

Comparative Content Analysis of Social Media Post Features of Similar Startups Offering Grocery-Delivery Service

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Abstract

Today, with the increase in research and development activities, the value given to the concept of entrepreneurship and the maturation of the projects put forward has gained a special importance. In addition to this, concepts such as mentoring, investment, incubation center emerged while budget, time and labor criteria became the supervisors of the existence of an enterprise. For this reason, social media, which most institutionalized brands prefer to use in order to reach their consumers in an easy and cost-effective way, provides space to create their own awareness and adopt their brands in the process of continuing to mature these initiatives.

Keywords: Advertising, Brand, Branding, Identity, Incubation Center, Institutionalization, Investment, Planning, Post, Promotion, Social Media, Start-up, Strategy

Kapıya Market Hizmeti Sunan Benzer Girişimlerin Sosyal Medya Gönderi Özelliklerinin Karşılaştırmalı İçerik Analizi

Özet

Günümüzde araştırma-geliştirme çalışmalarının artmasıyla birlikte, girişimcilik kavramına verilen değer ve ortaya koyulan projelerin olgunlaştırılabilmesi ayrı bir önem kazanmıştır. Bununla beraber, mentorluk, yatırım alma, kuluçka merkezi gibi kavramlar ortaya çıkarken, harcanan bütçe, zaman ve iş gücü kriterleri bir girişimin varlığının denetleyicisi konumuna gelmiştir. Bu nedenle, çoğu kurumsallaşmış markanın tüketicisine kolay ve düşük maliyetli bir şekilde ulaşabilmek için kullanmayı tercih ettiği sosyal medya bu girişimlere olgunlaşmaya devam etme süreçleri içerisinde kendi farkındalıklarını oluşturmak ve tüketiciye markalarını benimsetmek için alan sağlamaktadır.

Anahtar Kelimeler: Girişim, Gönderi, Kimlik, Kuluçka Merkezi, Kurumsallaşma, Marka, Markalama, Yatırım, Planlama, Reklam, Sosyal Medya, Strateji, Tanıtım.

Introduction

There is a myth that most brands that have a large share of their markets globally use a small space such as a garage or warehouse as an office when they are first founded, that the

team at first consists of a single person or a small group of friends, and that they develop a small idea over time and reach their current position. It spreads from ear to ear. The main reason for the increase in these discourses is to inspire and encourage people who have an idea, and to exemplify what a small step they take today for their ideas can reach in time. Today, people are encouraged and supported in various ways under the name of entrepreneurship to pursue their own dreams and to realize their ideas, even if they fail, instead of working reluctantly for a lifetime in a job they do not embrace. Working conditions, which are improved and flexible day by day, and changing employee demands also play a role in the development of the concept of entrepreneurship.

Along with this, big companies that are rooted but open to development, by seeing the demands in the field of entrepreneurship, have started to integrate themselves and to follow a method that can grow and develop these initiatives in their own bodies and even incorporate them when they reach a maturity. This increased the number of institutions called incubation centers, while also increasing the importance given to the qualifications of the initiatives to be included in the centers. In line with the company strategy, a wide range of resources such as offering an office, absorption the transportation costs and providing the needed technological equipment have started to be offered in order to incorporate the start-ups that may benefit the company.

On the other hand, since it is a bilateral exchange process, it is expected that initiatives will be able to come one step closer to realizing their ideas and show an improvement in time. Therefore, with the opportunities offered by the incubation centers, the extent to which an entrepreneur team can improve its qualifications has become the most important criterion for an initiative to continue to be supported. Rather than completing the institutionalization of an enterprise within itself, it has become more important for it to maintain its existence as a supported initiative to realize its own promotion in the market and to create its own awareness and to update itself with the feedback it receives if it succeeds to reach its consumers.

For this reason, start-ups with limited capital, labor and time constraints prefer social media platforms as a means of digital marketing where they can introduce themselves to consumers with a low budget rather than traditional marketing methods requiring large budgets. This is why it is important how social media platforms, which have a particular role in the success and failure of an initiative, are evaluated by initiatives. Because, especially when we look at the origins of some initiatives, we have been encountering very different patterns. For example, they are able to aim to become a local brand first and then turn to

global. At the same time, startups that have already succeeded in institutionalization may choose to embark on a new entrepreneurial adventure by observing new trends.

At this point, with this study, it is tried to find the answer to the following question; while brands have different origins, does the fact that they are a start-up company cause them to exhibit a similar structure in social media content?

Literature Review

Before shaping the structure of this research study, the topic was expanded in three stages. To explain in detail, when the research question is examined, it is seen that this research will be conducted between social media and entrepreneurship. With this, it is obvious that the contents published in these platforms will be included in the scope of research, and in fact this study will open some findings up for discussion as a result of a comparative analysis.

In the literature research, the studies that can fully exemplify these three elements have been examined, and some of them have been used as a reference. To make it clear, the purpose of this study is to reveal the effects of different backgrounds of enterprises on social media content planning and content categories. There is no study overlapping with this research study or examining the same subject.

Firstly, Dutot and Bergeron (2016) conducted a study to measure the influencing factors on social media orientation of small and medium enterprises. As a result of this research study, it was determined that entrepreneurship orientation and customer orientation have a positive effect on a sales and business development, which indirectly has a positive effect on social media performance. At the same time, it was concluded that visibility is positively affected by the entrepreneurial orientation and therefore has an impact on social media performance.

On the other hand, Basri and Siam (2017) reported some essential points to raise the social media potential for small businesses and startups. These may be listed in brand awareness, increase of sales, customer services and content distribution. It is also noted that small businesses and startups have limited resources and budgets. In addition, in this research, one of the highlighted point is that social media marketing may result in expiring a brand when the company fails to update the content or stops posting new comments about its brand, product and services.

Olanrewaju et al. (2020, p. 92) conducted a literature review, published from 2002 to 2018, covering only studies on social media and entrepreneurship. While it was determined that qualitative analysis method was used mostly in 160 studies that were handled in total, it

was concluded that these studies were mostly conducted through interview and case study methods. Additionally, in studies conducted using quantitative methods, it has been concluded that survey was the most used data collection method.

Rahman et al. (2017) conducted on the posts of electronic companies on a social media platform, on Facebook, using the content analysis method. In this study, it has been seen that users have different reactions to different content types, such as more likes and more comments. This may be related to the user's profile. However, at the part of the conclusion, it had been precipitated that a group of content types examined contributes to generating visibility, while others have less effect on visibility. Therefore, it has become a requirement to examine the types of contents.

Vassallo et al. (2018) is a qualitative study conducted on Instagram. The contents of 15 accounts with a common product range, shared for 12 months, are handled by content analysis method. While it is stated that a pre-determined coding guide is used to determine the primary marketing strategy of each post, a separate way is followed for the coding of the images. This image codes and code generation method, which is stated to be developed by three coders, constitute an example of a method for analyzing the shares on the Instagram platform by content analysis method. "Two authors (AJV and SY) were responsible for coding each image. First, one complete account (Ben and Jerry's) was coded by both coders independently. All codes assigned for all images were checked for agreement, and any discrepancies were discussed and agreed upon, incorporating the opinion of a third coder (BF) if required." (Vassallo et al., 2018, p. 3).

Eberts (2016) is conducted as a case study to qualify the images shared by an Instagram account. It is a master's thesis study and both qualitative and quantitative methods are used together. Content analysis is one of them. At the same time, many different studies were used together to categorize the images, and a definition was made for each of the categories, and they were limited. The method used in this study may be thought another example of a method for analyzing the shares on the Instagram platform by content analysis method.

Methodology

Sampling

In the research universe where the initiatives are the subject, it is important that the startups to be sampled take place in the same market because the findings will be obtained as a result of a comparative analysis. In addition, because the findings will be used to answer the

research question, as stated in the question, the startups to be included in the research should have different origins. For these two reasons, the brands named Getir, Glovo and BanaBi, which actively carry out promotional activities and offer grocery-delivery services, have been selected to create a purposive sampling.

Getir is the first native start-up offering grocery-delivery service in the Turkish market. On the other hand, Glovo is a foreign origin start-up which offer grocery-delivery service first and then entered the Turkish market. The third one, BanaBi, is a sub-brand of Yemeksepeti, the corporate brand that previously was a start-up, and to offer grocery-delivery service. When the research is carried out within the framework of these three brands, “the origin of the brand” included in the research question will be comprehensible.

Method

Content analysis will be used as a method in order to examine whether social media content exhibits any common characteristics. However, since there are three brands with different origins, all of them will be treated as a case study and their data will be processed separately. Then, a comparative analysis will be conducted and the findings will be obtained.

Collecting The Data

In addition to determining the social media environment as Instagram, a time criterion has been determined for the content to be included in the research in order to see if there is a pattern. For each initiative, the last fifty contents were included in the research, retrospectively starting from at 23.59 on 31 October 2019.

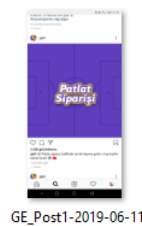
In order to ensure scientific reliability, the screenshot of each brand's Instagram account on November 1, 2019 at 00.00 was taken and details of the fifty content were recorded both visually and in text. In order to ensure the integrity between the texts and the visual, a sequential code system has been created as “BrandCode_PostNo-Year-Month-Day”.

- Brand Codes used in The Research Materials

1st Startup: Getir – GE

2nd Startup: Glovo – GL

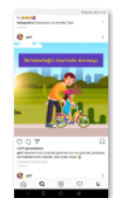
3rd Startup: BanaBi – BB



GE_Post1-2019-06-11



GE Post2-2019-06-12



GE Post3-2019-06-15

Figure 1 - Collecting the Data

Recording The Data

While fifty contents of each brand taken as screenshot were recorded as text, the post number, date, the name of the visual, text, emoji and hashtag were recorded separately. After getting an idea of the overall diversity, two more columns, “visual type” and “content type”, were added.

	A	B	C	D	E	F	G	H
1	Comparative Content Analysis on Social Media Contents of Startups							
2	1st Startup - GETİR							
3	Post No	Date	Type (Post)	Visual	Type (Content)	Text	Emoji	Hashtag
4	Post-1	11.06.2019	2	GE_Post1-2019-06-11	4	Patlat Siparişi dakikalar içinde kapına gelsin, maç keyfin bölünmesin!	Speaker with three sound waves, Soccer Ball, Flag for Turkey	-
5	Post-2	12.06.2019	2	GE_Post2-2019-06-12	3	House of Gamers evine konuk olma şansını kaçıрма, Unuma 18 Haziran son gün! (Emoji: yumruk, konfeti)	Fisted hand sign, Party popper	#houseofgamers #jtg #jtgvt

Figure 2. Recording the Data

Coding The Data

After the registration of all data, classifications were made for visual type and content type titles.

a) Post Types

- Image: Post with Only One Image
- Moving Image: Post with Infographic or Animated Video
- Multi: Post with Multiple Animated or Non-animated Images
- Video: Post with Moving Images from the real world



Figure 3 - Image



Figure 3 - Moving Image



Figure 3 - Multi

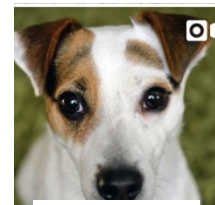
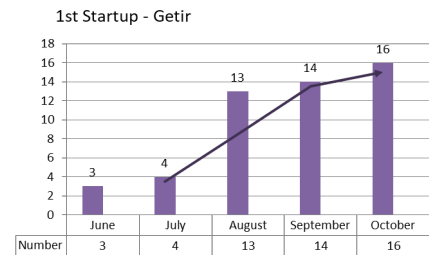


Figure 3 - Video

b) Content Types

- Branding: Contents that support the brand's corporate identity, brand perception and brand awareness

- **Information:** Contents including brand new features, new developments and news
- **Promotion:** Contents that leads the potential customer to the brand and to buy its products
- **Reminder:** Posts that the brand reminds of itself from time to time or with popular content during the day
- **Scope of Service:** Contents that the brand describes the service location it offers
- **Special Day:** Content designed to commemorate or congratulate special days



Analyzing The Data

The analysis will be performed from 3 different angles.

- Planning:** The sharing calendar followed by brands, the distribution of the last fifty sharing within the calendar, is either regular or unconscious.
- Content:** Distributions by content types, Prominent content type.
- Formal:** Hashtags and Emojis, Query for the adopted item, Mainly usage.

1) Hashtag Types

- **Brand:** Brand name
- **Motto:** Motto usage
- **Concept:** A word adopted by the brand, Unrelated with content and repeated
- **Keyword:** A word or phrase that summarizes the content
- **Product:** The name of a product offered by the brand
- **Location:** A settlement name served by the brand

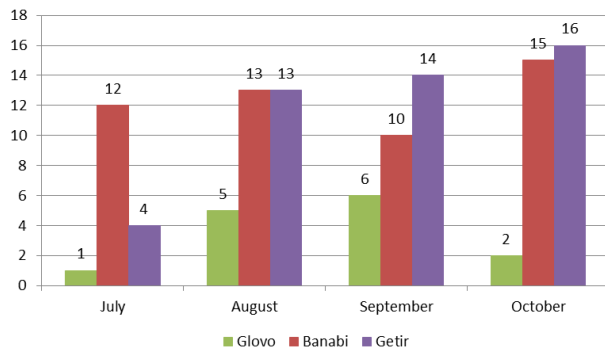
2) Emojis

Total emoji usage, The five most used emojis, and Featured emoji

Findings

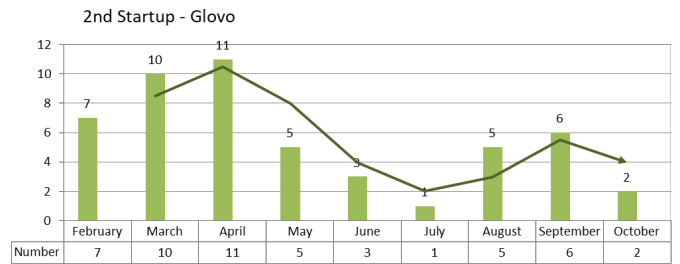
Planning

When looking at each initiative in private, it is clear that the social media account belonging to the Getir brand had not share content very often in the first months. The number of shared posts has been steadily increasing towards October. Looking at Glovo, it is seen that the last fifty contents, unlike the other two startups, spread over a period of nine months, followed by a sparse plan. The BanaBi startup, which has a corporate origin, has been following a balanced sharing plan that increases and decreases month by month while sharing at least 10 contents per month.

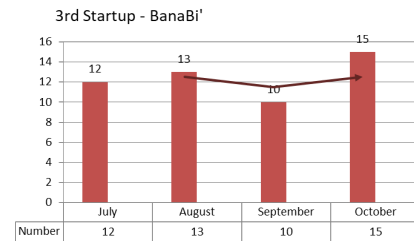


Looking at July August September October, when the social media content of the start-ups' intersected, it can be said that the founder of the sector, Getir, started to

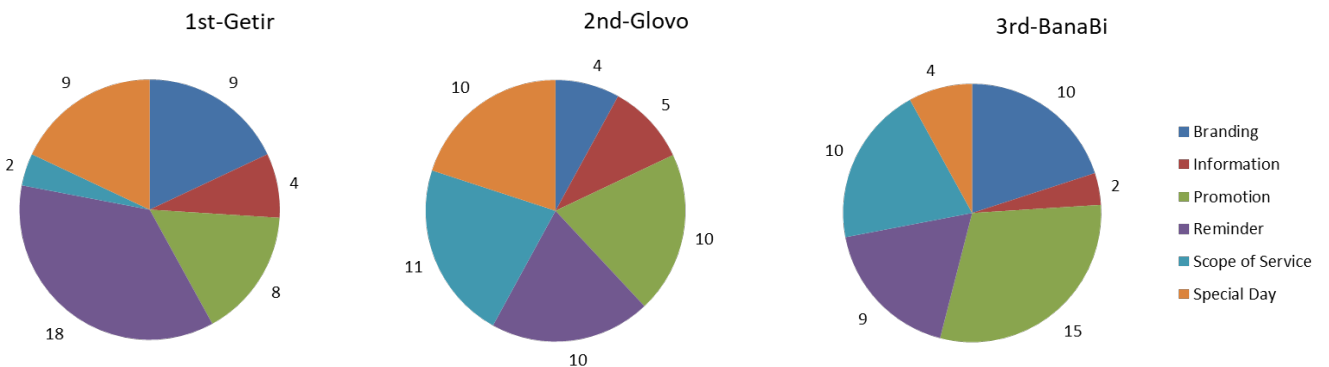
follow a planning schedule like BanaBi, which has a corporate origin. In addition to this, it is seen that Glovo's contents number increased has started to decline again.



Interpreted generally, together with the inability to be considered as true and false, it is seen that there is a tendency towards planned and systematic social media content planning due to the need for an enterprise to progress towards institutionalization.



Content



Looking at each brand separately, it is seen that approximately 40% of the last fifty contents in the Getir Instagram account were shared to remind the consumer of the brand during the day. While promotion, special day and brand content types are numerically close to each other, it is seen that the content related to the scope of service is shared very little.

Beside this, when looking at the Glovo content details, it is seen that the contents of the scope of service are shared equally with the reminder, promotion and special day content. In addition, in Glovo contents, the branding content does not stand out as in the other two initiatives. However, there is also no accumulation of any type of content.

The last one, the graphic about the content types shared by BanaBi shows that, unlike the other two startups, the number of special day and information content is quite low. Promotion content constitutes 30% of last fifty contents owned BanaBi.

On the other hand, because any of the fifty content does not fall outside the category, for startups that offer grocery-delivery service, it can be said that social media content types produced within the scope of this research is sufficient and constitutes a diversity of content that meets its needs.

Formal
















Formal analysis includes the elements that brands use to support their content and their distribution of usage.

1) Hashtag

Hashtags	1st – Getir (121)	2nd – Glovo (101)	3rd – BanaBi (93)
Brand	#Getir (32)	#Glovo (38)	#YemeksepetiBanaBi (44)
Motto	#GetirBiMutluluk (30)	#NeİstersenO (16)	#SanaBiBanaBiLazım (44)
Concept	#Mutluluk (5)	-	-
Keyword	Keyword (39)	Keyword (25)	Keyword (5)
Product or Location	Product (15)	Location (22)	-

When the usage of hashtag is examined, the brand name, the motto and the various keywords have been used in all of the initiatives that offer grocery-delivery service. However, the brand Getir, also uses the hashtag “mutluluk” under the concept title, to support its own corporate identity. When looking at the usage of keyword or phrase summarizing content detail, Getir has often preferred to use this type of hashtags. Next one is Glovo. The initiative that prefers to use this type of label at least is BanaBi. When looking for the product name or location name labels served by the brand, a completely different positioning is seen. Getir entirely uses product names as hashtags in their contents, while the hashtags in Glovo contain mostly location names. BanaBi has no use in this area.

2) Emojis

Emojis	Top 1	Top 2	Top 3	Top 4	Top 5	+
1st – Getir (49)	 (5)	 (3)	 (3)	 (3)	 (3)	Others (32)
2nd – Glovo (126)	 (21)	 (10)	 (7)	 (7)	 (4)	Others (76)
3rd – BanaBi (63)	 (18)	 (17)	 (4)	 (3)	 (2)	Others (19)

Looking at emojis used in general, there are four repeating emojis among the five most used by startups. Smiling face with smiling eyes, smiling face with sunglasses, party popper, winking face, they might be called common emojis of startups offering grocery-delivery service. At the same time, when we look at Getir’s and Glovo's emoji usage, we see emojis that stand out and show integrity with the brands. While the Purple Heart, which is the same color as the corporate color of Getir, is one of the most used emojis by Getir, in Glovo, it is seen that the use of motor-scooter emoji reminiscent of the motor scooters used in advertising promotional materials.

Conclusion

When the general evaluation is made with the findings, it is seen that the quality of the social media content is mostly the same regardless of the origin of the initiatives that offer

grocery-delivery service. Among these qualities, some factors such as introducing oneself to the consumer, directing them to purchase and positioning the brand come to the fore. The three brands examined within the scope of the research are not at the same levels, but these features are seen under various headings.

At the same time, when the brand is examined according to its origins, we can say that the BanaBi brand is more rigid than the other two initiatives due to the established character of the corporate firm. Regular planned sharing schedule and the use of formulaic hashtags help to describe this structure. At the same time, the accumulation we see in the brand's content type graph and usage of hashtags reveal that it shapes social media activities based on the brand awareness of its corporate brand (Yemeksepeti).

In contrast to BanaBi, one of the two other initiatives, Glovo's research findings suggest that its social media content bears the characteristics of an initiative that offers grocery-delivery service. However, when compared to BanaBi, social media planning shows a more irregular distribution and its preferences in the use of emoji are highly diversified, have been showing that it tends to move on a more unplanned and momentary line. This is likely to be a restrictive reason for a startup to reach its consumers with a low budget and time constraint. Another factor leading to this inference is the other startup brand, named as Getir.

First of all, when we look at the distribution and change in the following months in the social media planning of the brand, it is seen that there is a structure that goes from a startup to institutionalization. Because it is seen that planning and content distribution has started to be structured in a way and show features similar to BanaBi. Formally, the experimental part of an initiative continues to reflect on hashtag usage and emoji preferences. On the other hand, in the concept title, Getir tries to identify itself with the word "mutluluk" and by carrying out the differentiation of itself; it tries to create its own character. To illustrate the differentiation strategy, it can be mentioned that, unlike Glovo, it uses product names as hashtags in social media content texts, instead of location names.

Rather than evaluating which brand did the right and which wrong, it was an important conclusion of these research that similarities were found in different aspects to compare the three initiatives with different origins. Every brand has the elements mentioned throughout the research, albeit little or in different balances. It is a fact that there are types of content that come from being a brand that offers grocery-delivery service. However, there are also elements that can be called as the requirements of being a startup that affects the format, content and planning while sharing them in the social media platform.

Scope and Limitations

The scope of this study is to identify whether the different backgrounds of initiatives have an impact on social media content planning and content categories. For this reason, three grocery-delivery service startups which have different origins were selected. Later on, fifty social media posts of each startup were collected retrospectively from a specific date.

Some problems that may be experienced during the research and data collecting process have been tried to be mitigated with restrictions and solutions. One of these problems is the removal of content on digital platforms by account holders. Therefore, it is considered that this is solved because the contents are documented together with taking screenshots on a specified date and recording of the contents as text. In addition, data confidentiality will be ensured because data will not be shared with third parties unless the researchers ask to take them for checking consistency.

A second limitation was the possibility that some content types might be ignored or excluded from research with a prejudice that could occur when content was recorded. However, all researchers who have access to the data can see that all data is fairly categorized. In addition, the numerical results obtained in the graphs are consistent with the number of content.

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