

Facebook Pages and Benefits to Brands

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Abstract

Facebook fan pages allow a brand to create an online community of brand users through the social networking site. By pressing Facebook's "like" button, a Facebook user can become a fan of the page and can interact with the brand and other consumers. This research aimed to examine whether liking and interacting with a Facebook fan page has an effect on brand loyalty and purchase intentions, and Facebook fan pages create an online brand community. An analysis of 104 online survey responses indicates that interaction with fan pages is not a strong indicator of consumer brand loyalty or purchase intentions, suggesting that brand communities are not formed on the basis of liking a page.

I. Introduction

As an increasing number of people get their news and connect to others through social networking sites, such as Facebook and Twitter, brands are turning to social networking sites to supplement their communication with consumers. With over 845 million users, Facebook is currently the largest social networking site ("Fact Sheet," 2012). Facebook allows users to connect and interact with others, express themselves, and maintain social relationships. On average, Facebook reports 483 million user logins each day. Kerpen (2011) describes social networking sites as a cocktail party where anyone can listen to what others are talking about, and can join the conversation if they wish. But what makes social networking more effective than one's average cocktail party is that instead of joining just one conversation, one has the ability to have conversations with thousands or millions of people at once.

With such a large user base, Facebook is becoming a popular tool for public relations and advertising professionals to reach mass audiences. Facebook fan pages allow brands to create an online community of brand users on the social networking site. These public profiles, which operate in a similar manner to individual user profiles, allow a brand to share information and post updates, photos, and more. According to Facebook fan pages, "by leveraging the real connections between friends on Facebook, a public profile lets users connect to what they care about. Facebook pages give you a more dynamic relationship with the public figures and organizations you are interested in" ("Facebook Pages," n.d.). As of December 2011, there were over 37 million fan pages with 10 or more "likes" ("Fact Sheet," 2012). Fan pages create an online presence for a brand and allow the brand to actively engage with its publics. To join the community, a user simply has to click the like button to subscribe to information and updates from the brand.

* **Key words:** Facebook fan pages, "like," online communities, brand loyalty, purchase intentions

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Facebook's like button was introduced to the public in April of 2010 (Kerpen, 2011). The like button receives over one billion clicks each day and allows Facebook users to express approval of pages, photos, statuses, articles, and more. Kerpen (2011) claims that it is this personalization of the web that is driving the social media revolution. The like button is a powerful tool because after it is pressed, Facebook shows the individual's entire network what he or she has just liked, spreading information and affiliations in a viral manner. Therefore, when an individual likes any page on Facebook, the individual's Facebook friends can see which page that person liked.

While a lot of research examined individuals' motivations behind joining a brand community and liking a Facebook fan page, only limited research has looked at what implications the like button has for brands. A fan page may have millions of likes, but is clicking the like button a reliable measure of brand loyalty and purchase intentions? What is individuals' intention when they like a Facebook fan page? Using the Uses and Gratifications Theory as a theoretical framework, this research tested whether or not an individual becomes a member of a brand community when he or she likes a fan page and examined how liking and interacting with a fan page affects brand loyalty and purchase intentions. Overall, the research will help determine if Facebook fan pages are an effective and useful tool in communicating with consumers.

II. Literature Review

This study extends the Uses and Gratifications Theory to test whether or not liking a Facebook fan page influences brand loyalty and purchase intentions. This section examined previous research on Facebook fan pages, brand communities, brand loyalty, and purchase intentions.

Online Brand Communities

A brand community is a group of individuals forming ties and relationships centered on a brand (Muniz & O'Guinn, 2001). According to Muniz and O'Guinn, "a brand community is a specialized, non-geographically bound community based on a structured set of social relationships among admirers of a brand" (p. 412). Like a traditional community, a brand community is defined by a shared sense of belonging in the community, shared rituals and traditions, and a sense of moral responsibility.

According to Muniz and O'Guinn (2001), brand communities are causing a shift from the consumer-brand dyad to the consumer-brand-consumer triad. In the triad, a brand is viewed as a social object, which is developed and constructed by consumer feedback and consumer insight, giving the consumer an active role in the brand's development. Consumers become active loyalists who are committed to that brand. Additionally, brand communities allow the consumer to have a greater voice and provide its members with social benefits.

For the brand, a community allows it to share information about the brand, its history, and its culture of the brand (Muniz & O'Guinn, 2001). Further, a brand can become an informational resource for the members of the community and provide customer service. Creating a strong brand community is a key step in developing a strong relationship marketing strategy. A brand community leads to interpersonal bonds between a consumer and the brand, developing long-term relationships rather than individual, one-time transactions.

Motivations behind clicking the "like" button

An individual always has a motivation behind liking a Facebook fan page. Brand community members join a community based on either the positive or negative feelings they have towards a brand (Wilimzig, 2011). Further, individuals choose to join a Facebook brand community because they are loyal to that brand. Other motivations for joining these brand communities are economic benefits, such as discounts, competitions, and lotteries, and entertainment. Providing exclusive deals and discounts available only to members of the Facebook brand community is an incentive for individuals to join the community (Vorvoreanu, 2009). Weman (2011) found that consumers are not joining brand communities to make new friends or socialize and connect with strangers.

Hedonic motivations, related to fun or playful goals, are related to contribution behavior on a Facebook fan page (Malmivaara, 2011). Those motivated by hedonic notions are more likely to join a page in order to comment on or interact with the page and brand. In comparison, utilitarian motivations, driven by some

sort of goal, are strongly related to browsing behavior. An individual with utilitarian motivation is more likely to look through and browse a page, rather than interact with that page. Overall, most individuals and their online behaviors are shaped by both utilitarian and hedonic motivations.

Authenticity + honesty + transparency = Trust

Authenticity, honesty, and transparency are three qualities that help develop trust in online brand communities. To create a positive impression of a Facebook brand community, users need to trust the brand and other members of the community (Lin, 2006). Kerpen (2011) stated that the fan page must be authentic, or real. Operators of a fan page must be human, rather than robotic, in order to create a personal atmosphere. Having a scripted and generic voice online will have a negative impact on site users.

According to Kerpen (2011), “You must be as honest and transparent as possible when using social media. Honesty and transparency build a direct relationship between you and the customer, and any deviation from these values can erode brand trust forever” (p.109). Facebook fan pages are a simple and effective tool for honest and transparent word of mouth marketing (Kerpen, 2011). The Word of Mouth Marketing Association (WOMMA) has developed an ethics code for what is appropriate and inappropriate on social networking sites. As cited by Kerpen (2011), the code of ethics encourages honesty of relationships, honesty of opinion, and honesty of identity—saying who you are speaking for, saying what you truly believe, and never falsifying your identity.

Engagement and interaction

According to Lin (2011), “Operators of fan pages should increase opportunities for fans to interact to promote the development of deeper relationships both among fans and between fans and the organization” (p. 568). Social interaction ties increase the value of the trust that people have in brand communities (Lin & Lu, 2011). Increasing interaction between fans develops relationships among them and between them and the brand, which in turn add value to the brand as a whole. Social interaction among fans and between the fans and the brand facilitates shares value and trust of fan pages. Facebook encourages individuals to share information about themselves, and exchange thoughts and opinions with others.

College-aged students, who were the original users of Facebook, developed an online culture, and brands need to be aware of it when using the site for advertising. According to Vorvoreanu (2009), Facebook users want to interact with brands on their own terms and would prefer that brands do not use an “in-your-face” strategy. College-aged students also believe that the official corporate webpage, email, and telephone are more appropriate channels than Facebook for dealing specifically with customer service as well as brand policies and issues. Facebook is appropriate for increasing awareness of large brands, but not for in-depth conversation between the brand and its publics. In comparison, small companies can be more successful on Facebook because their size allows for more personal communication.

McCorkindale (2010) found in her study of Fortune 50 companies’ efforts on Facebook that most companies are not using Facebook to its full potential. Most Fortune 50 companies are not using Facebook to share company information and disseminate information to their publics. Similarly, Waters, Burnett, Lamm, and Lucas (2009) concluded that nonprofits recognize what benefits social networking sites provide, but fail to take advantage of them. Facebook allows companies and nonprofits to disseminate information through press releases, photographs, and videos, but more companies need to take advantage of these opportunities (McCorkindale, 2010; Waters, Burnett, Lamm, & Lucas, 2009). The ability to share information allows a company or nonprofit to be honest and transparent and aids in the development of trust.

Many companies are not taking advantage of the two-way communication opportunities that Facebook offers (McCorkindale, 2011; Waters, et al., 2009). Companies need to be more engaged with their Facebook fans to give them an incentive to return to the page.

Brand loyalty and purchase intentions

Wilimzig (2011) suggested that association with a brand community implies some sort of brand loyalty, regardless of community participation and feelings of association. Consumers turn to online brand communities as a trustworthy and reliable source for brand related information (Punjumemi, 2009). These online brand communities are convenient, easily accessible, and enable consumers with similar brand preferences to interact with one another. Lee (2009) concluded that loyalty to a brand community predicts brand loyalty.

Therefore, participation in a brand community has a positive effect on loyalty to a brand.

Brand loyalty affects brand community members' purchase intentions (Lee, 2009). Wilimzig (2011) concluded that a high sense of association with a brand community suggests that group members are more likely to purchase that brand. Data collected indicated that members of brand communities are more sensitive to advertising and therefore have a greater likelihood of purchase. The more a consumer gets involved with the brand community, the more likely they are to model their purchasing behavior on other community members (Punjumemi, 2009).

Uses and Gratifications Theory

The Uses and Gratifications Theory argues that "audiences use media to meet their needs and fulfill their personal gratification" (Lee, 2009, p. 16). According to Blumler and Katz, as cited in Davis et al. (2009), this theory emphasizes "the active role of the audience in making choices and being goal directed" (p. 2). An individual's goals and priorities drive what information is consumed and by what means he or she uses to consume that information.

According to Rubin (as cited in Lee, 2009), audiences can be divided into ritualized and instrumental audiences. A ritualized audience focuses on the medium itself, rather than the content. The ritualized audience is more habitual in their actions. In comparison, an instrumental audience, who is goal-oriented, selects the media based on their content.

According to Sicilia and Palazon (as cited in Lee, 2009), "the gratification of individual needs in a virtual community depends on the perceived value of being a member" (p. 17). Virtual communities offer functional, social, and entertainment values. The functional values allude to an individual's need to give and seek information and advice. Social values cover friendship and social enhancement. Finally, entertainment values are fun and relaxation from an individual's interaction with others.

III. Research questions

Previous research suggests that individuals join brand communities or like Facebook fan pages for both entertainment and fun purposes as well as goal-oriented reasons. Facebook users feel that there must be a sense of trust in the page before they like the page. In order to cultivate trust, a fan page must be authentic, transparent, and honest. A Facebook fan page is a two-way method of advertising that allows for interaction and engagement between brands and community members. Researchers have found that being a member of a brand community indicates some affiliation with that brand through brand loyalty and purchase intentions. Previous research fails to identify what implications the like button has for a brand. This research will aim to answer the following research questions:

RQ1: What types of relationships might exist between the amount of time an individual interacts with a fan page (playing games, viewing photos, watching videos, commenting, participating in contests, etc.) and that individual's brand loyalty?

RQ2: How does liking a page on Facebook indicate a user's affiliation with that brand?

RQ3: Is there a relationship between the amount of time an individual interacts with a Facebook fan page and the likelihood that the individual will purchase the product or service promoted by that page?

RQ4: How does becoming a fan of a brand on Facebook predict that individual's purchase intentions?

IV. Methodology

Data were collected through an online survey, a link to which was active for five days. Some survey questions were adapted from previous studies. The online survey was advertised to the researcher's Facebook network via three status updates on three separate days. The survey was posted over a five-day period from March 30, 2012 through April 3, 2012. Further, the researcher emailed classmates to encourage them to take the survey. Among the researcher's 878 Facebook friends and 60 classmates who received emails, 104

(11% response rate) completed the online survey. The survey assumed that participants are active Facebook users because most saw the survey link through the researcher's posts on Facebook. This survey, based on a convenience sample, aimed to discover why the participants like Facebook fan pages, how often they visit and interact with the pages that they like, and for what purposes they like Facebook fan pages. Survey questions can be found in the Appendix.

Before completing the survey, participants were informed of the study purpose and the general outline of the survey. The online survey took approximately 10 minutes to complete. Respondents were given the opportunity to opt out of the survey any time before submitting by closing the browser window.

V. Results

Among a total of 104 individuals who completed the online survey, 84% (87 respondents) were female, and 16% (17 respondents) were male. Also 94% of the participants were between the ages of 18 and 22, as shown in Table 1.

Table 1. Age Distribution

Age	Frequency	Percentage		Age	Frequency	Percentage
18	8	8%		23	3	3%
19	14	13%		24	1	1%
20	14	13%		30	1	1%
21	35	34%		54	1	1%
22	27	26%				

When asked how many fan pages they like on Facebook, the largest number of 24 respondents (23%) indicated they like either 3-5 pages or 21 pages or more, as shown in *Figure 1*.

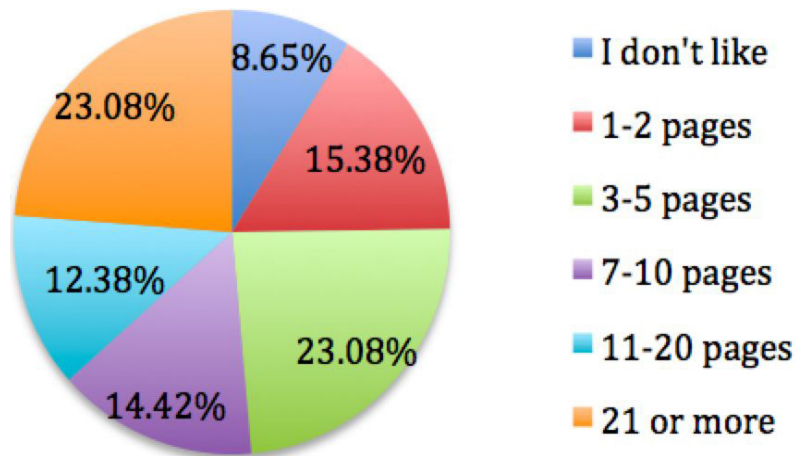


Figure 1. Number of fan pages respondents like on Facebook

Participants were then asked about what types of Facebook fan pages they like and were given the opportunity to select all that applied. Books/movies were most liked, followed by celebrities, fashion brands and others, as shown in *Figure 2*.

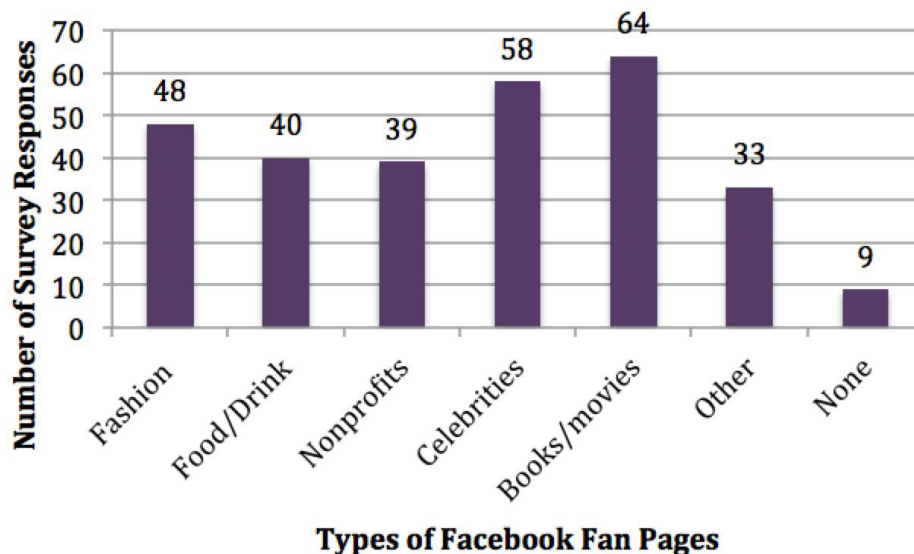


Figure 2. Types of fan pages that respondents like on Facebook

Some brand fan pages that multiple respondents like include Lilly Pulitzer, Tory Burch, YoZone Frozen Yogurt, Buffalo Wild Wings, Disney, TOMS, Barnes and Noble, Habitat for Humanity, Best Buddies, JCrew, Kate Spade, and Starbucks.

When asked how often they visit the pages they like, one participant (1%) stated that they visit the pages multiple times a day, 8 participants (8%) visit a couple of times a week, 6 participants (6%) visit once a week, 16 participants (15%) visit every couple of weeks, 25 participants (24%) visit monthly, and 28 respondents (27%) never visit the pages. Table 2 indicates how much time the respondents spend on a fan page when they visit.

Table 2. How much time participants spend on fan pages they like

Time Spent	Frequency	Percentage
Less than 1 hour	67	64%
2-3 hours	1	1%
4-5 hours	0	0%
5 or more hours	0	0%
Don't visit pages	26	25%
Don't "like" pages	10	10%
TOTAL	104	100%

Respondents were asked to indicate how they interact with Facebook fan pages. Options given were to "watch videos," "view photos," "write on the page's wall," "comment (on posts, photos, videos)," "participate in contests or sweepstakes," and "I do not interact with fan pages." The responses are displayed in Figure 3.

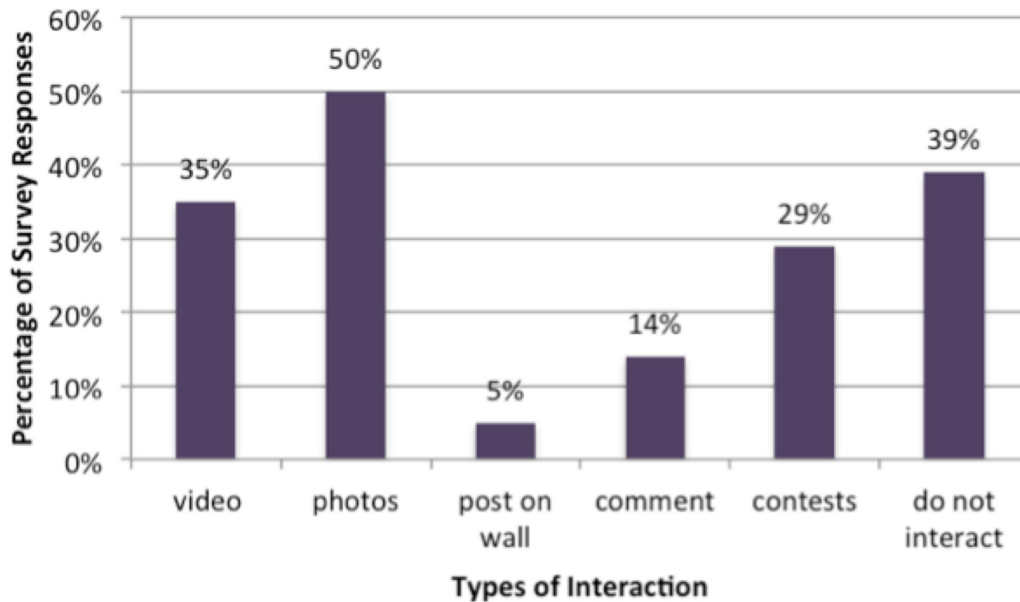


Figure 3. How survey participants interact with fan page features

Respondents were then asked how often they interact with the features on fan pages that they like. The responses are displayed in Figure 4.

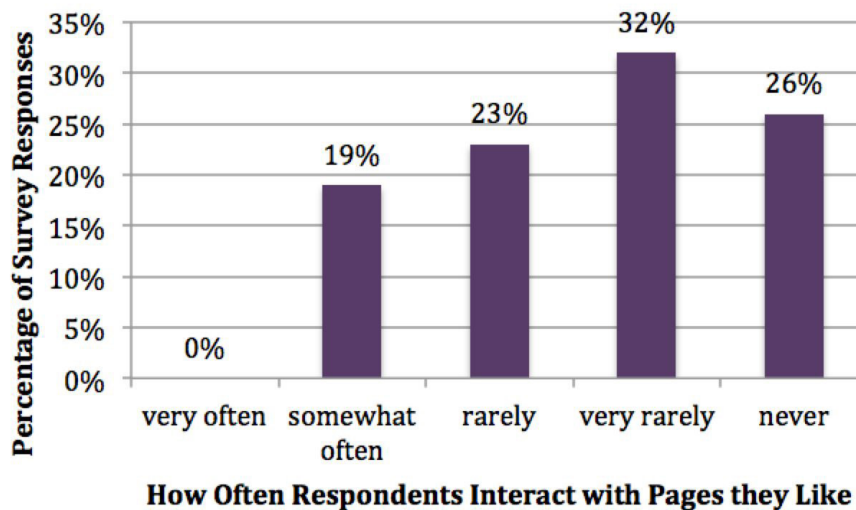


Figure 4. How often participants interact with fan page features

Participants were asked to rate the extent to which they agree with three statements regarding brand loyalty, connection to fan pages they “like” and purchase intention on a scale of one to five, with one being strongly disagree and five being strongly agree. Brand loyalty was defined for participants as a preference of one brand over all others and will only purchase other alternative brands as a last resort.

When asked to rate how they feel about the statement, “I consider myself a brand loyal user to brands I ‘like’ on Facebook,” on a scale of one being strongly disagree to five being strongly agree, 26% of respondents strongly disagreed, 27% disagreed, 20% were neutral, 22% agreed, and 5% strongly agreed.

Participants were then asked to rate the level of their agreement with the statement, “I feel connected to the fan pages that I ‘like.’ ” The result was that 27% strongly disagreed, 25% disagreed, 30% remained

neutral, 16% agreed, only 2% strongly agreed.

Participants were also asked to rate the level of their agreement with the statement, “Being a member of a Facebook fan page makes me more likely to purchase that brand,” on a scale of one to five, with one being strongly disagree and five being strongly agree. Among the participants, 26% said they strongly disagree, 28% disagree, 20% remained neutral, 22% agreed, 4% strongly agreed. The distribution of responses to the three statements can be seen in *Figure 5*.

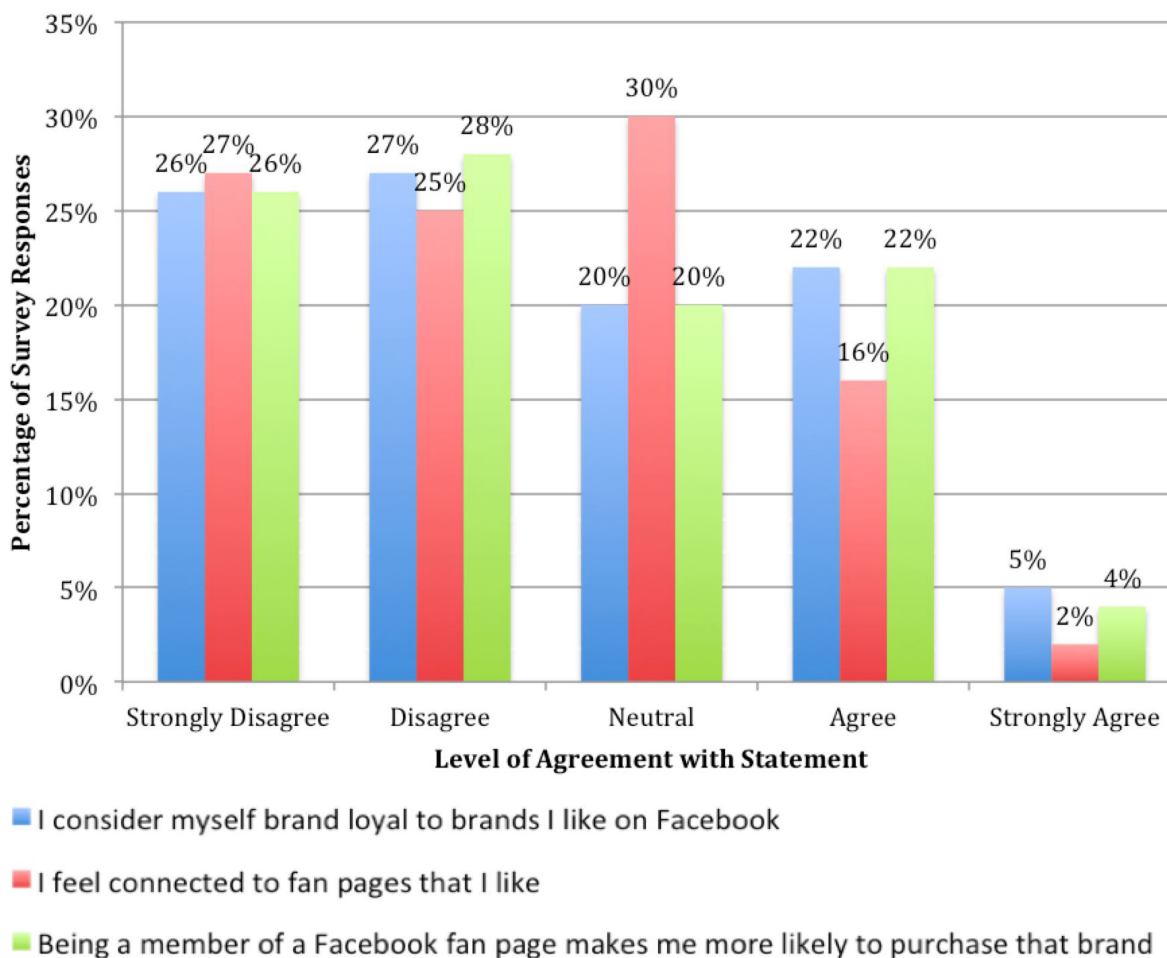


Figure 5. The distribution of responses to the three statements

Survey participants were asked how likely they were to purchase a product or service promoted by a Facebook fan page that they like on a scale of one to five, with one being never and five being very likely. The percentage of respondents and their answers are displayed in *Figure 6*.

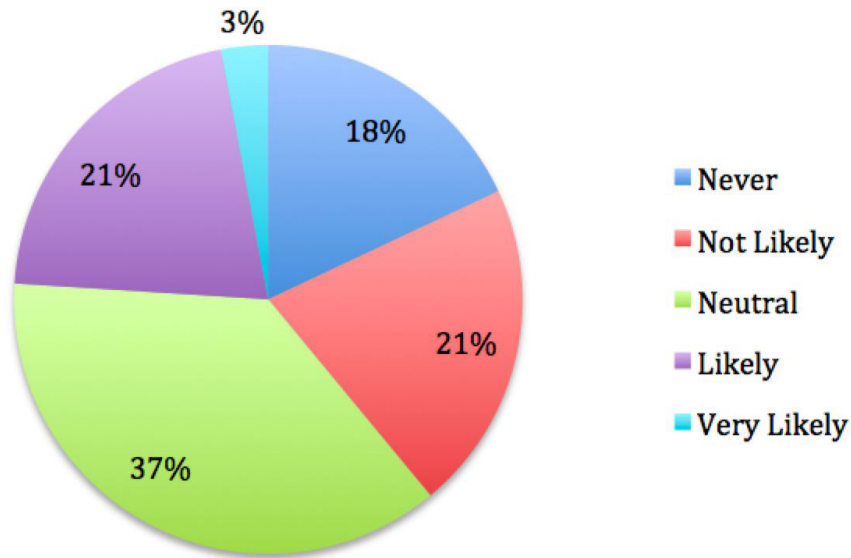


Figure 6. Likelihood of purchasing a product or service promoted by a fan page respondent's like

Eighteen (18%) respondents said they would “never” purchase the product or service promoted by a Facebook fan page that they like, followed by “not likely” by 21% of respondents; “ambivalent” by 37% “likely” by 21%, and “very likely” by 3%.

Finally, participants were asked to select all responses that indicated their motivation behind liking a brand's Facebook fan page. The options were “sweepstakes or contest,” “monetary (coupon or free offer) games/entertainment,” “to post positive or negative comments,” “to interact with other brand users,” “just love the brand/brand loyal user,” or “other.” Just love the brand/brand loyal user was chosen by the largest number of respondents, followed by sweepstakes or contest, monetary rewards, etc. as shown in Figure 7.

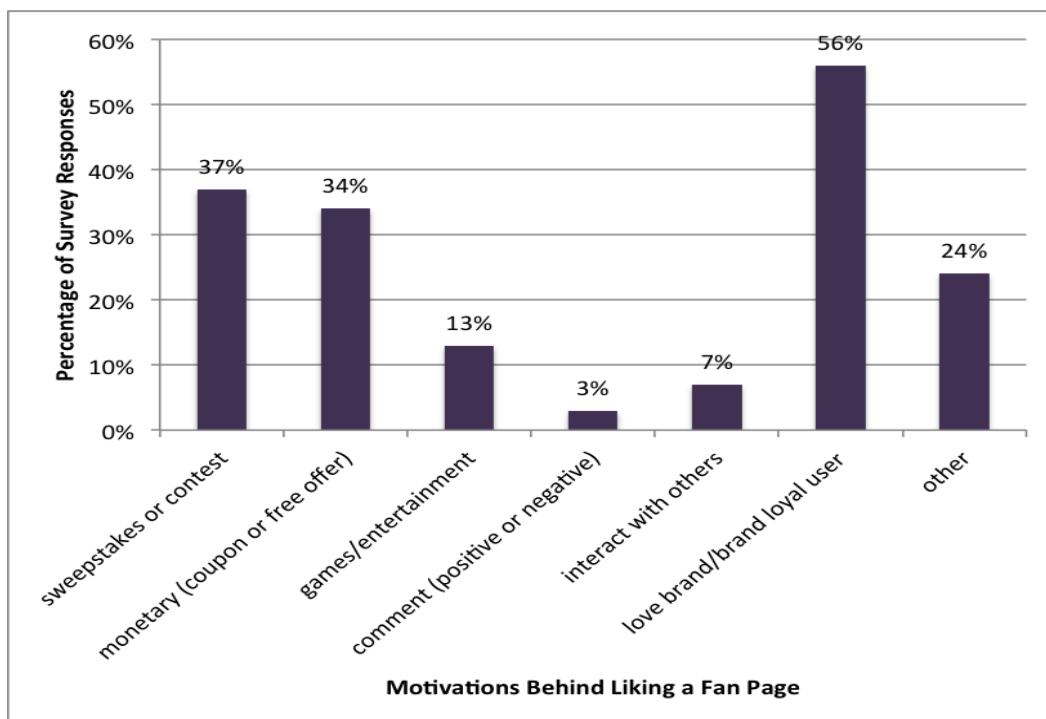


Figure 7. Motivations behind liking a brand's Facebook fan page

VI. Discussion

On Facebook, there are many pages that have millions of likes, but it is unclear what exactly a like means for a brand. Previous research has looked at an individual's motivation for liking a Facebook fan page, but none has looked at the implications that the like button has for a brand. The purpose of this study is to determine what motivates individuals to like brand fan pages on Facebook and whether or not that individual becomes a member of a brand community by liking that page. Additionally, the study looked at how liking a Facebook fan page affected an individual's brand loyalty and purchase intentions. Overall, the study aimed at determining whether or not creating and maintaining a Facebook fan page is a beneficial tool for brands to communicate with their consumer base.

The findings from the study do not provide a conclusive answer to RQ1. Data do not indicate a strong relationship between the amount of time an individual interacts with a fan page and the individual's brand loyalty. A crosstab of how often an individual interacts with a fan page and the respondent's agreement with the statement "Being a member of a fan page makes me more likely to purchase the brand" can be found in Table 3.

Table 3. Crosstab of interaction time and agreement with likelihood to purchase a brand

		Very Often	Somewhat Often	Rarely or Very Rarely	Never
Agreement with the statement "Being a member of a fan page makes me more likely to purchase the brand"	Strongly Agree	0 (0%)	1 (5%)	3 (6%)	0 (0%)
	Agree	0 (0%)	8 (40%)	13(23%)	2 (7%)
	Neutral	0 (0%)	4 (20%)	12 (21%)	5 (18%)
	Disagree	0 (0%)	5 (25%)	16(29%)	8 (29%)
	Strongly Disagree	0 (0%)	2 (10%)	12(21%)	13 (46%)
	Subtotal	0 (0%)	20(19%)	56 (54%)	26(25%)

Overall, only 19% of study participants responded that they interact with fan pages somewhat often, as shown in Table 3. Of that 19%, only 45% agreed or strongly agreed with the statement, "I consider myself a brand loyal individual to brands I like on Facebook." This small percentage of people who interact with fan pages on a somewhat often basis consider themselves brand loyal does not support a relationship between the amount of time spent interacting with a page and brand loyalty.

Among the participants, 54% responded that they rarely or very rarely interact with the fan pages that they like. Of that 54 percent, 29% agreed or strongly agreed with the statement, "I consider myself a brand loyal individual to brands I "like" on Facebook," while another 50% disagreed or strongly disagreed with the statement (the rest of respondents remained neutral).

In contrast, 46% of study respondents who indicated that they never interact with the features of fan pages that they like strongly disagreed with the statement "I consider myself a brand loyal individual to brands I like on Facebook." This supports the research question that the amount of time an individual interacts with a fan page affects the individual's brand loyalty. Based upon the overall findings, it seems as though an individual's brand loyalty is not strongly affected by how often he or she interacts with the brand's Facebook fan page.

Considering also low numbers in the cells on the top left corner, which should show a big number for a strong relationship between the amount of time an individual interacts with a fan page and brand loyalty, there is no strong evidence here to support RQ1 that there is a strong relationship between the two variables.

Through RQ2, the study aimed to determine if an individual is expressing an affiliation with the brand by liking a page. This question is not supported by the findings. Over 50% of study participants disagreed or strongly disagreed with the statement "I feel connected to the fan pages that I like." Based upon these findings, it can be concluded that when an individual likes a Facebook fan page, they are not expressing a connection with the brand itself. It can be concluded that liking a Facebook fan page does not make that individual a part of a brand community.

RQ3 explored the relationship between the amount of time an individual interacts with a fan page and the likelihood that he or she is to purchase a product or service being promoted by the page. Findings do not provide conclusive evidence to suggest that the amount of time an individual interacts with a fan page predicts that individual's likelihood to purchase the product or service promoted by that page. A cross tab of how often an individual interacts with a fan page and his or her likelihood to purchase the product or service promoted by that brand can be found in Table 4.

Table 4. Crosstab of interaction time and likelihood to purchase product or service

		Very Often	Somewhat Often	Rarely or Very Rarely	Never
How likely are you to purchase a product or service promoted by a fan page that you like?	Very Likely	0 (0%)	0 (0%)	2 (4%)	1 (4%)
	Likely	0 (0%)	9 (45%)	11 (32%)	2 (7%)
	Neutral	0 (0%)	5 (25%)	23 (32%)	10 (36%)
	Not Likely	0 (0%)	5 (25%)	13 (24%)	4 (14%)
	Never	0 (0%)	1 (5%)	7 (8%)	11 (39%)
	Subtotal	0 (0%)	20 (19%)	56(54%)	28(27%)

Nineteen percent of participants indicated that they interact fan pages they like somewhat often. Of that 19%, 45% responded that they would be likely to purchase a product or service promoted by a fan page that they like. Only one-quarter responded that they would be unlikely to purchase this brand, and 5% responded that they would never purchase this brand, while the other quarter remained neutral. Similarly, of the 27% who indicated that they never interact with the fan pages that they like, 53% claimed that they would be unlikely (14%) or would never purchase the brand (39%) promoted by a page they like. This data suggests that the more time an individual interacts with a page, the more likely he or she is to purchase that brand.

In contrast, of 54% of participants indicated that they rarely or very rarely interact with Facebook fan pages, 32% claimed that they would be unlikely to (24%) or would never purchase a product or service (8%) promoted by a fan page that they like. Thirty-six percent indicated that they would be likely (32%) or very likely (4%) to purchase the product or service being promoted, while 32% remained neutral. This data suggests a positive correlation between interaction with a fan page and intent to purchase. Considering 0% for a few cells on the top left corner of the table, which should show a big number if there is a positive relationship between the amount of time an individual interacts with a Facebook fan page and the likelihood that an individual will purchase the product or service promoted by that page, it can be concluded that there is not a strong relationship between the two variables.

RQ4 looked at whether or not liking a Facebook fan page affects a consumer's purchase intentions. Study results indicate that purchase intentions are not correlated with liking page on Facebook. More than 50% of participants responded that they disagreed or strongly disagreed with the statement "being a member of a Facebook fan page makes me more likely to purchase that brand." About one quarter of the participants agreed or strongly agreed with the statement, while 20% were ambiguous. Because more than half of the participants are not more likely to purchase a brand they like on Facebook, liking a Facebook fan page is not an indicator of purchase intentions. This research does not agree with Wilmzig's (2011) findings that the higher sense of association an individual has with a brand community, the more likely he or she is to purchase the brand.

Research findings also indicate that many individuals, especially in the 18-22 year-old age group, like celebrities and books/movies on Facebook, rather than fashion brands and nonprofits (see Figure 2). According to the survey results, 58 respondents (56%) like some sort of celebrity (actors, politicians, sports figures, bands, musicians) and 64 respondents (62%) like books or movies. When asked to list pages an individual likes on Facebook, many respondents listed specific singers, books, and movies, although asked to exclude those categories. Based on these findings, Facebook fan pages are an effective way for celebrities, books, and movies to communicate with the public.

VII. Conclusion

According to this research, there is no evidence that Facebook fan pages create a brand community for those who like the page. There is no strong evidence that the amount of time an individual interacts with a Facebook fan page affects brand loyalty or the likelihood that an individual will purchase the product or service promoted by a fan page. The study's findings show no strong support for the relationship between interaction with fan pages and affiliation with the brand. Further there is no strong support for the likelihood of purchasing a brand just because the individual likes the brand on Facebook. Therefore, Facebook fan pages are not the most effective communications tool for brands to effectively reach their consumers. While a fan page can be used as an extension of communications techniques, using solely Facebook will not be effective.

This study is limited in scope because it is based on a convenience sample of Facebook users and the researcher's classmates. For future research on this topic, the survey should be distributed to a more diverse and random population of Facebook users. In the future it would also be beneficial to conduct focus groups or one-to-one in-depth interviews to gain a deeper and more qualitative understanding for an individual's motivation to like and interact with a brand's Facebook fan page. For a different spin on research on Facebook fan pages and the implications of the like button, researchers can explore what Facebook fan pages should be used for if a brand cannot expect brand loyalty or intent to purchase when an individual likes a page.

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Appendix

The following survey will take less than 10 minutes to complete. The purpose of this survey is to determine what implications the Facebook “like” has for brands when an individual chooses to “like” a fan page. The survey will contain questions about your habits on Facebook and your interaction with the “like” button and with Facebook fan pages. All of your responses will be anonymous and will only be seen by the researcher, and when requested, the researcher’s professor. Once you click the “submit” button at the end of the survey, your results will be logged and analyzed. If you feel uncomfortable at anytime during the survey, please opt out by closing your browser.

Thank you for your participation in this study. If you have any questions, please contact [removed for peer review]

1. How many hours per week do you spend on Facebook?
 - Less than 1 hour
 - 1-3 hours
 - 4-7 hours
 - 8 or more hours
 2. How many fan pages do you “like” on Facebook?
 - I don’t “like” pages on Facebook
 - 1-2 pages
 - 3-5 pages
 - 7-10 pages
 - 11-20 pages
 - 21 or more pages
 3. What types of fan pages do you “like” on Facebook? (Check all that apply)
 - Fashion brands
 - Food brands
 - Nonprofits
 - Celebrities (actors, politicians, sports figures, bands, musicians)
 - Books or Movies
 - Other
 - I do not “like” pages on Facebook
 4. Please list some of the nonprofits, brands, companies, or organizations that you “like” on Facebook. (Excludes: movies, books, bands/singers, celebrities)
 5. How often do you visit the pages that you “like”?
 - Multiple times a day
 - Once daily
 - Couple of times a week
 - Once a week
 - Every couple of weeks
 - Monthly
 - Never
 6. When you visit the pages you “like,” how much time do you spend on them?
 - Less than one hour
 - 2-3 hours
 - 4-5 hours
-

- 5 hours or more
 - I don't visit pages I "like"
7. How do you interact with the features on a fan page?
- Watch videos
 - View photos
 - Write on the page's wall
 - Comment (on posts, photos, videos)
 - Participate in contests/sweepstakes
 - I do not interact with fan pages
8. How often do you interact with the features on a fan page that you "like"? (watching videos, viewing photos, playing games, commenting, participating in contests/sweepstakes)
- Very often
 - Somewhat often
 - Rarely
 - Very rarely
 - Never
9. I consider myself a brand loyal individual to brands I "like" on Facebook (I prefer this brand over all others, and will only purchase an alternative brand as a last resort)
- 5 – Strongly Agree
 - 4 – Agree
 - 3 – Neutral
 - 2 - Disagree
 - 1 – Strongly Disagree
10. How often do you click through an update on your newsfeed to a fan page?
- Very often
 - Somewhat often
 - Rarely
 - Very rarely
 - Never
11. I feel connected to the fan pages that I "like."
- 5 – Strongly Agree
 - 4 – Agree
 - 3 – Neutral
 - 2 - Disagree
 - 1 – Strongly Disagree
12. How likely are you to purchase a product or service promoted by a Facebook fan page that you "like"?
- 5 – Very Likely
 - 4 – Likely
 - 3 – Neutral
 - 2 – Not Likely
 - 1 – Never
13. Being a member of a Facebook fan page makes me more likely to purchase that brand.
- 5 – Strongly Agree
 - 4 – Agree
 - 3 – Neutral
 - 2 - Disagree
-

- 1 – Strongly Disagree

14. What is your motivation behind “liking” a fan page? (Check all that apply)

- Sweepstakes or contest
- Monetary (coupon or free offer)
- Games/entertainment
- To post comments (positive or negative)
- To interact with other brand users
- Just love the brand/brand loyal user
- Other

15. Do you ever view fan pages of a brand or company that you have not “liked”?

- Yes
- No

16. What is your age?

17. What is your gender?

- Female
- Male

Thank you for your participation in this study. If you have any questions, please contact [removed for peer review]