Social Networking Sites: Building Brand Knowledge and Brand Equity

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Social Networking Sites, as new communication tools, allow firms to provide benefits to consumers who establish a relationship with them. As a consequence of this relationship, consumers could develop knowledge and equity about the brand. Therefore, this study analyzes the effects of these benefits on brand knowledge and brand equity.

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31-A: The Influence of Brand Propinquity on Complaining Behavior via Social Media

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This study explores the dynamic interplay among several facets of psychological closeness on consumer complaining behavior via social media. Our data suggest that increased brand propinquity results in increased engagement when discussing perceived brand mishaps. Results also indicate that media familiarity jointly affects consumer intention to engage in complaining behavior.

31-B: When Brands Get Personal in Online Chatters: The Effects of Self-Disclosure and Anthropomorphism on Consumer-brand Relationship

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This research investigates the brand's personal disclosure on Twitter and its consequences on consumer-brand relationship. We provide a new framework predicting what to disclose, how to disclose, and to whom the brand should disclose. Shifting the psychological closeness, self-disclosure on Twitter can either help or impair the relationships.

31-C: Using Social Media Networks in Russia to (Re)construct Collective Memories and Build Brand Identity

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Philippe Odou, Université de Reims Champagne Ardenne, France
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Holt (2004) shows the different ways in which brands draw on cultural imagery, myths, and history to create identity. Our paper seeks to look at how brands in post-socialist Russia use social media networks, both to construct collective memories and to exploit these memories in order to build brand identity.

31-D: Social Networking Sites: Building Brand Knowledge and Brand Equity

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Social Networking Sites, as new communication tools, allow firms to provide benefits to consumers who establish a relationship with them. As a consequence of this relationship, consumers could develop knowledge and equity about the brand. Therefore, this study analyzes the effects of these benefits on brand knowledge and brand equity.

31-E: The Effect of Interpersonal Influences on Social Networking Site’s Users

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Social Networking Sites (SNS) have become an important tool for firm-consumer communication. In this study we analyze how firms create brand knowledge and brand equity in their consumers, through the Interpersonal Influences that SNS’s users experience. The results of this study help firms to manage their brand pages at SNS.