
Li Huang, University of South Carolina, USA
Wenyu Dou, City University of Hong Kong, Hong Kong, China

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.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1015323/volumes/v41/NA-41

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
31-A: The Influence of Brand Propinquity on Complaining Behavior via Social Media

Hongmin Ahn, West Virginia University, USA
Nicholas Bowman, West Virginia University, USA

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 discussion 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

Li Huang, University of South Carolina, USA
Wenyu Dou, City University of Hong Kong, Hong Kong, China

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

Graham Roberts, Université Paris Ouest Nanterre La Défense, France
Philippe Odou, Université de Reims Champagne Ardenne, France
Gaël Bonnin, Reims Management School, France

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

Noelia Sanchez-Casado, Universidad Politecnica de Cartagena, Spain
Eva Tomaseti-Solano, Universidad Politecnica de Cartagena, Spain
Juan-Gabriel Cegarra-Navarro, Universidad Politecnica de Cartagena, Spain

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

Noelia Sanchez-Casado, Universidad Politecnica de Cartagena, Spain
Eva Tomaseti-Solano, Universidad Politecnica de Cartagena, Spain
Juan-Gabriel Cegarra-Navarro, Universidad Politecnica de Cartagena, Spain

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.