
(I) Age	**(J) Age**	Mean Difference (I-J)				
		ENT	INT	TRE	CUS	E-WOM
31-40 years old	18-22 years old	-.90962***	-.90138***	-.93625***	-.93171*	-.92015***
	23-30 years old	-.79397***	-.75397***	-.80158***	-.83478*	-.79932***
	41-50 years old	-.71548***	-.74172***	-.75199***	-.68864*	-.70323***

***. The mean difference is significant at the 0.01 level.

Table 5 showed the average rating for the characteristics of social media marketing communication content (M=3.92-3.97). Specifically, CUS perceived the highest mean (M=3.97) while means of the remaining characteristics including ENT, INT, TRE are mildly fluctuating from 39.92 to 3.93. The results also recorded an average of e-WOM (M=3.93), showing that Vietnamese people tend to interact and spread media content from brands at a relatively good level. The results of ANOVA (Table 5) help to compare the average of the perceptions of the components in the model. It is obvious to state the significant differences in the mean of ENT, INT, TRE, CUS, and e-WOM among age groups. Specifically, people in 31-40 years old group is significantly lower than the other groups: 18-22 years old, 23-30 years old and 41-50 years old, though their rating for the social media marketing communication content and e-WOM are higher than the others. In addition, participants in group of 18-30 years old highly appreciate social media marketing communication content, being compared to the group of 31 and over. Accordingly, customers aged 18-30 are also more active in implementing e-WOM. The two target audience groups have been identified: (1) the audience aged 30 and under, and (2) the audience aged 31 and older. Accordingly, social media marketing needs to be tailored specifically to the target audience segment.

5. Conclusion

This study recognized four characteristics of marketing communication content distributed on social networks, including entertainment, interaction, trendiness, and customization, which impose significant, direct, and positive impacts on customers' e-WOM. This study demonstrated that when creating marketing communication content to communicate on social networks, the focus should be placed on entertainment, interaction, trendiness, and content customization. These attributes will positively

impact social network users on performing e-WOM. Specifically, with the entertainment attribute of the marketing communication content distributed on social networks, it is necessary to exploit the content related to positive emotions, fun, and enjoyment. We should focus on discussion and exchange content, content that encourages sharing, and two-way interactive content with interactive content. Brand-related latest information, up-to-date information, and hot discussion topics are the characteristics of trending content that social media marketing should be focused on. The attributes of customizable content are interesting information, customized information, customized information about the product, price, and uniqueness of content. The study results also noted differences in age groups, leading to different evaluations of marketing communication content distributed on social networks and e-WOM in fashion brands. Customers aged 30 and under rate social media content more highly than customers 31 and older. For the fashion industry in Vietnam market, the tendency to perform e-WOM of customers aged 30 and under is also higher than that of customers aged 31 and older. Thus, it is necessary to create marketing communication content communicated on social networks and target audiences according to each customer group to optimize marketing communication content, and improving social media marketing results.

References

Abedniya, A., & Mahmouei, S. S. (2010). The Impact of Social Networking Websites to Facilitate the Effectiveness of Viral Marketing. *International Journal of Advanced Computer Science and Applications, 6*(1), 139-145. doi:10.14569/IJACSA.2010.010621

Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019).Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administration Insights, 2*(2), 5-10.

https://doi.org/10.31580/jpvai.v2i2.896

Arif, M. E. (2019). The influence of electronic word-of-mouth (ewom), brand image, and price on re-purchase intention of airline customers. *Journal application management, 17*(2), 345-356. doi/10.21776/ub.jam.2019.017.02.18

Athwal, N., Istanbulluoglu, D., & McCormack, S. E. (2019). The allure of luxury brands' social media activities: a uses and gratifications perspective. *Information Technology and People, 32*(3), 603-626. https://doi.org/10.1108/ITP-01-2018-0017

Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal, 6*(1), 128-148. Doi:10.15295/bmij.v6i1.229

Canhoto, A. I., & Clark, M. (2013). Customer service 140 characters at a time: The users' perspective., *Journal of Marketing Management, 29*(5-6), 522-544. doi/10.1080/0267257X.2013.777355

Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics, 32*(3), 695-720. doi:10.1108/APJML-04-2019-0262

Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual foundations and marketing issues. *Journal of Direct, Data and Digital Marketing Practice, 9*(3), 231-244. doi:10.1057/palgrave.dddmp.4350098

Creevey, D., Coughlan, J., & O'Connor, C. (2022). Social media and luxury: A systematic literature review. *International Journal of Management Reviews, 24*(1), 99-129. doi:10.1111/ijmr.12271

Daugherty, T., Eastin, M.S., Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of Interactive Advertising, 8*(2), 16-25. doi.org/10.1080/15252019.2008.10722139

De Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing, 26*(2), 83–91. doi:10.1016/j.intmar.2012.01.003

Gallaugher, J.M., & Ransbotham, S. (2010). Social Media and Customer Dialog Management at Starbucks. *MIS Quarterly Executive, 9*(4), 197-212. Retrieved from https://www.researchgate.net/publication/220500699

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research, 69*(12), 5833–5841. doi:10.1016/j.jbusres.2016.04.181

Guo, R., Shen, Y., & Li, L. (2018). Using social media to improve student-instructor communication in an online learning environment. *International Journal of Information and Communication Technology Education, 14*(1), 33-43. doi:10.4018/IJICTE.2018010103

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing, 18*(1), 38-52. doi:10.1002/dir.10073

Hos, B., Deveci, F. G., & Ercis, A. (2020). Effect of social media marketing activities on brand loyalty: the mediator role of e-brand love and branding co-creation. *Journal of Global Strategic Management, 14*(1), 69–84. doi:10.20460/jgsm.2020.287

Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2019). The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of Research in Marketing, 33*(1), 27–41. https://doi.org/10.1016/j.ijresmar.2015.06.004

Jansen, B. J., Zhang, M., Sobel, K., & Chowdury, A. (2019). Twitter power: Tweets as electronic word-of-mouth. *Journal of the American Society for Information Science and Technology, 60*(11), 2169–2188. doi:10.1002/asi.21149

Jayasingh, S. (2019). Consumer brand engagement in social networking sites and its effect on brand loyalty. *Cogent Business and Management, 6*(1), 1-22. doi:10.1080/23311975.2019.1698793

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons, 53*(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Keenan, A., & Shiri, A. (2019). Sociability and social interaction on social networking websites. *Library Review, 58*(6), 438-450. https://doi.org/10.1108/00242530910969794

Keller, K. L. (2003). Brand Synthesis: The Multidimensionality of Brand Knowledge. In journal of consumer research, 29(4), 595-600. doi:10.1086/346254

Kilgour, M., Sasser, S. L., & Larke, R. (2015b). The social media transformation process: Curating content into strategy. *Corporate Communications, 20*(3), 326–343. doi:10.1108/CCIJ-07-2014-0046

Kim, N-E., Song, G-S., & Kim, M-S. (2018). The Relationship among Narcissism, Usage Motives, and Information Diffusion of Social Media. *International Journal of Industrial Distribution & Business, 9*(1), 99-110. doi:10.13106/ijidb.2018.vol9.no1.99.

Leung, L. (2009). User-generated content on the internet: An examination of gratifications, civic engagement and psychological empowerment. *New Media and Society, 11*(8), 1327–1347. doi:10.1177/1461444809341264

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2018). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management, 29*(3), 458–468. doi:10.1016/j.tourman.2007.05.011

Liu, S., Perry, P., & Gadzinski, G. (2019). The implications of digital marketing on WeChat for luxury fashion brands in China. *Journal of Brand Management, 26*(4), 395–409. doi:10.1057/s41262-018-0140-2

Mcafee, A. (2005). Will web services really transform collaboration? *MIT Sloan Management Review, 46,* 78–84. Retrieved from: https://sloanreview.mit.edu/article/will-web-services-really-transform-collaboration/?fbclid=IwAR2upcBQbiu2Ltc0XJyuDinr_3j-9hk1jgbxk1BoywgBNKvzNXcA4h5TmuY

Merrilees, B. (2016). Interactive brand experience pathways to customer-brand engagement and value co-creation. *Journal of Product and Brand Management, 25*(5), 402-408. doi:10.1108/JPBM-04-2016-1151

Mishra, A. S. (2019). Antecedents of consumers' engagement with

brand-related content on social media. *Marketing Intelligence and Planning, 37*(4), 386–400. doi/10.1108/MIP-04-2018-0130

Muntinga, D.G., Moorman, M., Smit, E.G., 2011. Introducing COBRAs: exploring motivations for brand-related social media use. *Journal of Interactive Advertising, 30*(1), 13–46. https://doi.org/10.2501/ija-30-1-013-046

Naaman, M. (2011). Beyond trending topics: Real-world event identification on twitter. *In Proceedings of the International AAAI Conference on Web and Social Media, 5*(1), 438-441. Retrieved from https://www.researchgate.net/publication/221298125_ Beyond Trending Topics Real-World Event_Identification_on_Twitter

Nawi, N. C., al Mamun, A., Thi, H., Dieu, M., Hayat, N., Nurul, S., Deraman, S., & Kamalrudin, M. (2020). Influence of Social Media Marketing Activities on Customer Equities and Electronic Word-of-mouth. *Article in Journal of Critical Reviews, 7*(14), 4078-4088. doi:10.31838/jcr.07.14.731

San, S. S., & Dastane, O. (2021). Key Factors Affecting Intention to Order Online Food Delivery (OFD). *Journal of Industrial Distribution & Business, 12*(2), 19-27. doi/10.13106/jidb.2021.vol12.no2.19

Sehar, R., Ashraf, S., & Azam, F. (2019). The Influence of Social Media's Marketing Efforts on Brand Equity and Consumer Response. *The IUP Journal of Marketing Management, 18*(2), 30-53. Retrieved from https://www.researchgate.net/publication/335291550

Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management, 66,* 36-41. doi:10.1016/j.jairtraman.2017.09.014

Shanahan, T., Tran, T. P., & Taylor, E. C. (2019). Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality. *Journal of Retailing and Consumer Services, 47*(3), 57–65. https://doi.org/10.1016/j.jretconser.2018.10.007

Simon, F., & Tossan, V. (2018). Does brand-consumer social sharing matter? A relational framework of customer engagement to brand-hosted social media. *Journal of Business Research, 85,* 175–184. doi:10.1016/j.jbusres.2017.12.050

Smith, R. W., & Bugni, V. (2018). Social Media and Its Role in Marketing. International Journal of Enterprise Computing and Business Systems, 1(2), 1-16. Retrieved from https://www.ijecbs.com/July2011/13.pdf

Świeczak, W. (2012). Content marketing as an important element of marketing strategy of scientific institutions. *Transactions of the Institute of Aviation, 226*(5), 133–150. doi/10.5604/05096669.1077480

Venkatesh, V., Walton, S. M., Thong, J. Y. L., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *In MIS Quarterly, 36*(1), 157-178. Retrieved from http://ssrn.com/abstract=2002388

Wibowo, A., Chen, S. C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability (Switzerland), 13*(1), 1–18. https://doi.org/10.3390/su13010189

Yazdanparast, A. (2016). Consumer based brand equity in the 21st century: an examination of the role of social media marketing. *Young Consumers, 17*(3), 243–255. https://doi.org/10.1108/YC-03-2016-00590

Zhu, Y. Q., & Chen, H. G. (2015). Social media and human need satisfaction: Implications for social media marketing. *Business Horizons, 58*(3), 335–345. doi:10.1016/j.bushor.2015.01.006