“LIKE” A GLOBAL ENDORSEMENT. HOW CLICKING “LIKE” INFLUENCES FACEBOOK USERS BRAND RECALL AND FUTURE PURCHASING INTENTIONS.

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Abstract

Social media has become a global phenomenon. Facebook alone boasts over 100 billion connections worldwide. Each day Facebook users flock to their timeline flaunting their activities, pictures, and likes. Dye (2010) states “Facebook has already provided us with innovative meanings for words such as “friend” and “poke.” Now, it’s aiming to put its own spin on the word “like”. According to jeffbullas.com (2012) Facebook users contribute to 2.7 billion “likes” every day. Many of these likes represent a personal cause, picture, or something a friend wrote. But then there is the “like” brands desire, the endorsement, users clicking “like” broadcasting their favorite brands among their friends. This form of marketing engagement has become a global force which has left many marketers wondering how to measure its effectiveness. One Nielson study found “people who viewed ads with a friend’s endorsement were 68% more likely to remember the ad than people who viewed ads with no endorsement” (Hof, 2012). What was even more startling was people who viewed ads with their friends endorsements, “where more than four times likely to develop the intent to purchase the product sometime in the future” (Hof, 2012). Burson-Marsteller (2012) found “the largest global companies were mentioned on Facebook a total of $10,400,132 times in one month. With the average Facebook user having at least 130 friends on their friends list, this type of reach is profound. Traditional forms of marketing reaches a limited amount of individuals and is even more limited when it comes to global brands outside the individual’s domain. The purpose of this study is to conduct a quantitative survey among Facebook users to explore and analyze the impact of friends clicking “like”. This study will test brand recall and the impact a friend’s endorsement, “like” has on future purchasing decisions of global brands.