Leveraging the Benefits of Fan Page: From Like to Love

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ABSTRACT

The popularity of Facebook has attracted attention from the small scale business in India and inspired a wide range of marketing activities aimed at utilizing this new platform i.e. brand fan page of Facebook. While using Facebook individuals like number of brands appearing on their news feed. The motivation for liking brands may be diverse for distinctive individuals. But whether liking a brand on fan page truly represents some emotional connection with the brand or not is still unexplored. This study aims to fill this gap by determining whether liking a brand on Facebook results into brand love or is it just a fad. Further, the paper attempts to find whether there exists a relationship between brand “liked” on the fan page and purchase intention, and if this in turn leads to positive word of mouth. A survey of Facebook users who engage with the brand of small scale companies by “liking” it was undertaken as part of the study. The five small scale companies were selected on the basis of their popularity on Facebook. Structural equation modeling was applied using the data collected from 311 survey respondents to arrive at relevant outcomes.

Keywords: Brand Engagement, Brand Love, Facebook, Fan Page, Purchase Intention, Small Scale Entrepreneurs, Word of Mouth (WOM)

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1. INTRODUCTION

Web has changed the way business was carried out in India few years back. Notwithstanding mechanical progressions, eras and evolving decisions, one thing that never show signs of change is the acknowledgment that customer is always the king. Be it a nearby basic supply shop or a stationary shop of which you are a normal client, the attention would dependably be on keeping up close and personal correspondence.

As we moved towards the reception of engineering the medium of impending closer to the customers has changed yet the objective stays same – how to captivate with the clients in a finer manner. It is accordingly not accidental that small scale organizations in India, who needs bigger store, are generally utilizing online networking devices for better engagement with their current and potential clients. Small sized organizations require some more streets separated from customary routes, for building their brand, connecting with each prospective client and making better and solid associations with the customers.

Small businesses in India are coordinating social networking in their marketing strategies for better cooperation, engagement, and successful correspondence. From the organization sites to the web journals, from long range informal communication locales to the substance groups these social innovations are helping the organizations to achieve the most persuasive group of onlookers giving a stronger brand sway.

The developing ubiquity of informal communication destinations has radically impacts the way individuals shop items. Facebook is the broadly acknowledged person to person communication site in India. A device of online networking site that was begun just for making companions and expanding interpersonal interaction has taken a flip transforming into an effective business specialized instrument for little scale advertisers round the world and in India. The distinction of this site among Indian social networking clients has made it the principal choice of the organizations to connect with their clients except for the ordinary media. A nation with around 247 million web clients (16% of the whole populace) of India gives 108.9 million Facebook clients making it the second most decently loved site after US (e-Marketer, 2014). Changing the complete situation of correspondence, Facebook supply enterprises numerous decisions to contact and speak with their clients (fans) (Jahn & Kunz, 2012) conjointly offering its clients abundant of roads to correspond with others, in regards to any brand.

1.1. Brand Fan Page

Facebook presented another gimmick called “Facebook Pages” in the year 2007, which are client profiles for brands (companies, organizations, and celebrities). With the look and feel of individual pages, these pages offer extra peculiarities, for example, the capacity to rapidly send messages to a large number
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