

Consumer Engagement with Organic Beauty Retail Products' Brand Posts on Facebook

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ABSTRACT

The study aims to examine consumer engagement with organic beauty retail product brand posts on social media platforms, with specific reference to Facebook, while taking into consideration different media types and brand post content, its uploading time and day. 318 posts from two organic beauty retail brands in India having organic certification have been considered. One Way ANOVA was conducted in order to know the consumer engagement with the brand post and compare the items amongst the brands. Media Richness Theory and User and Gratification Theory have been taken into consideration. It has been found that, text got higher consumer engagement than other media types. Moreover, the combination of social and remuneration content got higher than consumer engagement than the other types of content considered in the study. As the demand for organic products is growing, future studies may be carried out with more organic brands from various product categories. Moreover, the study focused on the timing of the posts, types of media as well as content types, hence more dimensions can be considered by the future researchers. As the study considered the organic beauty brands in Indian market, it will help to determine enduring feasibility of the brand/company to better understand consumer engagement. Moreover, the brand will be benefited in a good way if they adopt multi-message strategy to increase consumer engagement.

Keywords: Consumer engagement, brand post, media type, content type, social media, organic retail product, Facebook

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1. INTRODUCTION

Social media attracts markets because it offers a dynamic platform for them to engage with consumers. People around the globe have involved themselves in the social networking sites to associate themselves and develop relationships with other individuals (Pillai & Mukherjee, 2011). Customers' interactions with brands have become increasingly reliant on social networking sites during the purchase cycle. However, there are many different factors that can affect how people connect with brands or companies around the world, but social media can be more or less interactive, which means that the reasons consumers have for choosing, understanding, using, and reacting to information are important for understanding how they respond to communications.

Moreover, unless a user receives a private message, brand communication on various social media platforms is inherently public, despite their varying privacy settings. In this case, it is up to the brand or company to decide whether to allow public feedback or simply use the Social Networking Sites(SNS) page to display official brand content (Araujo&Neijens, 2012). There are various categories of media types, such as text, images, and videos, that signify different levels of media richness on a social networking site, and informational posts, entertainment posts, remuneration posts, and social posts are all examples of content categories for brand posts (Schultz, 2017). More specifically, different media types in the post demonstrate varying degrees of content interactivity, and these media categories represent varying degrees of media richness, which normally indicates how vivid the content in the post is (Pletikosa Cvijikj & Michahelles, 2013).

In today's market, the behaviour of consumers is changing, and the concern for the perception of chemicals in personal care products is increasing. It is said that organic products are more environmentally friendly than conventional products (Ghazali&Nguyen, 2017). The beauty products fall under personal care, which can comprise skin care, hair care, oral care, colour cosmetics, deodorants, toiletries, and feminine hygiene products. The level of environmental awareness, health consciousness, and attentiveness to harmful chemicals on skin has increased the demand for healthy, harmless, and mostly paraben-free organic beauty products. Moreover, organic skincare products ascertain that they are safer for the skin, as they are made of natural ingredients like extracts of roots, leaves, flowers, and herbs (Narang & Radhika, 2021). However, the Indian organic beauty brands are taking place in the market, and the market for Indian organic skincare products is valued at \$125 million, growing at 25% per annum. It can be seen that the younger consumers in the Indian market are adopting trends in the global beauty and personal care in order to use or consume the products free of chemicals (Ravishankar & Dhekle, 2021). Hence, it is very important to understand in what manner engagement is associated with the efficiency of customer relationships in online media (Tiruwa & Suri, 2016).

In the global market, Ecocert, the USDA, the ICEA, the Soil Association, the BDih, CosmeBio, and the Control Union are the leading organic certification bodies (Ghazali et al., 2017). It is observed that studies have been made on organic foods in different contexts. Moreover, very few studies have been made on the purchasing behaviour towards organic personal care products.

In the rapidly growing Indian organic beauty sector, social media platforms-particularly Facebook-have emerged as essential tools for brand communication and consumer interaction. Despite the growing number of brand posts endorsing organic beauty retail products, there is a paucity of empirical insight into how Indian consumers engage with this content. Global research indicates that engagement is affected by elements such as content type, brand trustworthiness, and user interaction patterns; however, the operation of these factors within the Indian environment, especially in the niche of organic beauty goods, remains ambiguous. To fulfil the existing gap, the study has been undertaken to look after the consumer engagement towards organic personal

care products in the Indian market, which are promoting themselves on social media platforms, which is lacking or could not find any study related to it. The study considers media types like videos, photos, and text, as well as content types like information, entertainment, remuneration, and social, to understand consumer engagement with a specific post. The purpose of this study was to better understand consumer engagement with organic beauty brands in India, which can still be considered a booming market in India. As a result, this study will help marketers gain a deeper understanding of the data and fill gaps in their company's marketing and promotion strategy, with an emphasis on Indian organic products. The current study is a modest attempt to fill existing gaps by concentrating on a single goal: to look into consumer engagement with organic beauty retail product brand posts on the Facebook social media platform, taking into account posting time, media types and brand post content. Likes, comments, and shares were counted to determine how engaged consumers were with organic brand pages on social media platforms.

2. REVIEW OF LITERATURE

In the context of the study, the following literature review was conducted:

2.1. Theoretical background

In the year 1986, Daft and Lengel proposed the media richness theory that proposes a communication medium that assesses the richness of a particular medium. Media richness is determined by the ability to assist the message with instant feedback, the number of cues and communication channels used, personalisation, and language variety (Daft & Lengel, 1986). Moreover, the User and Gratification Theory (Katz & Gurevitch, 1973) enables us to comprehend media users' motivations for engaging with content (Pletikosa Cvijikj & Michahelles, 2013). Katz and Gurevitch (1973) identified five distinct types of needs among many others. First, there are cognitive needs, such as learning, understanding the social environment, curiosity, and exploration; second, there are effective needs, such as aesthetic and emotional experiences and pleasure; and third, there are personal identity needs, such as self-confidence, personal stability, integrity, social status, and the need for self-respect. Fourth, there are the needs for integration and social interaction, which include family ties and friendships, as well as a connection to the outside world and a sense of belonging. The fifth need is escapism, which includes the desire to escape, the release of tension, and the shift of attention from unpleasant to pleasant. Brand fans or consumers are more likely to engage with content if it contains information about the brand or its products/services (De Vries et al., 2012). Social commerce networks adapt UGC theory to sell products on their sites (Sethna & Bergiel, 2017).

2.2. Consumer Engagement:

Customer engagement, according to Doorn et al. (2010), is specifically defined as a customer's behavioural appearance that focuses on a brand or a firm beyond purchase

as a result of motivational drivers. According to Chaffey (2007), consumer engagement is defined as "repeated interactions between a customer and brand that strengthen the emotional, psychological, or physical investment a customer has in that brand. From the standpoint of an organisation, Vivek (2009) defined customer engagement as "interactions that strengthen the emotional, psychological, or physical investment a customer has in a brand."

According to Brodie et al. (2011), consumer engagement demonstrates customers' interactive and co-creative practices among other participants in pivotal service network relationships. Sashi (2012) mentioned that consumer engagement entails trust and commitment among the buyers and sellers, and it is the trust which possesses long-term relationships with integrity and reliability. The formation of a worthwhile association between both parties is strategically constructed by customer engagement to comprehend common benefits in that relationship (Chaffey, 2007). Consumer engagement may be developed in the form of onsumption, contribution, creation, cognitive processing, affection, activation, emotional/behavioral/passive/active engagement, likes, comments, and shares etc., (Saikia & Bhattacharjee, 2023)

2.3. Engagement with Facebook:

Facebook enhances interactivity among the consumers, and the brand pages shall foster the followers not only to like or comment but also to develop the purchasing behaviour (Sharma et al., 2017). The perceived enjoyment of Facebook users after using the Facebook page increases their intention and attitude toward attending the event (Lee et al., 2012). The execution of the Like button by Facebook is gaining success for various industries as well (Kabadayi & Price 2015). The establishment of connection takes place between the Facebook users and a brand because whenever any consumer of Facebook likes a brand, it used to be seen in their profile and let his/her friends see who have liked that particular brand too (Kabadayi & Price 2015; Wallace et al., 2012). Moreover, commenting on a Facebook page or brand post also generates engagement because the users would be able to see the comments of others even if they are not known to each other, and it is more accessible to the users (Kabadayi & Price 2015). Consumers can share their thoughts on the content of the brand post, which establishes a link between the brand and the consumer, which is visible to other members of the consumer's network (Wallace et al., 2012). The comments help the company or brands to hear feedback which allows the company to understand the consumers (Malhotra et al., 2013). However, the share button also enhances engagement, which enables the users to share the original post, including photos, videos and URLs. After sharing a particular post, it appears to the users that the wall also gets updated to the news feed of their friends, and hence it can be said that sharing a post is a commitment to a brand along with its message (Malhotra et al., 2013). The visual relevance directly fosters connection and engagement through contact on Facebook (Chen et al., 2025).

2.4. Consumer Engagement and Social Media Content

Consumer engagement is a motivating factor that incorporates cognitive, emotional, behavioural, and social knowledge, skills, and operating resources to create an interface between service systems (Hollebeek et al., 2019). According to Lee et al. (2014), emotional and philanthropic content has a positive effect on user engagement, whereas product informational content has a negative effect. As a result, marketers may find it difficult to create new product promotions using social media. Because of a positive emotional response to a brand's social media post, a consumer may engage in the behaviour of liking the post (Demmers et al., 2020). The more positive comments a brand post receives, the higher the likelihood that the number of likes will rise (De Vries et al., 2012). Posts of a brand that are liked, shared, or commented on by other consumers can have a significant impact on the broader audience. This is due to the fact that information from other consumers can be inspired and trusted, having a significant impact on receiving consumer insight and performance (Peters et al., 2013). Customers' cognitive and emotional responses to brand-created content are tracked, recognising the interactive nature of consumer engagement that requires consumers to respond to brand-generated content with their own actions (Doorn et al., 2010). People who like, share, or comment on a brand's social media posts provide the brand with immediate feedback on how they perceive the content. As a result, whenever a customer likes, shares, or comments on brand-generated content, it spreads to their social networks (Demmers et al., 2020). Consumer engagement can also be established by the increase of relational brand community benefits from a particular brand (Doorn et al., 2010 ; Eriksson et al., 2019). The establishment of commitment or engagement occurs with a specific company's page on Facebook, which includes liking a post as a mild level of consumer engagement. The emotional response to a specific post may include love, anger, sadness, and so on. Commenting on a specific post plays a larger role in describing consumer engagement. Sharing a post in which consumers make an effort to share the content, whereas creation extends beyond the state of engagement and involvement that leads to the establishment of co-creation (Sharma et al. 2017). Schultz (2017) found there exist variations in consumer engagement across different industries. Furthermore, according to Kim et al. (2015), the efficiency of different posts on a brand page indicates that consumers have varying intentions to work with different brands because posts with self-orientated content, such as product information, received more likes than posts with interaction-orientated content, and this is for the convenience brand. Establishments regularly invite clients to share their experiences and offer feedback via social media channels (Azzam, & Katbeh, 2025). Engagement is influenced by the narrative conveyed, specifically the content's substance; this study expands the understanding of engagement by examining the "Who"-through Endorser type, the "When"-through posting time and day, and the "How"-through vividness, interactivity, appeal, and message length (Drossos et al., 2024).

2.5. Media Post Type

According to Coursaris et al. (2016), there are various media types of Facebook brand pages that represent various levels of richness, including photo, video, and URL. Consequently, it is essential to examine consumers' engagement with the promoted products, which enhances their attention and cognitive processing (Mucundorfeanu et al., 2025). Furthermore, it is the actual communication carried out by the brand page moderator within a social media page that shares photos, videos, and links, among other things (De Vries et al., 2012; Pletikosa Cvijikj & Michahelles, 2013). The photos and text of the brand post can provide information about the products to the consumer (Luarn et al., 2015). Rich media tools such as video, audio, and animation enrich the content and make it more vivid (Coyle & Thorson, 2001). Vividness refers to a post's richness as defined by its formal characteristics in terms of displaying knowledge to the senses (Steuer, 1992). Demmers et al. (2020) found that there are three levels of vividness: low, medium, and high, depending on the content of the post: text, photos, and videos. According to Schultz (2017), posts with a clear message and a lot of media can increase consumer involvement (i.e., likes, comments, and shares). Whereas if someone wants to increase the number of likes, they should consider the vividness of the brand post containing videos because it stimulates one's hearing. This contributes to an increase in likes (De Vries et al. 2012).

Photos, according to Lu (2019), are more effective at generating consumer engagement; however, videos with a medium level of vividness (Demmers et al., 2020) elicited significantly higher levels of engagement than videos with a high level of vividness. If a video contains the same level of interactivity as a link but is more vivid, the user is more likely to engage. Status updates, which have a low level of interactivity and lack vividness, were found to be more engaging than links and videos (Pletikosa Cvijikj & Michahelles, 2013).

2.6. Content Post Type

Service providers with important information stipulate that consumers engage in SNS effectively (Lin & Lu, 2011). Tafesse and Wien (2018) studied how social media message strategy affects consumer behaviour. The study found that the most effective way to engage customers' behaviour was through the use of transformational messages, rather than informational or interactive ones. Compared to information and entertainment posts, brand posts with remuneration received more likes but had higher consumer engagement, according to Luarn et al. (2015). They were also less likely to like posts with social elements.

Sharing was significantly higher in posts about entertainment and information than in posts about compensation and socialising. Entertainment has been found to have a significant impact on a social media platform's likes, comments, and shares ratios (Pletikosa Cvijikj & Michahelles, 2013). While providing brand-related information positively impacts the likes and comments ratio, it does not have the same effect on shareability. The observed increase in the likes/ comment's ratio is greater when compared to the

remuneration content type. Remuneration significantly influences the ratio of likes and comments.

Contrary to expectations, the effect on the like's ratio turned out to be negative. Furthermore, there was no discernible effect on the shares ratio. Informational content has a higher engagement mean value than other content types, leading to higher levels of consumer engagement (Lu, 2019). If a brand post includes entertainment content types, consumers are more likely to consume it with pleasure and amusement (De Vries et al., 2012). Interactivity and vividness are examples of content characteristics; content domains include education, entertainment, and information; content valence includes emotions such as anger, anxiety, and joy; tonality includes positive and negative; and content volume includes counts and volumes (Peters et al., 2013). Posts about the company/brand and its products, on the other hand, may contain content which is not directly related to that company/brand (such as a funny movie or anecdote). It is also used as a base category in the analyses because some brand posts are neither entertaining nor informative (De Vries et al., 2012). Overall, the most weighted engagement numbers were found for inspirational and entertaining content (Eriksson et al., 2019). Pre-consumption posts with informative content generated significantly more engagement than posts with entertainment content, while posts with entertaining content generated significantly more engagement during the consumption stage and post-consumption stages (Demmers et al., 2020). Furthermore, entertaining content exhibits a higher engagement rate among followers of the Facebook brand page (Jayasingh, 2019).

2.7 Posting Time:

In the case of online advertising, scheduling, i.e., time and space, is the significant component to enhance the revenue, and where Facebook is concerned, timing is the central characteristic of scheduling (Kumar et al., 2006). Balio and Casais (2021) stated that the time frame has been studied from three different viewpoints, such as posts published on weekdays or weekends, their time of publication, and different months of the year. However, the posting times of brand posts are of two categories: day of the week and peak hour. When the brand post is generated on weekends (Saturday and Sunday), they are called day of. Moreover, consumer activity peaks from 10:00 a.m. to 7:00 p.m., and the rest of the time is implied as low peak hours (Zhao et al., 2021). But Golder et al. (2007) found that the engagement rate is high in the evening and during the night. According to Pletikosa Cvijikj & Michahelles (2013) and Golder et al. (2007), Facebook users are eager to devote more time on workdays where they find Facebook with better strength. Each brand identifies its optimal posting times, which may be determined solely by analysing the company's data. The optimal timing for posting likely varies based on multiple brand-specific aspects, including the industry affiliation and characteristics of the target audience, such as age and region (Drossos et al., 2024)

1. Research Questions:

RQ1: Which types of media and content generate higher consumer engagement in Facebook?

RQ2: Does posting time and posting day create any difference in generating consumer engagement in Facebook?

RQ3: Which brand received highest consumer engagement in terms of its posting time, media and content types in Facebook?

2. Research Methodology

2.1. Study Design

The data has been gathered from two organic beauty brand pages, which showcased various posts created by the companies. The data was collected manually over six months, from September 1, 2024, to February 28, 2025, with a total of 318 brand posts. The goal of the content analysis was to look at the company's brand posts. The scientific method of converting qualitative data into quantitative message analysis is known as content analysis (Luarn et al., 2015). Researchers commonly use it in media effects to examine the transmission of content (Roznowski, 2003). Luarn et al. (2015) used content analysis as a systematic and objective method for sample comparison.

The coding process for the analysis was done in three steps, similar to the steps proposed by Bronstein (2013), but the steps in the study were slightly modified to fit the study's objectives. To begin, the different types of media that a post can contain, such as photos, videos, and texts were identified. Secondly, the content of the post has been identified. In the end, the number of likes, comments, and shares received by each of the brand pages' posts has been tallied up. The study used Facebook as a platform to gather brand information. With over one billion users, Facebook has dominated the social media landscape, allowing businesses to create brand pages to generate content such as photos, videos, and links, as well as engage with customers by liking and commenting on those posts and messages (Kabadayi & Price, 2015).

2.2. Sample brand(s)

Two organic beauty brands of India based on the organic certifications have been selected. Organic Harvest has been certified by global organizations such as EcoCert, OneCert and Natrue. Naija Organics got Organic certified by NPOP, GMP certified by AYUSH and ECOCERT (Refer Table I).

Table I: Organic Brand Pages with number of posts and followers

Brand Pages	Product	Product category followers (In thousand)	No. of posts	No of	Liked
Organic Harvest	Beauty	Hair care, Face care,	202	376K	365K

Naija Organics	Beauty	Soaps, Body wash, Body lotion, Creams, Shampoo, Conditioner.	116	3.4K	3.4K
Total no. post			318		

Source: Primary data

4.3. Variables considered:

4.3.1. Independent Variables

The independent variables were media type (video, photo, text) and content type (information, entertainment, remuneration, and social). Posting time includes day of the week (weekend and weekdays) and time of the day (before 9:01 AM, between 9:01 AM and 12:00 PM, 12:01 PM and 3:00 PM, 3:01 PM and PM-6:00 PM, 6:01 PM and 9:00 PM and after 9:01 PM) that have been considered for the study.

4.3.2. Dependent Variable

The dependent variable was consumer engagement (Like, Comment, and Share). Consumer engagement was measured by the total number of likes, comments, and shares for each of the company's brand posts. To express one's feelings in response to a particular Facebook post, emojis are available. Because the like/dislike/heart emojis and reactions were not separated, the word "likes" includes them all (Eriksson et al., 2019). Therefore, the study also included emojis while considering likes/dislikes.

4.4. Data Coding Procedure

The data for the study were manually coded, and one of the researchers served as an independent coder. The raw material was first gathered from the selected companies' Facebook brand posts and then coded into different dimensions, as shown in Table II.

Table II: Coding Classification.

Dimensions	Measures	Description
Posting Time (Pletikosa Cvijikj & Michahelles, 2013; Deverux, Gremmer & Gremmer, 2020; Zhao et al., 2021)	Day of the week and time of the day	Weekdays (Monday to Friday), Weekend (Saturday and Sunday); Time of the day includes hours of the day
Media Type (Demmers et al., 2020; Pletikosa Cvijikj & Michahelles, 2013)	Video	Post published with video (High vividness)
	Image	Post published with image (Medium vividness)
	Text	Post published with text (Low vividness)

Content Type (Luarn et al., 2015; Eriksson et al., 2019)	Information Content	Promotional content relating to a specific product or company (such as a review or a recommendation), as well as information about the brand itself.
	Entertainment Content	Funny videos, anecdotes, teasers, slogans, and wordplay are all available.
	Remuneration Content	Promotions, trials, coupons, special offers, and other incentives to get people to act.
	Social Content	Questions and statements were used to encourage users to interact with the posts by allowing them to respond to them, allowing for more interaction.
Consumer Engagement (Luarn et al., 2015; Demmers et al., 2020)	Like(s) Comment(s) Share(s)	

Source: Review of Literature

Finally, to align with the study's goal, the texts and data from has been rated from qualitative to quantitative. It has been observed that the brand posts consisted of text and images, along with the combination of text & images and text & video. It is also spotted that the content of the post was not only based on informational, entertainment, social and remuneration content but also a combination of the different content types.

4.5. Data Analysis

The information was gathered for content analysis and then recoded into numbers for use with the statistical program SPSS 26.

4.5.1.Descriptive Analysis:

- The media types of the posts were such that 15.9% of them were text and 5.4% were images. 8% were only videos, 53.0% of posts were a combination of both text & images, and 24.9% of the posts were a combination of both text & videos.

The content types of the post were such that 33.4% of the post consisted of informational content, 2.9 % of the post were of entertainment content types, 3.7% of the post consisted of remuneration content, 14.4% of the post consisted of social content, 1.9% of the post consisted of both informational & entertainment content, and 6.4% consisted of both informational & remuneration content. 28.7% of the posts consisted of both informational & social content; 2% of the posts consisted of both entertainment & remuneration content;

again, 2% of the posts consisted of both entertainment & social content; and 8.2% of the posts were both remuneration & social content.

The timing of the posts is such that 2.1% of the posts were generated before 9:01AM; 23.5% of the posts were generated between 9:01AM and 12:00PM; 14.6% were generated between 12:01AM and 3:00PM; 28.5% were generated between 3:01PM and 6:00PM; 25.4% were posted between 6:01PM and 9:00PM; and 6.0% were posted after 9:01PM. Moreover, 76.9% of the posts were posted on weekdays, and 23.1% of the posts were on weekends.

4.5.2. Inferential Analysis:

Further analysis was done in order to find out the engagement of the consumers with the posts of the brands.

A one-way ANOVA was conducted in order to know the consumer engagement with the brand post and compare the items that have considered in the study. In order to answer research question 1, it is observed that the highest value for consumer engagement with text is ($x = 63.63$), image is ($x = 19.67$), video is ($x = 15.00$), a combination of both text & image is ($x = 14.11$), and text & video ($x = 44.38$). Therefore, it can be said that text received higher consumer engagement than other media types. Moreover, the highest values for information ($x = 19.50$), entertainment ($x = 19.55$), social ($x = 8.74$), information & entertainment ($x = 8.50$), information & remuneration ($x = 101.56$), informational & social ($x = 9.54$), entertainment & remuneration ($x = 5.00$), entertainment & social ($x = 18.00$), and remuneration & social ($x = 69.26$). Therefore, it can be said that a combination of remuneration & social content leads to higher consumer engagement ($x = 98.38$) than the other content types.

Further, in order to achieve research question 2, the time of day and day of the week have been checked separately. However, in the case of the day of the week, it was found that weekdays and weekends do not significantly differ ($p = .470$ or $p > 0.05$). In the case of the time of day, it was found that there does not exist a significant difference in terms of the time that post was updated on brand pages ($p = .542$ or $p > 0.05$).

In order to look into the best performance of a brand (research question 3) among the two in terms of consumer engagement, a comparison has been made:

Table III: Comparison among the brands**Dependent Variable= Consumer Engagement**

Dimensions	Organic Harvest		Naija Organics	
	N	Mean	N	Mean
Week days	152	23.54	86	23.33
Weekend	50	27.52	30	4.03
Before 9:01AM	2	26.50	6	3.83
9:01 AM-12:00PM	18	13.06	23	3.96
12:01AM-3:00PM	46	50.24	12	3.50
3:01PM-6:00PM	49	15.82	58	11.60
6:01PM-9:00PM	66	18.64	15	85.93
After 9:01PM	21	16.67	2	4.50
Text	35	12.74	8	63.63
Image	3	19.67	9	2.89
Video	2	15.00	2	4.00
Text and Image	88	12.90	82	18.62
Text and Video	74	44.38	15	3.80
Informational	47	17.66	74	19.55
Entertainment	6	19.50	5	5.20
Remuneration	-	-	9	4.00
Social	35	8.74	10	3.40
Informational and				
Remuneration	16	101.56	8	64.88
Informational and				
Social	76	9.54	1	3.00
Remuneration and				
Social	19	69.26	3	12.33
Informational &				
Entertainment	2	8.50	5	4.00
Entertainment &				
Social	1	18.00	-	-
Entertainment &				
Remuneration	-	-	- 1	5.00

Source: Authors' calculation (Note: The bold and italic numbers indicate the highest Consumer Engagement for each dimension whereas the underlined value indicates highest consumer engagement amongst all the dimension of the brands).

4.5.3 Observation(s): Comparison has been made among the brand and differences has been observed in Table III:

i. Consumer engagement in terms of Posting Time: Organic harvest received the highest consumer engagement for the post posted between 12:01PM and 3:00PM. Naija Organics received the highest number of consumers between 6:01 PM and 9:00 PM.

ii. Consumer engagement in terms of media types: Organic Harvest received the highest consumer engagement for the post, which is a combination of both text & videos.

iii. Consumer engagement in terms of content types: Organic Harvest received the highest consumer engagement for the post containing both the combination of informational & remuneration content; also it gained the highest consumer engagement in terms of the post that contained the combination of informational & social content; the brands in terms of the combination of entertainment & social content types could not compare since only Organic Harvest has such content types. Moreover, the comparison of posts for the combination of entertainment & remuneration content was not compared because only Naija Organic contained that type of content in the post.

5. Discussion :

The majority of studies have used posts generated by various brand pages, such as top retail brand pages identified by several Facebook metrics, brand pages of the largest fairs and conferences, various bloggers' posts on fashion products, and so on. It has been observed that no specific research has been conducted using the brand pages of organic products. Moreover, the findings of the study are such that:

5.1. Posting Time:

Posting time was observed by looking into the day of the week and time of the day. It has been found that posts that were updated on the weekend got the highest consumer engagement compared to posts that have been updated on weekdays, which contrasts with the study of Pletikosa Cvijikj & Michahelles (2013) and Golder et al. (2017). This may have happened because of the brand types, their followers or the activeness of the consumer on the day of the week. The consumers are seen to be active on the weekend, where we assumed that consumers get their free hours mostly on the weekend. However, the study supports the findings of Deverux et al. (2020) that there is no significant difference in the days of the weeks in generating consumer engagement. Moreover, it can be said that posts made between 12:01 PM and 3:00 PM received more consumer engagement than the other timings of the day, which supports the study of Zhao et al. (2021), which said that consumer engagement is high between 10:00 AM and 10:00 PM, and the time that results in enhanced consumer engagement falls under 10:00 AM - 7:00 PM.

5.2. Media: types: According to the findings, text generated higher levels of consumer engagement than any other media types, which contrasts with the findings of other studies (Lu, 2019), which portrayed photos as generating more consumer engagement; Demmers et al. (2020) found that videos generate more consumer engagement. The study confirms

the text that generates more consumer engagement, which might be the result of the reason that the brands that have been considered for the study are organic beauty brands where the consumer is assumed to read the text because of the honesty and authenticity of the brand/product.

5.3. Content:

Types: Another finding of the study was that consumer engagement has been increased by the combination of social & remuneration content types, with followers showing greater interest in posts that include interactions such as questions and answers in the form of comments and interactive sessions initiated by the brand page administrator and with the benefits of receiving discounts, offers, etc., from the brand, which ensures the engagement of consumers towards a particular brand. Depending on the brand, the post may serve a different purpose and contain different content, which will result in a different level of engagement. The findings of the study support the result of Luarn et al. (2015) in terms of remuneration.

Moreover, the study confirms that there exist different combinations of the content types and also the combinations of media types. This contributes to the idea that the combination of the contents works better in enhancing consumer engagement rather than only one content in a particular post.

In addition, it has been observed from the comparison of the brands that the number of posts did not prohibit the post from generating consumer engagement. The table provided a clear picture that the small number of posts generated better consumer engagement than a large number of posts. Moreover, it can be said from the study that content is the most important factor in generating consumer engagement since, from Table No. III, it is observed that content types (social and remuneration) received the highest value amongst all.

6. Theoretical Implication:

To learn about different media and content types for consumer engagement, the Media Richness Theory (Daft & Lengel, 1986) and the User and Gratification Theory (Katz & Gurevitch, 1973) were applied. With a focus on organic retail brands, this study will assist brands and other businesses in determining the impact of various messages contained in a particular post on increasing consumer engagement. Likes, comments, and shares are the most important metrics for determining a social networking site's success. However, users must be able to use a social media strategy to promote a new brand so that they are at least aware of it. Moreover, the companies or brands should welcome consumers' opinions to strengthen the accomplishments of the company. The study stipulates a worthwhile understanding that content types are the most important aspect in enhancing consumer engagement with a brand. From this, it is expected that the behaviour of the consumer can be judged towards the organic beauty brand of India.

7. Managerial Implications

The findings will help businesses improve their organic retail brand promotion strategy. The brand page administrator will gain a deeper comprehension of the post types that enhance consumer engagement. In other words, the administrator will notice

that videos generate more consumer engagement than photos. Brand posts that combine both remuneration and social content types generate more engagement, according to the study. As a result, the findings would benefit the company/brand as well. The brand which has a very low number of posts (observation from the study) is expected to increase the number of posts to be updated to have regular engagement with the consumer. The brand/company can also create multi-message brand content to increase consumer engagement. Because the brand has a variety of organic retail products on the market, the study will aid them in determining their long-term viability among consumers, as well as pave the way for other nascent organic retail brands to better understand consumer engagement.

The consumer or follower interacts with the brand through likes, comments, and shares, and the marketer creates posts with vibrancy and a variety of content types to increase consumer engagement.

8. Limitations and Further Research

The investigation focused on two Indian organic beauty retail brands. However, as the demand for organic products grows, future studies may include more organic brands from various product categories. The study took into account the type of media and content, and future researchers can consider more dimensions of the posts.

The results of a future study may differ because the number of followers on brand pages may increase. In addition, a future study could look at how customers interact with organic retail brands on social media platforms or any other social networking sites besides Facebook.

9. CONCLUSION

This study has made a contribution to the limited body of literature on customer engagement with organic beauty product brands on Facebook. The study focusses primarily on Indian brands, which is a niche that was mostly missed in earlier research that focused on top retail brands, fashion bloggers, or worldwide brand pages. The study provides a number of important insights into the ways in which various post-related criteria, such as the time of posting, the type of media, and the type of content, influence the level of interaction that consumers have on Facebook. The findings of the study indicate that the posting time, the type of material, and the quality of the content are incredibly important factors in increasing consumer interaction with organic beauty brand posts on Facebook in the context of India. The specific customer behavior toward organic brands also implies a preference for real, educational, and interactive information, suggesting a break from interaction patterns reported in more commercialized or visually focused product categories.

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