

“Older consumer? Yes! Different motivations, but an effective online brand advocate! A content marketing typology framework”

Effective
online brand
advocate

Jitipisut Bubphapant and Amélia Brandão

School of Economics and Management, CEF.UP, University of Porto, Porto, Portugal

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Abstract

Purpose – This paper aims to bridge the gap by understanding the context of ageing consumer behaviour in the online community. Specifically, this research seeks to identify which content typologies are critical to generating high engagement levels and, consequently, online brand advocacy and to understand the underlying motivation behind consumer online engagement.

Design/methodology/approach – A netnographic approach was used to comprehensively analyse older consumers' online communities on Facebook, namely, “Silversurfers”. A total of 3,991 posts were included in the study and analysed using a content analysis approach over two years, from 2020 to 2022.

Findings – Results revealed that photography is the most active media type among older consumers. This study extends the literature on content marketing, identifying 17 new content types that reflect the four motivation states of older consumers to engage with the online community: cognitive/informative oriented, affective/emotional oriented, co-creation/interactive oriented and nostalgic oriented. Moreover, this investigation stressed affective/emotional oriented and nostalgic oriented as the primary motivations for higher engagement levels.

Originality/value – The older population is growing, which makes the ageing market potentially huge. However, more literature needs to address it, especially in online communities. Finally, to the best of the authors' knowledge, this study develops an original content typology framework in which firms can consider implementing effective content typology strategies for the older consumer segment.

Keywords Consumer engagement, Online community, Older consumer, Online brand advocacy, Content typology, Motivation states

Paper type Research paper

1. Introduction

Consumers increasingly rely on online media to search for information and address their problems. To meet their needs and changing behaviours, firms need to adapt accordingly. Providing this valuable information to the consumer, firms adhere to digital content marketing, which states that it is not about promotions or sales but rather a way to attract audiences through content (Lieb, 2012). More recently, marketers have integrated digital content marketing into brand promotions, as consumers are more likely to search for products when brands provide them with helpful content (Du Plessis, 2017). Additionally, digital content marketing is one of the strategies used to promote online engagement and inspire behaviours (Barry and Gironda, 2018). Despite a recent review of content marketing research on its nature, functions, and impacts in a variety of contexts (Bowden *et al.*, 2021; Bu *et al.*, 2021; Lou and Xie, 2021;



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Mathew and Soliman, 2021), the previous review overlooked the broader spectrum of digital content marketing among different generations and its consumer interactions.

So, some of those internet usage generations respect older consumers, who are the segment concerning this research. This segmentation is anticipated to be an essential market group for marketers because of the apparent trend of an ageing society (Kudo *et al.*, 2015). Moreover, during the COVID-19 pandemic in 2020, older consumers have increased their usage of social networking sites, leveraging strategies to improve their social interactions (Wilson-Nash *et al.*, 2023). In spite of the high level of technostress, recent research found that their internet usage was more experienced, diverse and intense than before the COVID period (Nimrod, 2022).

The literature review acknowledges that the term “silver surfers” segmentation was formed and referred to older internet users of 50 years and older (Bitterman and Shalev, 2016; Choudrie and Vyas, 2014; Fietkiewicz, 2017; Morrison, 2015). For many older people, engagement with the internet has become crucial to their everyday lives. Previous literature has analysed some aspects of silver surfers, including their social relationships, leisure activities and consumer behaviour, which can all be facilitated by internet usage (van Boekel *et al.*, 2017), and they can seek an active and self-determined lifestyle (Schehl *et al.*, 2019).

Hence, previous research has indicated that older consumers, who are more loyal, should be more noticed by marketers who focus on chasing young consumers (Moliner *et al.*, 2018). So, they formed a love for the brand based on their prior satisfying brand experiences, which they converted into loyalty more than younger consumers (Nawaz *et al.*, 2020). While older consumers prefer long-established brands over newer ones (Lambert-Pandraud and Laurent, 2010), the newer brands should not ignore this consumer group as they are open and do not principally buy older brands (Phua *et al.*, 2020). In spite of their importance and potential, an older consumer group is rarely considered when exploring content-related engagement and being an advocate for a brand and community, particularly in an online setting. Consequently, the literature review needs to be more comprehensive regarding the preferences and behaviours of older consumers (Lambert-Pandraud and Laurent, 2010).

So, this study seeks to fill this pertinent literature gap because this age group is growing ubiquitous, and these individuals are more digital than ever. Hence, content marketing is no longer a communication tool exclusive to young generations. Ageing “silver surfer” individuals are now familiar with content marketing and proactive in social media communities. Therefore, this investigation aims to understand this crucial target group’s content marketing usage from a holistic perspective. Specifically, this paper examines these group activities in social media communities (what) and identifies the silver surfers’ motivations for using content marketing in the social media context (why). The netnography approach used in this paper aims to reveal hidden insights by considering older consumers’ favourite content types as pivotal to generating a high engagement level in the online context. For that, between 2020 and 2022, the Facebook community “Silversurfers” was examined. Contents posted in the community were analysed, identifying content classification and motivations that underpin older consumers’ online community engagement.

The following section reviews the literature on content typology, consumer engagement and online brand advocacy (OBA). Then, the paper clarifies the methodology used for this research and reports the main findings. Finally, the paper discusses the research results, the consequences of the findings for implications, future studies and limitations.

2. Theoretical background

2.1 Content marketing typology

The growing importance of the internet in consumer behaviour has encouraged firms to create digital content, which causes potential buyers to interact with the firms (Järvinen and Taiminen, 2016). The

concept of digital content marketing was discussed widely among researchers. It includes everything a person or business produces and distributes to deliver through various data formats, sounds and geolocations (Stieglitz *et al.*, 2018). These digital contents are created to develop favourable brand engagement, loyalty and relationships rather than directly persuading consumers to buy products/offerings (Hollebeek and Macky, 2019). Järvinen and Taiminen (2016) also suggested that by producing and distributing content, firms can reach out to potential customers by bringing value and engagement. The success of digital content marketing will be determined by how real consumers can be reached and what relevant values they can derive from the content. While there is a richness of research on content marketing, only a few studies have focused on content typology. What, how and when brand messages stand out and encourage consumer sharing are yet unknown (Ordenes *et al.*, 2019).

Typically, semantics (text context) and richness (media that complement text) are the main areas of attention in content typology research (Coelho *et al.*, 2016). Some researchers studied various media types such as text, photo and video (Kim *et al.*, 2015; Kwok and Yu, 2013) and also measured consumer responses such as likes, shares and comments (Rauschnabel *et al.*, 2012; Sabate *et al.*, 2014; Swani *et al.*, 2013). Another research direction classified different post types and media elements (Coursaris *et al.*, 2013; Yaghtin *et al.*, 2020). The prior research from Pletikosa Cvijikj and Michahelles (2013) has confirmed that content type, especially entertainment and informative content, significantly increases engagement. Similar to the study of Shen and Bissell (2013), they also argued that entertainment posts impact engagement. According to the research mentioned above, the studies on content typology took place mainly on Facebook and Instagram platforms. They varied in industries and business types, such as local government (Lappas *et al.*, 2022), luxury brands (Castillo-Abdul *et al.*, 2022) and the football industry (Doyle *et al.*, 2022). Another area of content typology research focused on paid and owned content marketing types (Stürmer and Einwiller, 2023), in which consumers regarded it as a mix of information and advertising. Another study classified content typology according to its function and constitutive values, referring to it as social media rituals (Trillò *et al.*, 2022). These previous studies contributed to the literature by focusing on the overview of content typologies in different industries; the analysis of the topic, emphasising specific consumer age groups, still needs to be improved.

The existing typologies provide few theoretical insights and lack research on content typology's antecedents. The past studies focused mainly on the consequences of content typology and its measurements. Furthermore, given the targeted consumer group in this study, adopting existing theories and classifications regarding content typologies appears to be limited.

2.2 Consumer engagement and advocacy

2.2.1 Consumer engagement and its motivation states. In this era of changing marketing interchange dynamics between firms and consumers, there is a greater emphasis on non-transactional consumer behaviour. The term consumer engagement appears widely in marketing literature with the early concept of the consumer's internal motivation to interact and cooperate with community members (Algesheimer *et al.*, 2005). Since then, the term has undergone a re-definition and is now frequently used in different contexts within marketing literature. There has been a distinctiveness to consumer engagement as:

- a motivational state; and
- a set of behaviours towards a brand (Eigenraam *et al.*, 2018).

The widely acknowledged definition is “the level of consumer’s motivational, brand-related and context-dependent state of mind characterised by specific levels of cognitive, emotional and behavioural activity in direct brand interactions” (Hollebeek, 2011, p. 790). Similarly, Dessart (2017) also affirmed that consumers could display three dimensions of engagement: cognitive, affective and behavioural in response to a brand or community focus.

On the other hand, another concept referred to “customer’s behavioural manifestation towards a brand or firm, beyond purchases, resulting from motivational drivers” (Van Doorn *et al.*, 2010, p. 253). These behaviours or interactions may fuel consumers’ motivation, eventually repeating the engagement process (Brodie *et al.*, 2013). In the online context, consumer engagement is referred to as online consumer engagement and addresses behavioural interactions associated with likes, shares and comments as online consumer engagement metrics (Vander Schee *et al.*, 2020). On the other hand, the concept of consumer engagement is not limited. According to the most recent study, it can accommodate and be approached from various perspectives if it captures and displays the nature of the interaction of consumers. After that, it can add consideration towards marketing actions intended to encourage desired and discourage undesired consumer behaviour (Lim *et al.*, 2022).

The most recent study that explored multi-competing brand communities suggested that consumer engagement can manifest in three ways: information-oriented, social-oriented and opposition-oriented (He *et al.*, 2023). However, the engagement and motivation of the targeted consumer group in this study remain unexplored. The interpretation of the engagement concept will be further used as a subject of analysis in this study to explain the underlying motivation states used for generating different content typologies to achieve expected online consumer engagement.

2.2.2 Online brand advocacy. In the marketing landscape, brand advocacy has long been discussed. Brand advocacy refers to the consumer’s intention to actively recommend and support the brand. It includes the intention to try new products, spread positive word-of-mouth (WOM), be resilient and forgive negative wrongdoing (Pai *et al.*, 2015). The term has shown a strong relationship with the concept of consumer engagement. Because of its interactive nature, consumer engagement leads to relational bonds with a brand, such as advocacy (Vivek *et al.*, 2012). Other researchers investigated the importance of brand retention efforts and calculative commitment as antecedents of consumer engagement in influencing advocacy (Sashi *et al.*, 2019). Likewise, a recent study proposed that brand advocacy is one of the brand-related outcomes because of brand engagement with consumers on social media (Lim and Rasul, 2022). Thus, brand advocacy is considered part of consumer engagement in a digital environment. Brand advocacy is characterised by intense brand involvement, which raises brand engagement, loyalty and emotional attachment (Tsotsou and Goldsmith, 2013). It is regarded as a reliable voice given by an experienced consumer who influences others offline and online (Stokburger-Sauer *et al.*, 2012).

Some researchers explored brand advocacy online, suggested that brand advocacy consists of social network advocacy and brand acceptance (Wallace *et al.*, 2012), and measured brand advocacy online using offline advocacy (Keylock and Faulds, 2012). While brand advocacy can occur both offline and online, the term OBA has only been discussed recently. Recent research argues that OBA is distinct from offline brand advocacy (Wilk *et al.*, 2018). Wilk and colleagues (2020, p. 419) defined OBA as a “strong, influential, purposeful and non-incentivised, online representation of a brand and that brand’s best interest by the brand-experienced customer includes ‘standing up for’ and speaking on behalf of the brand”. Later, these researchers suggested that OBA has four dimensions:

brand defence (i.e. speaking up and standing up for the brand), brand knowledge (i.e. providing in-depth information about the brand based on personal experience), brand positivity (i.e. positive and favourable brand communication) and positive virtual visual cues (i.e. visual online expressions, including emojis, emoticons, lettering and photos) (Wilk *et al.*, 2020).

Notably, online communities or networks provide OBA through comments, posts and replies (Smith *et al.*, 2012). The attributes of messages designed and circulated to consumers, e.g. content message, style, information richness and interaction, may impact social media engagement (Sashi *et al.*, 2019). According to Coursaris and colleagues (2013), creating interactions such as likes, shares and comments can help foster advocacy. The recent study also pointed out that more different brand-related outcomes should be observed in the context of content marketing research (Bubphapant and Brandão, 2023). From the reviews of consumer engagement and the OBA concept, these concepts have not been previously applied to older consumer segments in an online setting. This study investigates the motivation states of engagement of older consumers, thereby creating related content that increases interactions and leads to OBA.

3. Methodology

The following section of the paper illustrates the data collection and analysis considered in the study.

3.1 Netnography approach

The study focuses on a specific qualitative research approach by applying netnography, which uses ethnography's logic. The term developed from virtual ethnography (Hine, 2012), digital ethnography (Pink *et al.*, 2015) and online ethnography (Tunçalp and Lê, 2014) as it applied its notion to an online setting. Netnography has been defined as "research practices included data collection, creation and analysis where a significant amount of data collected and participant-observational research conducted originates in and manifests through the data shared freely on the internet and mobile networks" (Kozinets, 2015, p. 79). Marketing and consumer research extensively use the netnographic approach (Kozinets, 2019) because of its ability to reveal hidden ideas, opinions, behaviours and insights (Kozinets, 2015). Moreover, it also captures consumers' engagement with brands online (Heinonen and Medberg, 2018). It comprehends electronic word-of-mouth characteristics and effectiveness that influence consumer behaviours (Xun and Reynolds, 2010). It is a valuable tool for understanding consumers and gaining insights regarding their experiences on social networking sites (Waqas *et al.*, 2021). Because the academic community lacks a conceptualisation and understanding of older consumers' online communities, it is reasonable to use netnography as a research method to investigate its nature.

The present study is worth investigating their online community in its natural setting to better understand the content typology for older consumers. Online community information is used to understand consumer behaviours, factors influencing their decision-making, consumption patterns and brand behaviour. Examining an online community refers to studying phenomena related explicitly to an online community and culture, focusing on online interaction, communication and identity (Addeo *et al.*, 2019). With netnography, Sharma *et al.* (2018) argued that the approach could be included in marketing research methodologies to obtain insights concerning consumers, future brand decisions and much more. In addition, in spite of the modest number of studies, the approach has previously been applied in online community research related to older adults (Ivan, 2019; Kamalpour *et al.*, 2020; Lawless *et al.*, 2022; Wilson-Nash *et al.*, 2023). Ivan (2019) mentioned that the

netnography approach provides the opportunity to not only reveal the role of online communities in their lives but also explore the way they use online tools and are involved in daily activities, concerns and experiences that can have a significant impact on their psychological and social well-being. Therefore, the approach was found appropriate in this research on older consumers.

3.2 Online community selection

The online platform suitable for conducting netnography is a relevant online community of older consumers. There are numerous online communities available on various platforms. The study chose to investigate the “Silversurfers” community page on Facebook to study a specific consumer group, namely, older consumers, because of several characteristics that meet the criteria proposed by Kozinets (2010). The online community should be focused on and relevant to the research group, with an interactive flow of communications, many communicators, diverse participants and descriptively rich data (Kozinets, 2010). Using netnography to examine older adults’ online communities can come with difficulties. The main challenge is that online communities are not often organised by age but by interests, hobbies, needs and preferences (Ivan, 2019). There were limited studies that could identify older people’s online communities (Nimrod, 2011, 2012; Qian *et al.*, 2023; Wilson-Nash *et al.*, 2023; Zhao *et al.*, 2020), accessing the forum, microblogs, discussion boards and chat rooms community type. Nonetheless, the present study was able to identify the online community of this target group on social media.

The study’s primary data source is the Facebook community page “Silversurfers”, created in 2012. Its relevance to the study’s targeted consumer group is the primary justification. As expressed in the page description, the Facebook page was designed to be an exciting, informative lifestyle site and social network for everyone over 50. The community page serves as a platform that provides community space and partners with many brands or firms, providing offers to the members. A total of 16 administrators from different countries moderate it. Although the community page is based in the United Kingdom, it welcomes people from different countries of origin and user profiles. With 1,049,822 followers to date, the page maintains engagement among diverse participants with approximately more than ten daily online posts and reflects a diverse range of lived experiences within the community (Cova and D’Antone, 2016). Furthermore, this older consumer community is dynamic and active, with posts being liked, shared and commented on more frequently. Sometimes, these posts gather over a thousand likes, shares and comments.

3.3 Data collection and analysis

During two years, online posts generated by the community owner on the “Silversurfers” Facebook page were observed (June 2020 to June 2022), using non-participant observation to collect netnographic data. Non-participant observation is the collection of data that includes lurking and observing without actively participating in the community (Özbölük and Dursun, 2017). To evaluate data grounded in the context of naturally occurring communication, this study adopted an observational, non-participatory technique that minimised the impact of researchers’ presence.

Data collection over two years, between June 1, 2020 and June 1, 2022, provides a determined comprehension of the depth of content typology in the “Silversurfers” community. The data were gathered in 2022 using Facepager (Jünger and Keyling, 2019), an open-source application to retrieve public data (Mancosu and Vegetti, 2020). By applying netnography, it is possible to incorporate and blend computational data collection methods, analysis, coding and visualisation (Kozinets, 2015). The application was developed to collect

information from social networking sites by accessing application programming interfaces. In prior research, Facepager has been used to collect data from social network sites, especially Facebook (Formoso *et al.*, 2023; Mhamdi *et al.*, 2018; Minor *et al.*, 2023). It allows users to precisely and effectively collect a large amount of data in a reasonable amount of time (Jünger, 2018). This tool, however, has the limitation of extracting only public posts.

Collecting data started first by downloading the software and installing the application. The second step was to create a new database for saving the text file in (.db) format. Afterwards, it required creating nodes, adding the Facebook ID of the “Silversufers” page and logging into Facebook through the Facepager application. The next important step was configuring the resources and parameters field, following the data needed for the study. The fifth step was identifying the start and end dates for fetching the public posts within the online community during those specific periods. Lastly, the data were fetched and exported as CSV files.

In this study, the data fetched from Facepager include public wall posts, number of likes, shares, comments, reactions and post URLs, resulting in 4,164 unique posts. After the data cleaning, 3,991 individual posts were included in the analysis. Afterwards, the gathered data were analysed using software for computer-assisted qualitative data analysis (CAQDAS). Following the content analysis technique, textual data were imported, analysed, classified and interpreted using Nvivo 12. The data were organised into similar categories and coded. The analysis process also includes systematically examining the types and determining the themes to connect them for the best explanation. The analysis process necessitated frequent back and forth between the data and the literature to determine whether the theoretical logic could be used to explain the phenomenal data. Instead of only classifying different content typologies and coding, the study especially looked for the underlying rationality of content typologies created in the community. The data were categorised into four clearly defined themes and 17 subcategories through a comprehensive coding process. In addition, the themes were reviewed to ensure that they accurately represented the data and that there was evidence to support a straightforward narrative relating to the theoretical concepts. Consequently, the research included posts demonstrating each main category and theme to represent the interpretation.

4. Finding

This section presents the study’s main findings, summarised into two main topics – descriptive content typology analysis and content classification, and four new motivation states.

4.1 Descriptive content typology analysis and classification

Among the 3,991 unique posts from the “Silversurfers” community, 3,986 posts were identified with a valid media format, as shown in Table 1.

Media type	No. of posts	% per total
Photo	2022	50.66
Photo album	124	3.11
Video	242	6.06
Link shared	1598	40.04
Without media	5	0.13

Source: Authors’ own work

Table 1.
Number of posts by
media format

Half of the posts in the older consumer online community for a two-year period are mainly photo content, with 2022 posts or 50.66%, followed by link shared (1,598 or 40.04%), video (242 or 6.06%), photo albums (124 or 3.11%) and posts without using any media with 0.13%. Notably, the photo/photo album posts contain a photo (with or without any text); video posts have videos; linked share refers to the hyperlink that directly leads to an article on a firm website and posts with only a text description. To explore community engagement and identify the media format that is the most popular in terms of engagement received (total numbers of reactions, shares and comments), the study formulated “Above average posts” sorted by total engagement received, resulting in 902 posts. Out of 902 posts, 833 or 92.35% used photos, indicating the most popular media hosted by firm and the most engaged media type in the community. Table 2 also exhibits the average engagement of these posts classified by the number of comments, shares and reactions (including like, love, care, haha, wow, sad and angry).

Table 2 illustrates the mean engagement of above-average posts by each engagement indicator. Among the three engagement metrics, community members frequently engaged with the content posts by clicking on reactions, with an average of 9,586.62 times, followed by 5,637.48 shares and 1,708.14 comments, respectively. The study further identifies the content posts that generate the most engagement, as shown in Figure 1.

Table 2.
Mean of total
engagement received
(above-average
posts)

Engagement metrics	Mean of engagement received
Number of “reactions” (like, care, haha, love, sad, wow and angry)	9,586.62
Number of “shares”	5,637.48
Number of “comments”	1,708.14

Source: Authors' own work

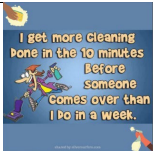
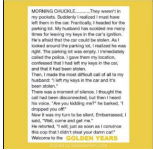
Engagement Metrics	No. of Engagement received	Content Type	Media Type	Quoted Post
Number of "reactions" (Like, Care, HAHA, Love, Sad, WOW, Angry)	199,888	Humour/cartoon	Photo	
Number of "shares"	131,916	Humour/cartoon	Photo	
Number of "comments"	30,796	Old memories	Photo	

Figure 1.
Most engagement
posts by each metric

Source: Authors' own work

During the two years 2020–2022, the three content posts, shown in [Figure 1](#), received the most engagement from community members. Remarkably, all posts are accompanied by a photo. At the time of data collection, the total number of reactions, which included like, love, care, haha, wow, sad and angry, received the most clicks with 199,888. Older consumers also engaged with the most engaging posts in share 131,916 times and comment 30,796 times. It is also crucial to note that the content types of these three most engaged posts are humour/cartoon and old memories. For content classification, the present study classified all contents posted in the community into 17 categories with example posts, illustrated in [Figure 2](#).

[Figure 2](#) demonstrates a diverse range of 17 topics discussed in the community. The nature of the content posted within the community is, first, sharing information, including how-to/tips and current events/news, and centred on topics such as health/well-being, culture and lifestyles, nature and creatures, entertainment, cooking recipes and advertorial. The posts also feature humour memes, cartoons and family-related inspirational quotes. Furthermore, the posts discussed in the community involve asking members to participate in activities such as posting photos, writing poems, joining online classes, participating in votes and surveys and receiving sale incentives. Members are also encouraged to express their memories and experiences in some posts. Across 17 content categories, airlines, health care, dog food, dating, afterlife planning, home living, consultancy, apparel, home retirement, online games and hotels are among the industries discovered to be of interest to older consumers.

Other than engagement in the number of reactions, shares and comments, the evidence from the findings revealed that when the occasion and topic arose, older consumers engaged as advocates for specific brands. Regardless of the content type posted by firm, they periodically advocated for their favourite brands/products by sharing their own experiences, talking and recommending the specific products:

I highly recommend all the (health supplement brand X), truly efficient; I have taken the ones for irritable bowel syndrome these past months, and their effect has been quite fast! (Comment under the Advertorial content type).

(Perfume brand X)! Love it, the first time I bought “real” perfume (Comment under the Quiz/Survey/Poll content type).

I met my wife 28 years ago through (Dating Service X). It was a yearly membership plus another fee every time another list of names was required. The prices quoted by Silversurfer Dating are a lot more reasonable than (Dating service X) 28 years ago 🍀 (Comment under Advertorial content type).

I love (soap brand X) the smell of it reminds me of my dad who has passed away ❤️ (Comment under Humour/Cartoon content type).

(Perfume X). Used to wear this perfume in my early 20s. Loved it but very strong smell and so dark it stained your clothes. Still have the first bottle that was bought for me in 1971. I now wear (Perfume Y) and have done for the past 35 yrs (Comment under Old memories content type).

I use (flower delivery service X) all the time and when I emailed recently replied very quickly, would definitely recommend them 🌸🌸🌸🌸 (Comment under Sale promotions content type).

Some posts in various content categories even included specific brand names and encouraged consumer feedback from members, such as Estee Lauder, Calamine lotion, Dr Scholl's, Pyrex, Kenwood and Dansette.

No.	Classified content types	Number of related posts	Post examples
1	How-to/Tips	191	"Dried yeast is a staple ingredient of any keen baker's kitchen larder, but it can be used for so much more than just bread. Here are some clever uses for yeast. Will you give any a go?" "A healthy lifestyle is always important - but do your needs change at different ages? We asked health experts to share their tips for happy, healthy ageing, post 50..."
2	Current Events/News	200	"Anyone else fancy being a bear next time? 🐻 #HugABearDay" "Congratulations to Liverpool FC for winning the FA Cup Final! 🏆 🎉"
3	Health/Well-being	77	"Here, experts talk us through six ways the menopause can affect your skin – and how to deal with the changes. Have you noticed any of these changes?" "Need a bit of a health-kick? We find out how healthy habits can help keep our cholesterol and hearts in good shape."
4	Culture and Lifestyles	95	"The last six months have been an intense period for us all. Whatever you've been doing to pass the time, you've probably looked around your home and added ideas to your project wish list. One of the biggest considerations is; How will you fund your planned improvements to your home? Here are some of the often-used solutions." "It is nearly impossible to keep up with changes to the rules for international travel during the pandemic. Here we answer 12 key questions about the current situation. Are you tempted to go overseas or have you been already?"
5	Nature and Creatures	30	"It's easy to feel helpless when faced with worrying statistics about rising temperatures, sea levels and carbon emissions. To mark Earth Day (April 22), here are eight ways you can help protect the planet through small lifestyle changes..." "Bare-root roses are now ready to plant for a riot of colour next year. Here is a step-by-step guide to planting them."
6	Cooking recipes	134	"Two recipes in one - how to make the perfect risotto and bring a taste of Italy a little closer with the addition of this brilliant arancini recipe for the following day." "These zingy tacos can be prepared with a griddle pan in the kitchen, or on the BBQ if it's sunny. Either way, they'll bring some Mexican sunshine to your dinner table."
7	Advertorial	143	"Read our advice and tips for managing a long-term health condition, and the ways Echo can support you." "Whatever is on your retirement to-do list, it's going to be really important you have the financial capability to achieve your goals. Everything changes when you stop working and receiving a regular salary. Instead, you will be largely relying on what you've built up inside a pension. And it pays to be prepared for that change. Capital at Risk"
8	Inspiration and Family	157	"Not all of us have been blessed, but if you have, at what age did you have your first grandchild and how many do you have? 🧓 Have you been able to see them this weekend?" 
9	Entertainment	396	"Martin Clunes has returned to Cornwall to film the last series of ITV drama Doc Martin, finishing with a Christmas special. Filming of the 10th series begins this week in the Cornish fishing village of Port Isaac. Are you a fan of the series?" "Happy 85th Birthday to our national treasure, Julie Andrews. How many times have you seen The Sound of Music?"
10	Humour/Cartoon	575	
11	Showcase	571	"Member X has written a very fitting poetic tribute for Captain Sir Tom Moore 🇬🇧 A beautiful tribute to a wonderful man - he inspired so many and made us all smile, so we'd forget all our troubles, just for a while 🧓" "🧓 Do you have snow today? ❄️ Feel free to post your live snow photos below 📸"
12	Show and tell	49	"We know that our community is very creative and talented and today we are giving you the opportunity to reveal and display your recent or current projects with us. Don't be shy! What have you been up to? 🧶🪡🪡🪡🪡" 
13	Quiz/Survey/Poll	260	"With the cost of postage and the popularity of social media, is the tradition of sending Christmas cards soon to be written into the history books? Join us on Speakers Corner today where we discuss the question "Will you be sending Christmas cards this year?" Click the link to share your views and see what others are saying and don't forget to vote in our Silversurfers poll ▶ bit.ly/3oSMO22" "There are worries that people could suffer both seasonal flu and Covid-19 at the same time this winter, so the flu vaccination programme has been extended to adults aged 50 and over Join us on Speakers Corner - Will you opt for the flu jab this year? Express your views and vote in our poll >>>"
14	Live class/club	117	"🧘🏻🧘🏻 Pretty much the most fun workout ever. Zumba gets you dancing to great music, with great people. It's all about having fun while you boost your energy levels and get into shape, leaving you feeling fantastic! Join us for live Zumba, every Monday, Wednesday and Friday at 11am! ▶ bit.ly/3sqJxsO" "Join our live Yoga classes for Free! 🧘🏻🧘🏻🧘🏻 Guide your body through an encouraging, supportive yoga and dance class from the comfort of your seat. Or join a slow flow class to stretch, restore and relax. Mix and match your 10 free classes from our live class timetable - click to view ▶ bit.ly/3DIyO1j"
15	Sale promotions	418	"Allium is a wonderful choice for those who like to see a mixture of colour and sizes in their beds and containers throughout the season 🌱 Visit our Shop ▶ https://bit.ly/3wT81tZ Buy the collection of 60 Allium, and SAVE £18.98." "Silversurfers has partnered with Co-op Legal Services, award winning providers of Wills & Estate Planning services. Visit their Digital Legal Hub to access exclusive member discounts on Wills, Trusts and Lasting Powers of Attorney. Co-op Legal Services is authorised and regulated by the SRA. ▶ bit.ly/3eSL8C"
16	Old memories	252	"When you were growing up, did you have your own bedroom or did you share with a sibling? Did you ever have to share a bed with your brothers or sisters? What memories do you have?" "The Winter of 1963 – low temperatures meant snow was on the ground until April in some areas. How old were you? Did you get to school? How did you keep warm? What memories do you have?"
17	Experiences	326	"We may be at home but we should never feel alone. Feel free to join in below - sharing is caring 🧡 #ThoughtfulThursday" "Cancer Survivors' Day is a CELEBRATION for those who have survived, an INSPIRATION for those recently diagnosed, a gathering of SUPPORT for families 🧡 Feel free to share your stories of survival below to inspire others 🧡"

Figure 2.
Classified content
types and example
posts

Source: Authors' own work

Do you know what the name of this perfume was by Estee Lauder? Did any ladies in your life wear it? What memories do you have?

Did Calamine lotion appear in your medicine cupboard? Was it used for chickenpox or sunburn? Did you like the smell?

Dr Scholl's or Clarks Playdeck sandals. which one did you own? What colour were they?

In addition, these engagements have been found between firm and community members and among the members themselves. They made comments, replied to comments, reacted and tagged their friends in the discussion. However, from time to time, apparent content trying to promote products/offerings received considerably lower engagement than other content types and caused negative feelings among members, as one of the members commented under the advertorial post; "Here you go again, Silversurfer!!! STOP FLOGGING STUFFS!". The evidence discussed above indicates that older consumers engage strongly within their online community, among themselves and with brands or community owners, in which inexplicit content related to brands or products receives more engagement than others.

4.2 Four new motivation states and content-type classification

This research addressed older consumers' four new motivations to engage with online communities. A netnography analysis of the online community page "Silversurfers" revealed 17 content categories, as illustrated in Table 3, indicating four new motivation states, content types and main motivations.

According to the data, the firm's most widely used content type is humour/cartoon ($n = 575$) out of 3,991 posts. The following content types are showcase ($n = 571$), sale promotion ($n = 418$), entertainment ($n = 396$) and experience ($n = 326$). Table 3 shows the other

Motivation states	Identified content types	No. of related posts	Identified main motivations
Cognitive/informative oriented	How-to/tips	191	To get meaningful and valuable information/be informed of interesting issues
	Current events/news	200	
	Health/well-being	77	
	Arts and cultures	95	
	Nature/creatures	30	
	Cooking recipes	134	
Affective/emotional oriented	Advertorial	143	To be aware of product/offering
	Inspiration and Family	157	To feel positive and self-connected
	Entertainment	396	To be entertained and active
	Humour/cartoon	575	
Co-creation/interactive oriented	Showcase	571	To contribute to the belonged group by participating, supporting, recommending, etc.
	Show and tell	49	
	Quiz/survey/poll	260	
	Live class/club	117	
Nostalgic oriented	Sale promotions	418	To achieve favourable incentives
	Old memories	252	To long for memories and relate to own experiences
	Experiences	326	

Source: Authors' own work

Table 3.
Four new motivation
states and identified
content types

identified content types. The study took a holistic view of the data collected and went beyond the classification of content types to understand the underlying motivation states of older consumers to engage with the online community. The four motivation states of engagement emerge from the data: cognitive/informative oriented, affective/emotional oriented, co-creation/interactive oriented and nostalgic oriented.

4.2.1 Cognitive/informative oriented. The first new motivation found is cognitive/informative oriented. The cognitive dimension refers to a consumer's mental elaboration and thought (Harrigan *et al.*, 2017). Seven content types, a total of 870 posts or 21.8%, are identified within this motivation state, as exhibited in Table 3. The posts related to current events/news ($n = 200$) and how-to/tips ($n = 191$) are at the top of the list. The motivations of older consumers are to get updated on interesting issues and value information, including products or offerings. Their motivation to participate in the community stems from having access to information. Thus, posts from these seven categories were mainly created to inform and update community members based on their wide range of interesting topics. It includes content related to how-to/tips, mostly on household and lifestyle issues, current events/news, health/well-being, arts and cultures, nature/creatures, cooking recipes and advertorial. Advertorial is included within this motivation state as the content is designed to give information about the product/offering rather than directly advertise it, as seen from these content posts:

Over 815,000 have chosen to plan ahead for peace of mind with (Later Life Planning X); find out why you should plan your funeral in advance today.

Looking after our health is important at any age, but as the years go, it becomes even more vital. Here are our top 3 nutrients you need to keep an eye on in your diet when you are 50 years young.

If you are going away as a family or a group, you should think about getting travel insurance together. Here are the benefits you can expect.

The products/offerings presented in the online community vary widely, i.e. retirement housing, travelling, bedsheets, supplements, funeral planning and dating services. The different product categories presented to the participants also indicate the diversity of needs and lifestyles of older consumers.

4.2.2 Affective/emotional oriented. The second motivation state is affective/emotional oriented. This motivational state is evidenced by the enjoyment, enthusiasm and emotion involved in a community (Dessart, 2017). The primary motivation of older consumers to engage is to feel positive and self-connected. They also want to feel entertained, relaxed and active. Three content categories were included in this motivation state, comprising 1,128 posts or 28.26% of all posts. Humour/cartoon contents were most often posted in the community, illustrated in Table 3, with 575 posts, followed by entertainment ($n = 396$) and inspiration and family ($n = 157$). As previously discussed in Figure 1, the humour/cartoon post received the most engagement regarding members clicking reactions and shares. Figures 3 and 4 express the posts about humour/cartoon, inspiration and family.

Older consumers' motivations to engage lead to posts related to humour/cartoon, which primarily contain jokes, memes and cartoons teasing about their old age, as seen in Figure 3. In addition, there were also posts related to the entertainment of celebrities, movies and TV shows and inspiration and family content types. It is also interesting to note that most inspiration and family contents are quoted photos related to life and grandchildren, as seen in Figure 4. These content types received massive engagement through different reactions



Source: Post from the “Silversurfers” Facebook page



Effective
online brand
advocate

Figure 3.
Example of humour/
cartoon content
posted



Source: Post from the “Silversurfers” Facebook page

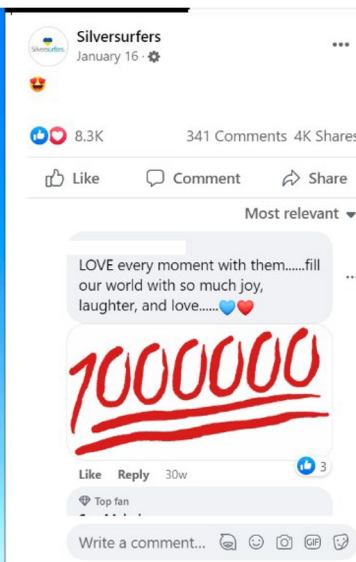


Figure 4.
Example of
inspiration and
family content posted

(like, care, haha, love, sad, wow and angry), shares and comments using emojis expressing the members' feelings and enjoyment.

4.2.3 Co-creation/interactive oriented. The third motivation type is co-creation/interactive oriented. In the co-creation/interactive oriented, there appears to be a collaborative process in which input from the community members emerged and played an important role. Based on the indicated findings in Table 3, five content categories were formed for a total of 1,415 posts or 35.46%: showcase ($n = 571$), show and tell ($n = 49$), quiz/survey/poll ($n = 260$), live class/club ($n = 117$) and sale promotion ($n = 418$). Older consumers embrace the community and want to contribute to their group as they spend their energy, effort and time to engage with the community by participating in activities, recommending, supporting others and sharing satisfaction and dissatisfaction with the community. Showcase content type represents the most content posted within this motivation state, in which firm asked community members to share their taken photos and write a poem. Later, they publicly shared those chosen ones as a showcase to the community:

(Member X), who is a mum of three herself, has written another heartfelt poem about her love for her own mother, who turned 90 yesterday. Does this resonate with you? Feel free to leave your comments for (Member X) under her poem in the showcase and give her a thumbs up if you enjoyed it.

#BeautifulBlooms taken at Poole Park Dorset by (Member Y). Thank you to everyone who shared photos of beautiful blooms to brighten up our Monday 😊 such a tonic and wonderful for our well-being 🌸 Keep looking out for more flowers 🌸 and we will do the same thing again next Monday 🌸"

Apart from the showcase content type, the show and tell content type is related to posts asking community members to share their daily lives as a diary, their pets and hidden hobbies, be they handicrafts, paintings and others. Furthermore, the quiz/survey/poll content type is related to the posts questioning and asking for a vote on current trends and issues ranging from political news to their favourite songs. Given that the data were collected during the pandemic, the majority of the posts in this content type were related to the COVID-19 survey and poll. The live class/club posts provide community members with online classes for them to join, e.g. pilates class, painting class, garden class, Sumba dance class, floral display class, fashion class and book club. The last content category is sale promotions, which refers to the prize draw and discount offer, in which members are required to participate in some processes such as following the link or giving away their personal information:

The minimum age for the presidency is 35. Should there be a maximum, too? Does age have an impact on competency? Join us on Speakers Corner - Should there be an upper age limit to be a US Presidential candidate? Express your views and vote in our poll.

Win a 7-night Caribbean cruise aboard Royal Clipper! One lucky prize winner will win a 7-night round trip for 2, sailing from Bridgetown, Barbados, aboard Royal Clipper on either a Grenadines or Windward Islands sailing. Join Silversurfers Club+ to enter! ► bit.ly/3w6SkiA.

Movement is key for health, well-being, and a balanced life. Pilates is a great way to get your body moving gently in a low-impact exercise. Join Jude's live, online class on Saturday from 9-10 am for free, and see for yourself how Pilates can help you to move well, breathe better, and feel stronger ► bit.ly/39jFIUR.

These content types reflect older consumers' motivations to contribute to their group and achieve expected incentives. The evidence of time, energy and effort spent by participants is the indicator that identifies motivation. Thus, co-creation/interaction has emerged as one motivation for older consumers.

4.2.4 Nostalgic oriented. The last motivation state exhibited by the "Silversurfers" community is nostalgic oriented, which refers explicitly to the longing for memories and relates to the experiences of community members. The nostalgic oriented state is represented by two content categories, shown in [Table 3](#), with 578 posts or 14.48% out of 3,991 posts, namely, old memories ($n = 252$) and experiences ($n = 326$). Older consumers join the community and engage as they long for their past days, looking back and remembering good times. The community members often evoked their positive memories willingly.

According to [Figure 1](#), the post that received the most engagement in comments was categorised under the old memories content type, falling under nostalgic oriented. This motivation leads to posts related to asking members about their memories or bringing back old products/brands from their childhood:

Did you or anyone in your family have a box of Lego? Do you still have any original Lego or Duplo? What memories do you have or your constructions?

Can you remember your first kiss or the first person you had a crush on? Do you still know them, or was it someone famous? What memories do you have?

Did you ever wake up to ice on the inside of your bedroom window? What memories do you have of trying to keep warm in the winter without central heating?

Do you remember getting your feet measured for new school shoes? Where was your local shoe shop? Did you have a part-time job in a shoe shop? What memories do you have?

The community members recounted their first driving licence, first kiss, favourite local corner shop, school uniform, family car, fondest childhood beach, iconic fashion items, mom's food, Christmas presents and childhood toys, games and TV programs. Some examples of the memories shared by the community members are as follows:

In 1946 when I was 3 I had this doll for Xmas. Later my mum said she had been in a Xmas club the whole year to buy her for me. Still got her in my cabinet 75 years later.

I was very lucky, and had fantastic holidays with my Mum and Dad, in the 50's and 60's, touring Europe by car. But my real favourite was the first time I flew to Norway. In England my favourite is Cornwall.

I got married in February 1977! Bought my dress from Debenhams with a short veil then changed it for a long trailing one as the dress didn't have a long train. I had four bridesmaids, my two sisters and my two cousins. I made three dresses in peach and the chief bridesmaids dress was a green shade. I married my Army penfriend and moved away to live in Germany on our first posting as a married couple. Very proud of him! ❤️

Loved Monopoly, our whole family played it at Christmas, my dad always smoked a cigar when he started buying up property. He must've felt like a tycoon! Happy memories 😊

My favourite thing when I stayed with my nana was the bath in front of the fire. I remember when I graduated from the kitchen sink to the bath. I thought I was really grown up!

When I was a young girl, I used to go to our corner shop with my mum and sit on the tall stool by the counter. Mr Gale, the owner, had the most highly polished mahogany counter I had ever seen. He would bring out a marble slab and hand cut the butter, lard, and cheese, wrap it in grease proof paper and pop it in a bag. ... I really was in awe. When I think today we just go in the supermarket and take it out of a chilled cabinet wrapped in plastic [...] Oh for the good old days.

Another content type is experiences, consisting of posts related to positive and negative sharing experiences that frequently happened in the past. The example post with experience content is depicted in [Figure 5](#).

Sometimes, the posts were issued on specific events or situations and asked for members' experiences or asked about their concerns and problems:

Over 11 months of lockdowns and reduced contact, these are some of the most viral video conferencing moments of the pandemic [...] so far. Including a Lawyer who goes viral for an accidental cat filter ▶ bit.ly/3cWmNKh. Have you been part of any accidentally funny Zoom calls?

We are all following tough social restrictions, and whilst we are at home, we should never feel alone. We all have good days and bad days, so feel free to join in below - sharing is caring - can you see the light at the end of the tunnel. 🌈 #ThoughtfulThursday.

Although the discussed contents seem to fall into the motivation stage of affective/emotional or co-creation/interactive oriented, the characteristics and nature of these posts are distinctive. The considerable number of contents related to the sentimental longing for meaningful memories in the past brought to mind aligns with the defined definition ([Hepper et al., 2012](#)). Furthermore, these content types received a relatively high reaction, share and comment engagement. The reason is not only because it assumes that people become more nostalgic as they progress through life but also because of the beneficial effects on

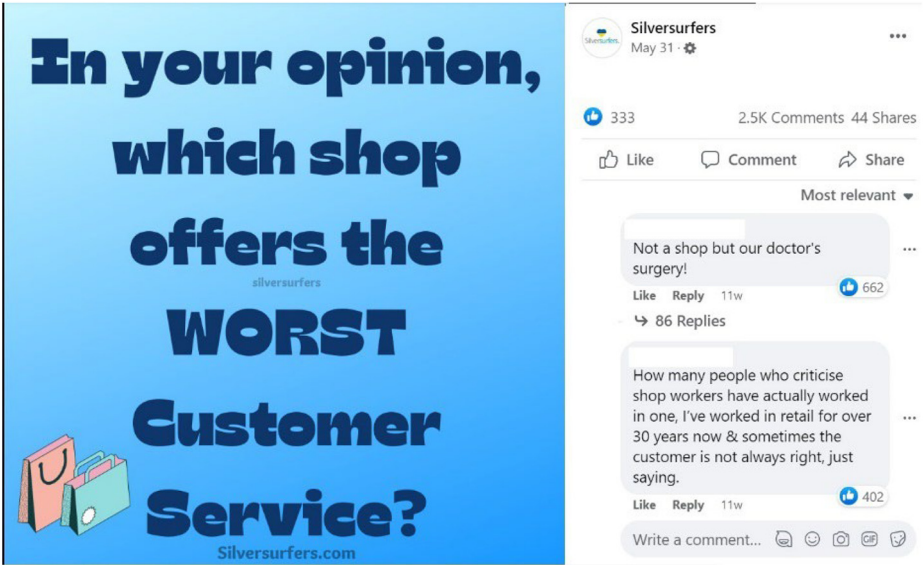


Figure 5.
Example of
experiences content
posted

Source: Post from the “Silversurfers” Facebook page

interpersonal transfer obtained through exposure to others' nostalgic reminiscences (Wildschut *et al.*, 2018). Thus, the study treats nostalgic oriented as a separate motivational state.

5. Discussion

This study identifies classification content types consumed by older consumers and emphasises the underlying motivation states to engage within the online community. Based on netnographic research, the paper provides extensive insight into the motivation states of engagement among older consumers. The findings also highlight content type classifications engaged by older consumers previously overlooked by research.

The content posts on the "Silversurfers" online community receive high levels of engagement in terms of reactions, shares and comments from community members, emphasising the crucial role of this segmentation group in the social media marketing landscape. Different content types found in the "Silversurfer" community are classified into 17 categories, representing four motivation states of engagement for older consumers: cognitive/informative oriented, affective/emotional oriented, co-creation/interactive oriented and nostalgic oriented. These 17 types of content posted in the community demonstrate a wide range of topics, from current news to cooking recipes. In the earlier work focusing on the fun culture of older people (Nimrod, 2011), online social games were found to be the majority of posts in their communities, which were categorised into three different content types.

The most engaged media type within this community appears to be a photo. The content type that obtained the most engagement from reactions and shares falls under the motivation state of affective/emotional oriented (humour/cartoon). In contrast, the content type categorised as nostalgic oriented (old memories) received the most comments. It is possible to conclude that the main motivations of older consumers to engage in the online community are affective/emotional oriented and nostalgic oriented. Humour/cartoon content type, the majority of posts in the community and the most engaged, reflected common ageist stereotypes through jokes, memes and cartoons. The reason for engagement could be positive feelings and self-connected drives. However, there has been a discussion focusing on how older consumers use sexuality-related humour to resist ageism (Nimrod and Berdychevsky, 2018). These two main motivations demonstrate that older consumers rely on psychological aspects regarding their motives to engage in online communities. Supported by the work of Nimrod (2014), online communities offer seven psychological benefits for enhancing older people's social well-being and fostering successful ageing.

In terms of post engagement, different posts obtained engagement differently, as shown in Figure 1, because of the nature of the posts. Humour/cartoon posts received the most reactions and shares as the community members expressed their feelings and enjoyment. Likewise, the old memories posts received the most comments as they asked the members to think about and share their memories. The findings show differences from previous research, suggesting that events and promotion post types, categorised as co-creation/interactive oriented in the present study, lead to greater followers' involvement on Instagram (Coelho *et al.*, 2016). However, in a different context, another research argued that the entertainment content type, defined by authors as posts that do not mention a brand or a specific product, has a significant impact on all engagement metrics on Facebook (Pletikosa Cvijikj and Michahelles, 2013). Older consumers are more willing to engage in entertaining content types than content related to products/offers. In the restaurant-focused study, photos and status messages are the media types that receive more likes and comments (Kwok and Yu, 2013). The content type can be categorised differently based on target

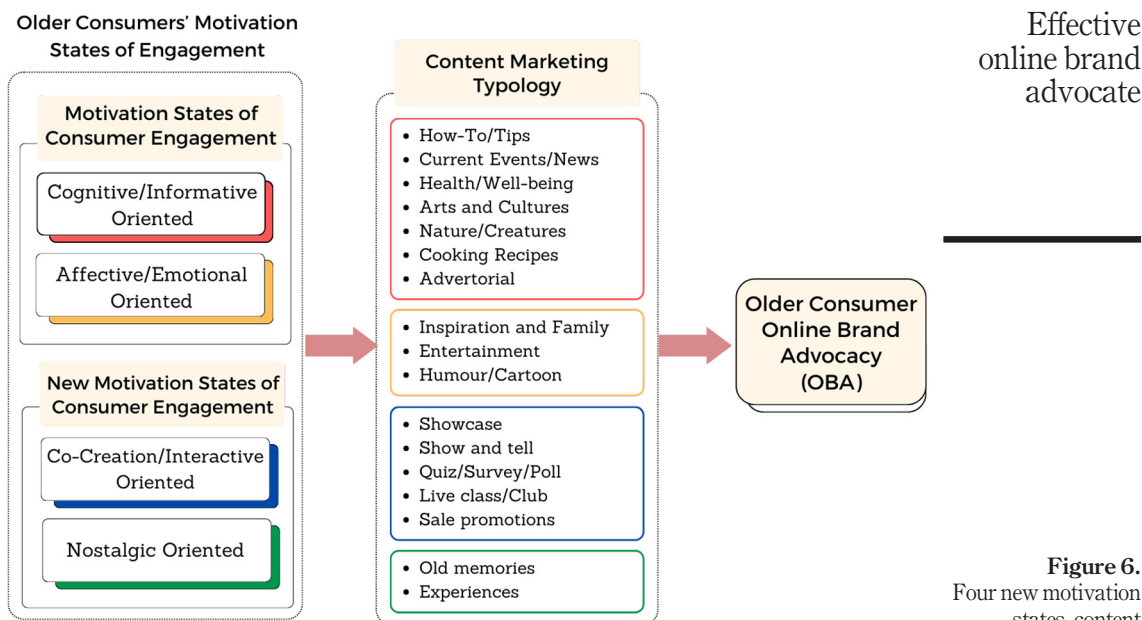
audiences, industries and the nature of specific online communities. The findings of this study reveal 17 categories of content types consumed by older consumers, as shown in [Figure 2](#). Other research reveals different results in different contexts; for example, the study by [Shen and Bissell \(2013\)](#) on the beauty industry, fashion industry ([Loureiro et al., 2019](#)), municipal government content ([Lappas et al., 2022](#)) and online content in B2B contexts ([Swani et al., 2013](#)).

The understanding of content typology in this study goes beyond classifying messages posted. This research shows that the older consumer members of the “Silversurfers” community have shared four central motivation states to engage with online communities, illustrated in [Table 3](#). From the analysis of this online community, the study proposes the motivation states of older consumers as cognitive/informative oriented; affective/emotional oriented, which developed in line with [Hollebeek \(2011\)](#); and suggested new states as co-creation/interactive oriented and nostalgic oriented.

Older consumers focus on receiving meaningful information, feeling cheerful and entertained, contributing to the belonging group and evoking their memories and experiences. Compared to the younger generation, on the other hand, they engaged in the online community to search for discounts or sales news, exchange information and have fun or seek leisure, which was suggested as utilitarian and hedonic ([Tsai and Men, 2013](#)). Similarly, another study argued that youth consumers seek to access current events and product information, entertain, engage with brands and update incentives and promotions ([Rohm et al., 2013](#)). To conclude, purposive reasons primarily drive younger consumers, whereas older consumers are psychologically motivated to contribute, gain positive support and voice their opinions and experiences more on an emotional level. This could be because older consumers wish to age successfully and improve their social well-being, particularly during the COVID-19 pandemic when data were collected. Regular internet use reduces the likelihood of developing mental health problems among older people ([Yuan, 2021](#)). Moreover, some behaviours such as photo-sharing ([Pera et al., 2020](#)) augmented older consumers’ well-being. The result of the present study also echoes the findings of previous research by [Kamalpour and colleagues \(2020\)](#), suggesting online communities provide social support, self-empowerment and well-being improvement for older adults.

[Muntinga et al. \(2011\)](#), who studied the three levels of engagement with firm social networking pages, proposed that the highest level is creation, which refers to creating and sharing user-generated content (UGC). The results were further confirmed by [Tsai and Men \(2013\)](#), describing the high level of engagement as a proactive contribution. In the current study, in addition to the engagement level measured by the number of reactions, shares and comments, community members also advocated specific brands and products. Engaging content with the interaction of like, share and comment helps to foster brand advocacy ([Coursaris et al., 2013](#); [Lim and Rasul, 2022](#)), as the interactive nature of consumer engagement allows consumers to engage with multiple objects at once ([Unal et al., 2017](#)). Moreover, as discussed before, the affective/emotional oriented and nostalgic oriented are the main motivations of older consumers, which drive high content engagement. The results align with the study of [Bilro et al. \(2018\)](#), which suggested that affection and activation predict brand advocacy. Hence, the study proposes a new framework, illustrated in [Figure 6](#), of content typology, reflected in the four motivation states of engagement, which leads to a high level of engagement, namely, OBA.

Interestingly, older consumers instead engaged with the contents addressed implicitly to products/brands. Even though the content types explicitly related to specific brands or products, named advertorial and sale promotions, received less engagement than other content types, older consumers reacted willingly to talk about products/brands when the



Source: Authors' own work

Figure 6.
Four new motivation states, content typology and OBA

topic arose, regardless of which content type was posted. For example, they mentioned products/brands under the Quiz/Survey/Poll and Experiences content types. Older consumers talked and reacted positively about products/brands, recommended them and shared their experiences with other community members through comments, replying to comments, tagging their friends and using emojis, harmonising with the OBA dimensions by [Wilk and colleagues \(2020\)](#). They actively communicated not only with the firm but also among themselves. This also takes into account another desire to participate within the community because consumers' intentions to interact with the brand are generated not just from the brand's communication effort but also from their brand discussion networks, which share emotions, experiences or opinions about the brand ([Qu et al., 2022](#)). To summarise, the vital notion underlying this research is that older consumers, as a critical target segment, are distinct, and firms must better respond to their needs. Thus, understanding the motivation states of older consumers will benefit involved marketers in designing the proper and effective content messages, not only limited to sponsored-content messages, in different contexts and industries for this potential segmentation.

6. Conclusions and Implications

Building and maintaining a robust online community is one of the most important social media marketing strategies. This study explored older consumers' online community, named "Silversurfers", on Facebook. The empirical evidence found in this study concerning content typology and engagement motivations in the online community of older consumers supports and extends the literature. The netnography approach reveals insights into the content typology consumed by older consumers, in which they engage the most with visual content

form, humour/cartoon and old memories content type. The study uncovered 17 content categories within this segment group that have never been identified.

Further, their four motivations were underpinned, in which two new motives were suggested. It is plausible that the primary motivation of older consumers to engage in online communities relies on psychological aspects (affective/emotional oriented and nostalgic oriented). The content classification based on four motivations drives high engagement, leading to OBA.

6.1 Theoretical contributions

The findings of this study first contribute to the growing body of literature on ageing consumers in social media marketing and content marketing strategy by offering empirical support for four states of older consumers' motives for engaging with the online community and its represented content types. The four motives are to get meaningful information and be aware of the product/offering; to feel positive, entertained and self-connected; to contribute to the belonging group and achieve favourable incentives; and to long for memories and experiences. The findings related to the motivation themes extend previous research examining consumer engagement (Dessart, 2017; Hollebeek, 2011) by identifying two previously unknown motivation states of engagement of older consumers: co-creation/interactive oriented and nostalgic oriented.

Second, the study also addresses the question raised by the previous researchers (Schultz and Peltier, 2013), stating that regardless of consumer engagement, it is more important to understand how consumer engagement works and how it can lead to more effective communications and relationships between brands and consumers. Through the netnography analysis, the study classified contents into 17 categories represented by each motivation state and identified the most engaged content type and media that lead to OBA, supporting the view of Wilk and colleagues (2020). This typology can guide future research into the extent and nature of older consumer engagement and online advocacy. In addition, it also affirmed the existing literature pointing to older consumers' online behaviours.

Third, the study applied a netnography approach that appears to have a relatively small number of studies, with this approach targeting online communities of older adults. This could result from one of the main challenges that online communities on social media are typically not necessarily grouped by age (Ivan, 2019). However, this study can identify specific older consumers' online community, creating originality in methodology. Studying the online community of such a particular group allows researchers to examine this phenomenon from broader perspectives and is not limited to specific topics of interest. Because of the clear users' age characteristics within the online community, it provides a suitable research context to fulfil the purposes of the study.

Moreover, the paper offered an original content typology framework based on the content analysis, demonstrating the content typology of older consumers. The study is the first to bridge content marketing and OBA in the context of older consumers. Overall, this study contributes to the literature on the ageing customer group and digital and social media marketing, focusing on content marketing.

6.2 Managerial implications

For practitioners, it is critical to understand the ageing consumer better. The study is based on empirical research on a specific segmentation, not general consumers; thus, it will help practitioners better design and use content typology that suits older consumers' motives. The paper contributes to existing research by providing insights into this critical consumer group that managers can use to design compelling content and avoid irrelevant marketing

activities. The study investigated the most engaging media and content types. It was found that older consumers prefer visual forms of content and engage most with humour/cartoon and sharing their memories type of content. Moreover, the study also revealed that they engage more with content implicitly mentioning products or brands. Thus, managers should carefully consider the strategies to reach this segment, such as seed marketing or native advertising.

The evidence of high levels of engagement with the online community among older consumers confirms that marketers should not take this segmentation for granted and should expect them to participate actively in the online community. The study proposed a framework of content typology and underlying motivation states. This framework can serve as a roadmap for marketers looking to frame and align their content marketing strategy with older consumers' motivations for engaging with the online community, potentially leading to increased OBA. The study informed how older consumers rely on psychological motives to engage in online communities, making it possible for marketers to improve their social well-being, particularly during and after the COVID-19 pandemic. Furthermore, findings underlined the high potential of OBA expressed in online communities through many content types, suggesting marketers tailor the message and tone accordingly. Understanding the underlying motivations enables marketers to use different content typologies that can apply to other contexts and industries, both sponsored and non-sponsored content.

7. Limitations and future research

The findings of this study on content typology and underlying motivation states in the online community should help guide future research. Given the relative complexity of how firms interact with consumers across various platforms, additional research is required.

First, the results of this study raise a question: "do these findings validate for the same age group in a different geography?" as digital adoption may differ across geography, or contrarily, "do these findings validate for different age groups or generations in the same geography?" Hence, the findings of this study must be applied in other contexts, e.g. different geographies, generations, platforms, brands, industries or even cultural contexts, which can shed light on culture's influence on this. Although the motivation states can apply to other online communities, the findings require additional research in more settings before being generalised.

Second, integrating different research approaches can lead to deeper insights and a more detailed understanding of the subject. Given that the study is based on content posted by the firm, an intriguing direction for future research would be to conduct a sentiment analysis of posts or comments associated with OBA among this segmentation.

Third, continued research in this area may also contrarily focus on negative engagement or destructive motivations of older consumers to engage with the online community, which can be critical for marketing research.

Lastly, given that the most engaged content type is humour/cartoon, which falls under the affective/emotional oriented, the ageist stereotypes represented in posts could be worth further discussion. The research question could be, "How do older consumers react to the ageist stereotypes evident in posted content?"

This study is based primarily on consumers' interactions with content posted by firm within the online community. Nevertheless, consumers also frequently interacted with other community members in various ways, indicating the limitation of the study as it could be another aspect to examine. Besides, even though this study is intended to investigate the online community in its natural setting, opinions and insights from administrators of this

online community page might complement the findings of this study as well as provide directions for further studies on this topic.

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Corresponding author

Jitpisut Bubphapant can be contacted at: jitpisut.bubphapant@gmail.com

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