

What does a Facebook Like really mean?

Social media is an integral element of the consumer-brand relationship process, and in today's marketing environment, where relationships are crucial, a social media presence is a vital part of marketing communication efforts.

This research is taken from 'Exploring the Facebook Like: a product and service perspective' from the *Journal of Research in Interactive Marketing*, which is celebrating its 10 year anniversary! Read the full article for a detailed critique of Facebook behaviour.

Facebook is the largest social networking platform in the world - understanding Facebook behaviour is therefore vital to marketers.

Facebook enables consumers to communicate with brands and one way to do this is by pressing 'like' on the brand page.

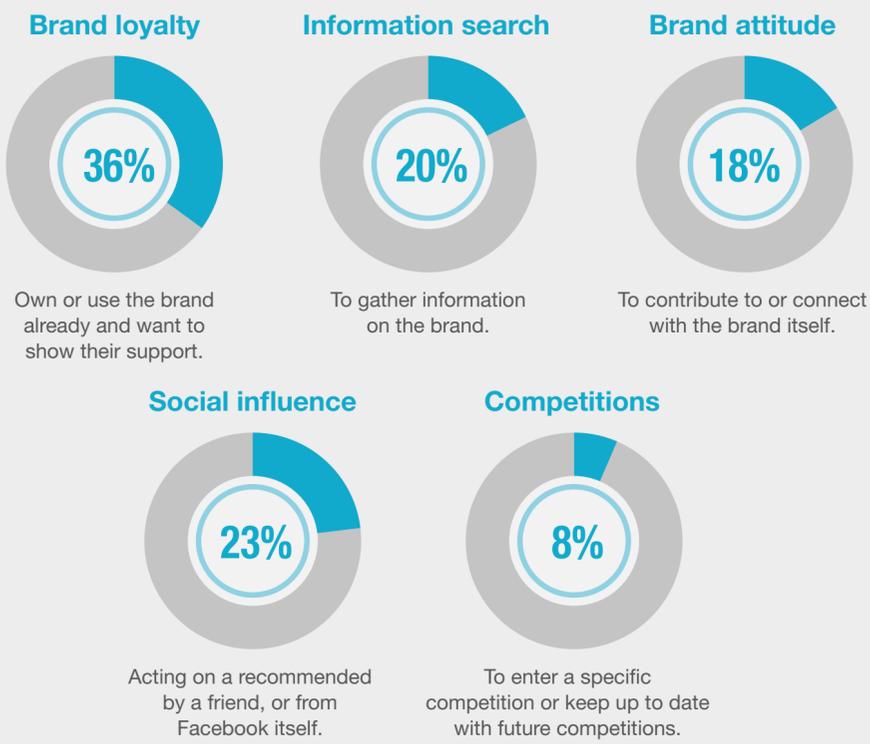
It is assumed that the more 'likes' a company has, the more valued it is by its customers.

But what does a Facebook 'like' really mean?

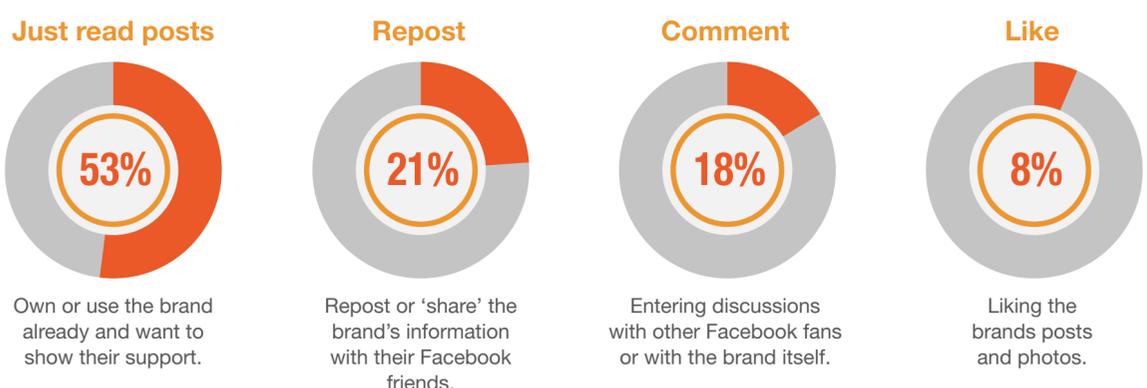


What specifically prompts customers to 'like' brands on Facebook?

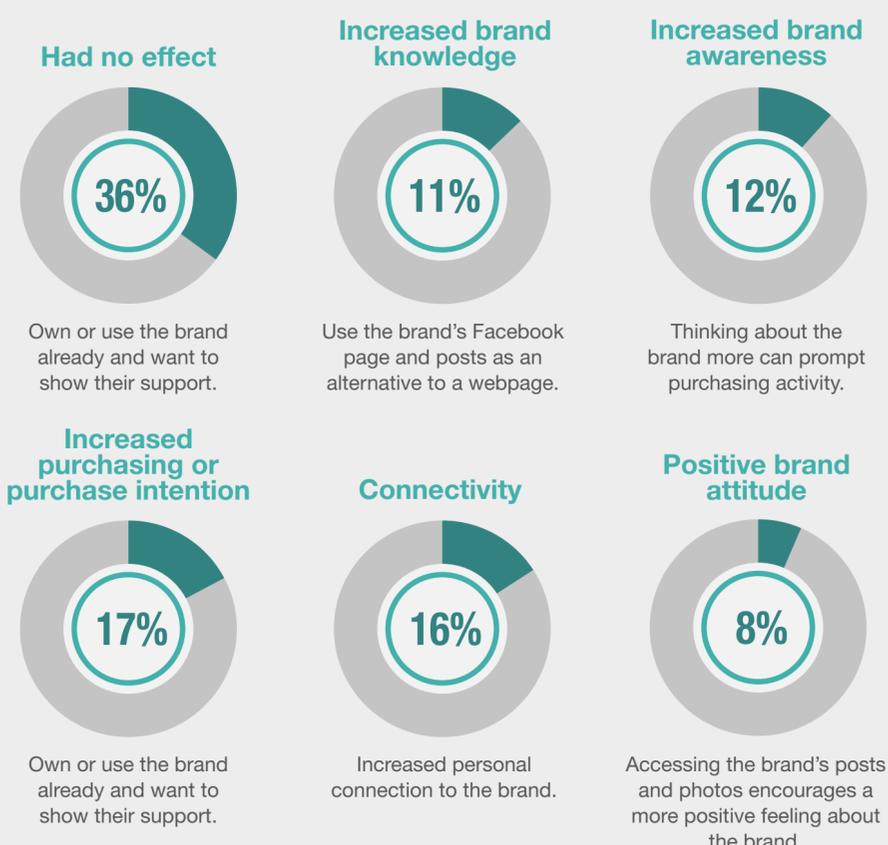
These statistics are specifically focused on service-based companies



How do people interact with their 'liked' brands on Facebook?



How does customer's relationship with the brand change after 'liking' the page?



Brought to you by: