



How the Brand Loyalty Can Build for Fan Page of Facebook?

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Abstract

Corporates or Brands can effectively interact with their customers as well as post information of products and promotions via fan page of Facebook. The “like” and “share” buttons provide a dispersal effect, bringing a brand more “fans” and allowing a closer connection to customers while effectively achieving marketing purposes. However, adopting improper management strategies for fan pages can also alienate customers and diminish brand value. For this reason, the contents of and the interactions on fan pages are critical to the cultivation of positive customer attitudes toward brands. The objective of this study is to investigate the impact of fan page attitude and word-of-mouth, both positive and negative, on brand loyalty from the perspective of uses and gratifications theory. Another focus of this study is examining whether the relationships between fan page attitude and word-of-mouth and loyalty are different for experience-oriented or search-oriented product. It is hoped that the results of this study can serve as the foundation for future research and provide corporations and brands with a reference for the management strategies of fan pages.

Keywords: *Fan Pages, Uses and Gratifications Theory, Word of Mouth, Brand Loyalty.*
