CONTENT ANALYSIS OF FACEBOOK FAN PAGES ON INTERNATIONAL FAST-FOOD FRANCHISES IN PAKISTAN

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ABSTRACT:
Social Media is currently decided as an amazing informative instrument to interface straightforwardly with consumers. Perhaps the main approach to associate with the purchasers through these Social Networking Sites (SNS) is to make a Facebook fan page with brand substance and to put various posts occasionally on these fan pages. As indicated by various posts or substances put on the fan pages, purchaser reactions in an unexpected way. Generally, clients become enthusiasts of specific brand fan pages or put like, remarks or continue to share on specific posts of fan pages. These sorts of shopper exercises in fan pages mirror brands' post ubiquity. In particular, in estimating interpersonal interaction destinations' adequacy as well as breaking down measurements regarding ascertaining commitment rate, the number of remarks/shares and reaction in fan pages assume a crucial part. So now, it is vital for the advertisers to know the viability of various substances or posts of fan pages to build the fan responsiveness and commitment rate in the fan pages. In our investigation, we have broken down absolute 1356 brand posts from 10 International fast food franchises in Pakistan. We dissected the information of 6 months (From 1st January 2021 to30th June 2021) that are accessible online from Brand's fan pages. At last, we summed up the distinct measurements of various posts on each fast food franchise Fan page.

Keyword:S:Social Media, Facebook, Fast Food Chains,Fast Food Franchise, Online Advertisement, Fast Food.

INTRODUCTION:

The social network boasts over 80 million fan pages and 42 million business pages. Millions of those users on Facebook and several thousand of Facebook pages belonging to Pakistanis. We have compiled a list of top Facebook pages from Pakistan which have the most number of fans from across the world(Shadman, 2016). The purpose of this research is to examine the motivation that influences customer engagement on a Facebook brand page. To have a successful social media marketing campaign, it is important to understand the behavior of customers on the brand pages and what motivates them to engage on a Facebook Brand Page which eventually should lead to purchase of the brand's products or services(Bejtagic-Makic, Duman, & Handzic, 2013).The concept of franchising has gradually gained acceptance in Pakistan, especially in the hospitality sector. Several major U.S. hotel chains, along with a number of major U.S. restaurants and fast food chains are currently represented in Pakistan through franchisees. According to the World Franchise Association, the current market size of internationally franchised food outlets in Pakistan is estimated at $150 million in annual sales. U.S brands has about 70% market share in this sector in Pakistan(International Franchise Association, 2019-10-13). Franchisors / Investors who maintain an exposure with Pakistan understand that they'll not be disappointed with the potential for upside in coming years, also this investment trend has given a boost to the franchising sector in Pakistan(Franchisingkey, 2018).

LIMITATIONS:

This research analyzed the content of Facebook fan page advertisements from 1st January 2021 to 30th June 2021. So that the present study is just focusing on the impact of Image, Video, and Motion Graphics.

METHODOLOGY

We determined content analysis of International food chain franchise advertisements on Facebook fan pages. Author-developed code sheet including Images, Videos, and Motion Graphics. Ten Facebook fan pages of International Food Franchise were selected based on popularity(Manahil, 2020) they are: KFC, McDonald's, Nando's, Subway, Dunkin', Domino's Pizza, Broadway Pizza, Pizza Hut, Hardees's, and Burger King. Content analysis was based on Images, Video, and Motion Graphics included with Profile pictures, cover page, product, crew, activities, campaign, events, festivals, discounts, and deals. Content analysis has been done based on Pictorial, Visualization.

ANALYSIS

To explore the relationship among food franchise advertisements of six months have been taken and they were divided into three main categories i.e. Image, Video and Motion Graphics, and content analysis have been done from 1st January to 30th June 2021 and for all 10 selected fast-food franchises. The focal points were that Images with Product, Product of Image with deals or discounts, Video with Product, Product of Video with deals, Motion Graphics with Product, Product of Motion Graphics with deals or discounts. All data of six months was entered in the excel sheet based on coding that has been done before. Firstly the total sum of categories, frequency, and Percentage posted by companies, Reactions, comments, and shared by the audience, and every category post was determined through the statistics and graph used in excel It is shown in the below tables and graphs.

OPERATIONAL DEFINITION OF KEY VARIABLES

Image:

An image is a picture that has been created or copied and stored in electronic form. An image can be described in terms of vector graphics or raster graphics(Contributor, March 2016). Recent examples in which large numbers of people changed their profile picture include the international campaign to support the democratic movement in Iran by greening profile pictures (Rotman et al., 2011). A Facebook cover photo is more than a random picture you choose for your business's Page. Cover photos are a way to promote your brand on social media - think of your cover photo as a

digital billboard for your brand! (Winwithteamwork, Friday, 01 January 2021).

Video:

Video is the technology that captures moving images electronically. Those moving images are just a series of still images that change so fast that it looks like the image is moving(Making, 2009). Video content is any content format that features or includes video. Common forms of video content include vlogs, animated GIFs, live videos, customer testimonials, recorded presentations and webinars(Backlinko, 2018). Video systems vary in display resolution, aspect ratio, refresh rate, color capabilities and other qualities. Analog and digital variants exist and can be carried on a variety of media, including radio broadcast, magnetic tape, optical discs, computer files, and network streaming(Wikipedia, August 2010).

Motion Graphics:

Motion graphics takes graphic design that would be otherwise static and gives it animation and movement, usually without following a specific narrative(Ellis, 2019). Many times, Motion Graphics is also called Motion Design, making the relationship between movement and design elements easier to understand. With the advances of websites and apps, motion has been playing a significant role in helping build better interface experiences through the niche area of UX Motion Design(Silveira). From graphs to bar charts, timelines, or even abstract, intangible concepts, motion graphic videos make it easy for us to understand a concept of a situation. A lot of explainer videos end up being motion graphic videos(Upasna, August 18, 2021).

Reaction on Facebook

Reactions are an extension of the Like Button to give people more ways to share their reactions to a post quickly and easily. The collection of Reactions includes Like, Love, Care, Haha, Wow, Sad and Angry(Facebook, 2021). Reactions can be accessed by pressing (or clicking) and holding on the Like button for any post, photo, or video on Facebook. One very intentional thing you won't find as part of Reactions is a dislike button(Heath, Feb 24, 2016). Facebook Reactions represents a unique engagement metric for companies, as emotions are the key driver behind most purchasing decisions(Baldwin, 2021).

Comment on Facebook

Facebook will allow every user including celebrities, politicians, brands and news outlets to determine who can and can't comment on their posts(Taylor, 31 Mar, 2021). Replying to comments is essential to expand reach and engagement on social media and develop a stronger brand voice. To do so, you are probably often posting and commenting as your Facebook Page, a.k.a. a business profile. A person's response, instead of a brand, helps a business seem authentic. This approach is sometimes a good way to put a "face" behind a reply(Nožinić, 01 Oct, 2020). You have likely come across a compelling ad and wanted to learn more about the product. Before clicking on the ad and heading to the website, perhaps you notice several comments under the post. Facebook users can be keen to learn more by jumping into the comments of these ads, share their experiences with the services, debating pricing, etc(Brennan, April 23, 2019).

Share Button on Facebook

The Share button lets people add a personalized message to links before sharing on their timeline, in groups, or to their friends via a Facebook Message(Developer, 2021). Business pages are designed to be viewed and shared by friends on timelines, in groups and events, or via private messages. To share a company or organization's page using any of these options, click the "Share" button with an arrow found below the page's header photo. Sharing on the mobile app looks about the same, though options are condensed due to limited space. Tap the three dots to open the page's menu, where you can then draft a post. Choose to share on your timeline or to another location with the option at the top of the screen(Perino, May 19, 2020).

DATA COLLECTION

Focus has primarily been given to probability sample and collecting secondary data as there exists research within the topic. This secondary data has been collected through Facebook fan pages. The sample selection consists of 10 International Fast Food Franchise in Pakistan.

Table 1: Variable Clarifications

Variable Name	Characteristics
Video Post	Only video Video describing products and features' Video demonstrating company image Promotional Video Discounted and Deals Video Video with a link to company website Events Video Live Events Computation Video Festivals Video Video with Price Entertainment Video Video with Product Price Video with Health and safety
Image Post	Profile/cover pictures post Products' image post Cover Page Promotional Images Event Image Image with description and details Festival Image Computation winner image Image with details text about product Image with a link to company website Image with Product Price Image with Health and safety
Motion Graphics Post	Motion with text Motion with Image or Pictures Motion with Deals and Discount Motion with both Image and Text Motion with Promotional Product

TS ON FACEBOOK FAN PAGE										
Total Image	Percentage	Total Video	Percentage	Total Motion Graphics	Percentage	Totl Reaction	Percentage	Total Comment	Percentage	Total Share
125	12.25%	24	16.22%	34	18.09%	527364	8.70%	43615	28.90%	7247
122	11.96%	40	27.03%	30	15.96%	1141055	9.64%	18263	12.10%	5666
35	3.43%	8	5.41%	13	6.38%	185330	1.57%	2738	1.81%	450
70	6.86%	8	5.41%	6	3.19%	22107	0.14%	126	0.08%	125
177	17.35%	11	7.43%	5	2.66%	225979	15.44%	7534	4.99%	2276
56	5.49%	13	8.78%	34	18.09%	75086	5.13%	8966	5.94%	1815
138	13.53%	26	17.57%	9	4.79%	714961	48.85%	34478	22.85%	5792
123	12.06%	12	8.11%	31	16.49%	52034	3.56%	29089	19.28%	3695
62	6.08%	5	3.38%	11	5.85%	82833	5.66%	1681	1.11%	850
112	10.98%	1	0.68%	16	8.51%	23490	1.61%	4419	2.93%	814

	Motion with Product Price Motion with Computation winner Motion with description and details Motion with Health and safety

Table 2: Total Data Collection from Facebook Fan pages from the month of 1st January 2021 – 30th June 2021

Table 3: Total Data Collection of Image with Discount and Deal from Facebook Fan pages from the month of 1st January 2021 – 30th June 2021

Image Post with Deals								
Company	Quantity		Reaction		Comment		Share	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Per
KFC	36	10.75%	64048	9.48%	22801	36.18%	1689	20.
McDonald's	40	11.94%	31735	4.70%	9200	14.60%	950	11.
Nando's	17	5.07%	6013	0.89%	1862	2.95%	175	2.1
Subway	35	10.45%	0	0.00%	0	0.00	0	0.0
Dunkin'	23	6.87%	14380	2.13%	1900	3.02%	247	3.0
Domino's	25	7.46%	43539	6.44%	5800	9.20%	957	11.
Broadway Pizza	53	15.82%	416728	61.66%	11137	17.67%	2484	30.
Pizza Hut	51	15.22%	23284	3.45%	6355	10.09%	796	9.8
Hardee's	15	4.48%	58645	8.68%	919	1.46%	334	4.1
Burger King	40	11.94%	17471	2.59%	3039	4.82%	430	5.3

The quantity of shared most Images in discounted and deals on fan pages was Burger King and McDonald's which is 11.94% but the highest percentage of the reaction were Broadway Pizza which is 61.66% and KFC was the most comment able company which were 36.18% and most shared image posts were Broadway Pizza which is 30.81%.

Table 4: Total Data Collectionof Image without Discount and Deal from Facebook Fan pages from the month of 1stJanuary 2021 – 30th June 2021

Image Post							
Company	Quantity		Reaction		Comment		Share
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequ
KFC	89	12.99	37966	6.06	15804	22.99	2633
McDonald's	82	11.97	50974	8.13	5043	7.34	2209
Nando's	18	2.63	6700	1.07	570	0.83	85
Subway	35	5.11	1351	0.22	52	0.08	83
Dunkin'	154	22.48	209346	33.40	4890	7.11	1882
Domino's	31	4.53	4100	0.65	623	0.91	226
Broadway Pizza	85	12.41	267083	42.62	19793	28.79	2113
Pizza Hut	72	10.51	24411	3.90	20226	29.42	2493
Hardee's	47	6.86	21136	3.37	545	0.79	358
Burger King	72	10.51	3651	0.58	1192	1.73	299

The quantity of shared most Images on fan pages was Dunkin's which is 22.8% but the highest percentage of the reaction were Broadway Pizza which is 42.62% and Pizza Hut was the most comment able company which were 29.42% and most shared image posts were KFC which is 21.27% .

Video Post with Deals								
Company	Quantity		Reaction		Comment		Share	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentag
KFC	1	2.08	748	5.93	59	5.04	9	2.29
McDonald's	20	41.67	0	0.00	0	0.00	0	0.00
Nando's	1	2.08	397	3.15	1	0.09	16	4.07
Subway	4	8.33	0	0.00	0	0.00	0	0.00
Dunkin'	0	0.00	0	0.00	0	0.00	0	0.00
Domino's	3	6.25	0	0.00	0	0.00	0	0.00
Broadway Pizza	11	22.92	9534	75.60	1080	92.23	322	81.93
Pizza Hut	6	12.50	0	0.00	0	0.00	0	0.00
Hardee's	2	4.17	1932	15.32	31	2.65	46	11.70
Burger King	0	0.00	0	0.00	0	0.00	0	0.00

Table 5: Total Data Collectionof Video with Discount and Deal from Facebook Fan pages from the month of 1stJanuary 2021 – 30th June 2021

The quantity of shared most Discounted/Deals Videos on fan pages was McDonald's which is 41.67% but the highest percentage of the reaction were Broadway Pizza which is 75.60% the most comments were received 92.23% and also shared most image posts by fans which is 81.93%.

Table 6: Total Data Collectionof Video without Discount and Deal from Facebook Fan pages from the month of 1stJanuary 2021 – 30th June 2021

Video Post								
Company	Quantity		Reaction		Comment		Share	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentag
KFC	23	23.00	15609	16.34	2379	31.94	2301	43.17
McDonald's	20	20.00	50789	53.16	2327	31.24	2035	38.18
Nando's	7	7.00	2055	2.15	161	2.16	58	1.09
Subway	4	4.00	227	0.24	22	0.30	19	0.36
Dunkin'	11	11.00	1937	2.03	674	9.05	127	2.38
Domino's	10	10.00	4311	4.51	394	5.29	98	1.84
Broadway Pizza	15	15.00	19475	20.38	1441	19.35	641	12.03
Pizza Hut	6	6.00	921	0.96	36	0.48	27	0.51
Hardee's	3	3.00	111	0.12	13	0.17	18	0.34
Burger King	1	1.00	105	0.11	1	0.01	6	0.11

The quantity of shared most Videos on fan pages was KFC which is 23% but the highest percentage of the reaction were McDonald's which is 53.16% and KFC was the most comment able company which were 31.94% and most shared image posts were KFC which is 43.17%.

Motion Graphics Post with Deals								
Company	Quantity		Reaction		Comment		Share	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Per
KFC	5	7.14	1277	4.03	260	6.13	61	5.9
McDonald's	4	5.71	751	2.37	177	4.18	55	5.4
Nando's	6	8.57	2210	6.97	49	1.16	76	7.4
Subway	1	1.43	227	0.72	33	0.78	14	1.3
Dunkin'	0	0.00	0	0.00	0	0.00	0	0.0
Domino's	31	44.29	22983	72.48	2106	49.69	531	52.
Broadway Pizza	1	1.43	256	0.81	19	0.45	7	0.6
Pizza Hut	7	10.00	1482	4.67	1409	33.25	179	17.

Hardee's	2	2.86	341	1.08	19	0.45	20	1.9
Burger King	13	18.57	2182	6.88	166	3.92	76	7.4

Table 7: Total Data Collectionof Motion Graphics with Discount and Deal from Facebook Fan pages from the month of 1stJanuary 2021 – 30th June 2021

The quantity of shared most Motion Graphics including deals and discount on fan pages was Domino's which is 44.29% and the same company received highest reactions which is 72.48% and KFC most comment were received which were 49.69% and most shared motion graphics posts is also the same company which is 52.11%.

Table 8: Total Data Collectionof Motion Graphics without Discount and Deal from Facebook Fanpaqges from the month of 1stJanuary 2021 – 30th June 2021

otion Graphics Post								
mpany	Quantity		Reaction		Comment		Share	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percenta
C	29	24.58	7716	36.66	2312	36.69	554	35.86
cDonald's	26	22.03	6806	32.34	1516	24.06	417	26.99
ndo's	6	5.08	1175	5.58	95	1.51	40	2.59
bway	5	4.24	312	1.48	19	0.30	9	0.58
nkin'	5	4.24	316	1.50	70	1.11	20	1.29
mino's	3	2.54	153	0.73	43	0.68	3	0.19
oadway Pizza	8	6.78	1885	8.96	1008	16.00	225	14.56
zza Hut	24	20.34	1936	9.20	1063	16.87	200	12.94
rdee's	9	7.63	668	3.17	154	2.44	74	4.79
rger King	3	2.54	81	0.38	21	0.33	3	0.19

The quantity of shared most motion graphics on fan pages was KFCwhich is 24.58% but the highest percentage of the reaction were the same company which is 36.66% and also received highest comments which were 36.69% and most shared motion graphics posts were is also KFC which is 35.86%.

Image Post : Graph 1

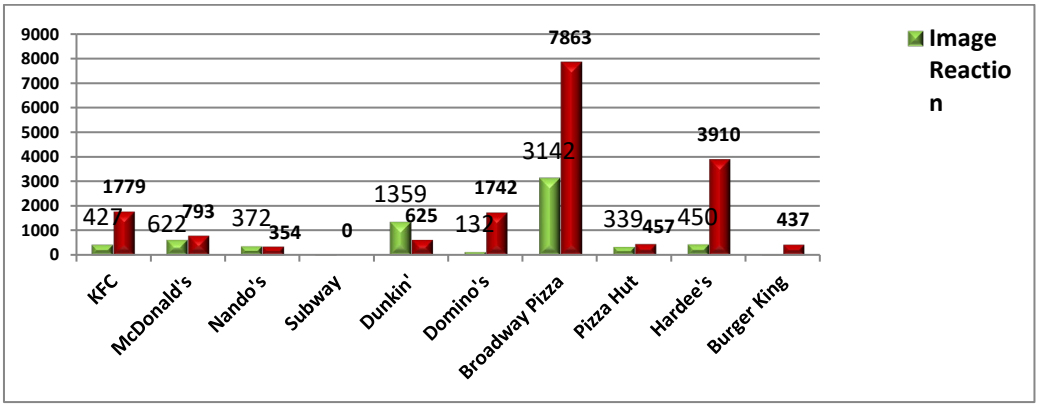
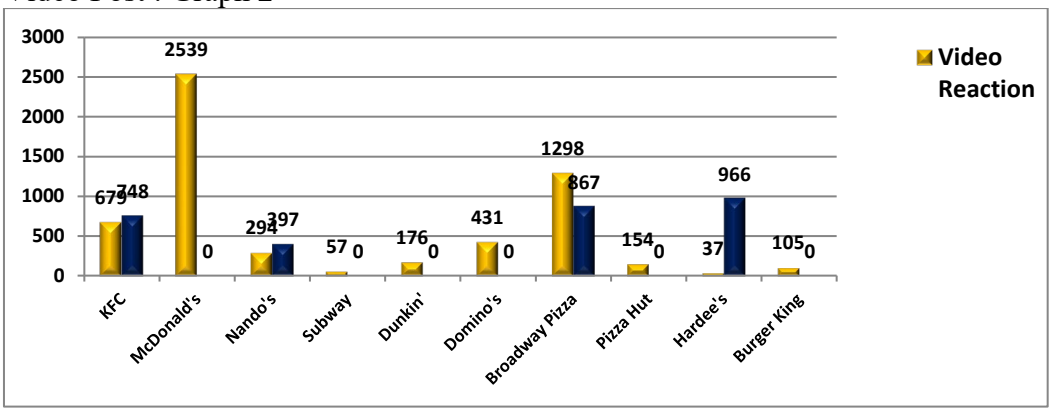


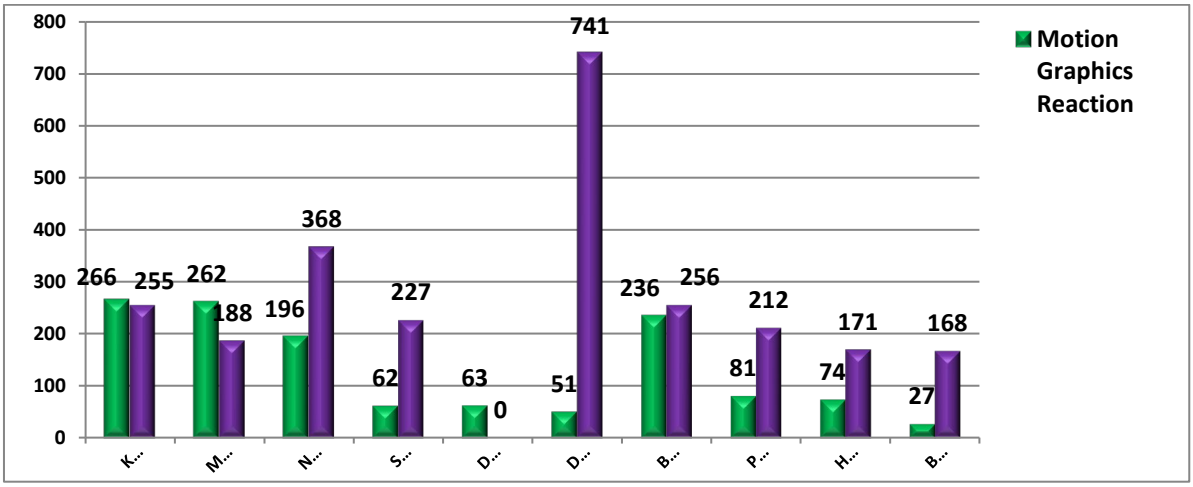
Image with is more impactful for Facebook users and Broadway Pizza received more reaction deals Image post which is 7863 as compared to other companies and Hardees shared 3910 and KFC 1779.

Video Post : Graph 2

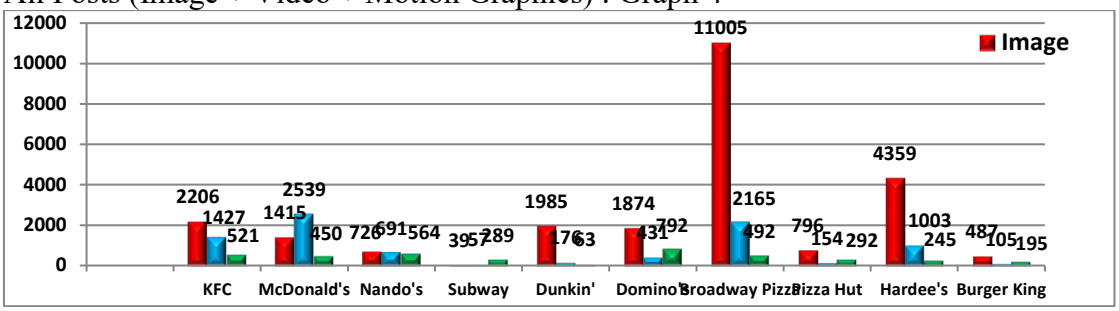


Video Reaction is more impactful for Facebook users and McDonald's received the highest reaction video posts which are 2539 as compared to other companies and Broadway Pizza shared 1298.

Motion Graphics Post : Graph 3



Motion Graphics with deal Reaction are more impactful for Facebook users and Domino's received the highest reaction posts which are 741 as compared to other companies and Broadway Pizza shared 1298.Graph of All Posts (Image + Video + Motion Graphics) : Graph 4



DISCUSSION

The total three types of post (Image, Video and Motion Graphics) has the significant and different impact of posting on Facebook fan page. The most shared posting were Dunkin' shared Image 177, McDonald's shared 40 videos, and KFC and Domino's shared the same 34 motion graphics on their fan pages. All the companies are focused on Motion Graphics and Deal Motion Graphics are more effective than without any deal Post. Posted of Image with the deal was more effective than the simple product post. Nine companies posted Images with deals and showed good responses and

Broadway Pizza company got the highest response which is 7863 only Nando's Facebook users liked Simple image products than Images with deals. In the video, category seven companies' audience reacts simple videos were more effective than videos and McDonald's got the highest response which is 2539 with deals and KFC, Nando's, and Hardee's got good responses on videos with deals. In the motion graphics category, seven companies showed good responses and Domino's company showed the highest reaction which is 741, and KFC and McDonald's get the lowest response on motion graphics with deals.In three categories i.e. Image, Video, and Motion Graphics the most affected post on Facebook audience showed on Images and Broadway Pizza is on high reactions which are 11005 so Images are more impactful than videos and motion graphics posts.

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