

A Comprehensive Analysis of Social Break Ups on Facebook

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Abstract

The internet has given us the ability to connect with people from around the globe with a few clicks of a button, making it easier than ever to keep in touch with friends and family. Because of that, social networking is the biggest industry of our time, but it wasn't always that way. Now a Days social media is not limited to connecting people. Companies are promoting their products over different social media websites. It has generated the need to find out how customers want to interact with brands over social media and determining the factors leading to social break ups between customer & brands. This paper tries to explore the customer relationship between customers & brands over social media websites in the Indian context based on a questionnaire. The issue of Social Breakups is tackled from the perspective of 'Voice of the Customer'. In this paper an online survey is administered through questionnaire with a sample of 100 respondents in Delhi & NCR, to examine the customers' satisfaction level involved with the brands promotion over social media websites. An online questionnaire of social breakups was used and response was taken to examine the different aspects associated with customer's satisfaction level.

Keywords: Facebook, Social Break Ups, Social Media Marketing

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1. Introduction

Social media industry came into existence about 10 years ago when chat messengers that allowed people to communicate and share content with each other surfaced on the internet. Now, the industry houses Facebook and Twitter under its umbrella. The popularity of these platforms has caused the advertisement industry to focus on strategically placing ads on these platforms, which has changed the media industry.

Nowadays, one can no longer imagine how to catch up with friends and contacts without social networking. Social

networking helped us become closer to our friends, even when they are a thousand miles away. Through the World Wide Web, we are able to connect with people from around the world, making it easy to keep in touch with friends and family. Social networking now is a billion dollar industry, but we can barely remember when it didn't exist.

Today, social networking is an essential part of life for people from around the world. Social networking is a form of social media, used for either interactive, educational, informational or entertaining purposes. Social media comes in many forms, but all of them are related: blogs, forums, podcasts,

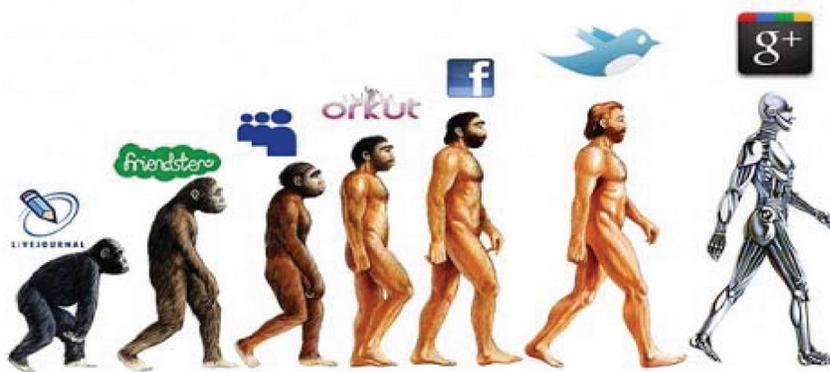


Figure 1. The early years.

photo sharing, social bookmarking, widgets, and video, just to name a few.

Today, social networking websites allow users to make profiles, upload photos and videos, and interact with friends and family. Social networking is a tool to join groups, learn about latest news and events, play games, chat and to share music and video. The top social networking sites of today are: MySpace, Facebook and Twitter.

2. History and Evolution of Social Media Industry

The History of Social Networking

Social media has become an integral part of modern society. There are general social networks with user bases larger than the population of most countries.

There are niche sites for virtually every special interest out there. There are sites to share photos, videos, status updates, sites for meeting new people and sites to connect with old friends. It seems there are social solutions to just about every need.

3. About the Organization

Facebook (formerly [the facebook]) is an online social networking service headquartered in Menlo Park, California. Its website was launched on February 4, 2004, by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities and later to high-school students. Facebook now allows anyone who claims to be at least 13 years old to become a registered user of the website. Its name comes from a colloquialism for the directory given to it by American universities students.

4. Social Break Ups

Social Break Ups is a new term introduced in social media marketing. Basically, it happens between customer or user and brands. There are several reasons for customer's break up with brand but the basic reason is over promotion by brands while hurting customers privacy over social media.

Like any interpersonal relationship, the consumer-brand relationship has a distinct and fascinating life cycle. The relationship begins with the initial "spark"—the decision by the

consumer to become a SUBSCRIBER, FAN, or FOLLOWER—followed by a blissful honeymoon period in which the consumer gets to know the company better through communications and social interactions.

As the relationship progresses, the frequency and quality of interactions shapes the consumer's desire to take the relationship to the next level—which may be a purchase, a recommendation, or even brand advocacy. Consumers want to know that companies are committed to the relationship—and that they care. Companies express their commitment to the relationship through engaging communications, delivered at appropriate intervals. But marketers must realize that the definitions of "engaging" and "appropriate" vary by channel. Communication practices that convey warmth and respect for the consumer through one channel can just as easily convey indifference—or desperation—through another.

If the company fails any of these relationship tests, a "social break-up"—i.e., an "unsubscribe," "unfan," "unlike," or "unfollow"—is all but inevitable. When the consumer is no longer happy in the relationship, they will actively break off contact with the company...or just ignore their communications in the hopes the company will get the message that it's over.

5. Research Methodology

The questionnaire was oriented to the Social Break Ups between Customer and Brand Pages. The design used for the study is descriptive under conclusive design. It is a quantitative design where the reasons for unliking the brand pages were identified on the basis of primary data which is collected with the help of a structured tool called questionnaire.

The study was done with a sample size of 100 respondents. The respondents were selected for the study from the various users of Facebook. A random sampling was taken. The research instrument or tool used for the preparation of this project is Questionnaire. A questionnaire consists of a list of questions printed in a definite order on a form to be asked from respondent.

5.1 Data Collection

The approach used for the data collection is Survey Method.

There are two sources of data collection:

5.1.1 Primary Data

Data collected for the purpose of this project is through

- Observations
- Survey through Questionnaire

5.1.2 Secondary Data

Secondary data collected through

- Websites
- Books

6. Objectives of the Study

- To study the reasons behind liking the brand pages over Facebook.
- To study the customers satisfaction level with their liked pages over Facebook.
- To know the causes behind breaking up with liked brand over Facebook.
- To check the users perspective about brand pages over Facebook.
- To know about the users expectation towards brand pages over Facebook.
- To know about the breaches to social etiquettes over Facebook.

7. Analysis

7.1 SERVQUAL Questions

For actual survey several questions were framed to get the correct response from customers which identifies the reasons behind Social Break Ups.

1. No. of respondents who liked any pages on Facebook (of any product, brand, service or idea).
2. If yes, then how often you like any page on Facebook.
3. Reasons to like any page on Facebook:
 - Because it is existing
 - Because it is in trend
 - Because I can relate it with me
 - Because it entertains me (Contests, Activities etc.)
 - Because it helps me to learn more about the product/ page/ event/ service liked on facebook.
 - Because I can update myself with new things on the page I liked
4. Do you unlike the page on facebook after sometimes
5. If yes then how often do you unlike any page on facebook
6. I unlike the page on facebook due to following reasons:
 - Because they send their marketing news/ news letters/ promotion details without my permission
 - Because I don't like bulk emails from them
 - Because content becomes boring & repetitive on the page
 - Because of their anytime mails & notifications kills my personal time on facebook
 - Because of their excessive posting

I unliked the brand after getting what I want

Because my circumstances changed (i.e. moved, married, job etc.)

Almost everyone likes brand pages over Facebook. And people also unlike pages over Facebook due to several reasons. 48 respondents said yes that they unlike pages on Facebook after sometime and rest said no. So, from the responses of the users I can conclude that almost half of the respondents unlike page on Facebook due to several dissatisfying reason also they do it very rarely.

8. Limitations of the Study

1. The very first limitation of this study is that Social Break Up is a new term introduced in Social Media Marketing. So, very less amount of information was available about the topic.
2. The second limitation of this study is that the sample size is confined to Delhi & NCR.
3. The results of this study cannot be generalized because the samples were heterogeneous in nature and this can be also stated as a limitation for this study.
4. Another limitation has been the cost, as it involves the collection of primary and secondary data, therefore the cost incurred was much more.
5. Sometimes user don't share the true information because of ignorance and their busy schedule.
6. The present study has relied largely on quantitative methodology of data collection (though qualitative methodology was used to a limited extent) and is therefore restrictive.

Another limitation for this study is that study is limited to Facebook only. If this study has been extended to some extent than it would have provided more useful results.

9. Conclusion

Finally winding up this paper I conclude that every romance or relationship come to an end at some point of time, and—whether conducted through Email, Facebook, or Twitter. Online consumer-brand relationships are not exceptional. Regardless of channel, this research shows that one thing consistently drives consumers away is communication that somehow states that the company doesn't care about their user or customer.

Customers are the most important asset of any organization. The success of any organization ultimately depends on how efficient and effectively its customer is being satisfied. Therefore the main aim of the organization must be to satisfy its customers for longer time duration. Most of the times we hear marketers

say that providing quality product to customer is the best way to retain customers. However, this study states that caring about the customer conveys the sentiment that brands place the best interests of their customers ahead of their own balance sheets. Marketers are involved in online marketing from a very long time but the idea of showing “care” may be a new one.

Following are the mistakes which a brand does

9.1 Failure to Engage

Many a times marketers don't do follow up after sales which shows that they don't care about their customer. On Facebook—creating a profile page, but never updating it is also one of the failure.

9.2 Being too Self-promotional

Consumers expect and want brands to promote their products and services, but they want that information beneficial for them. Hard sell tactics can work in person, but they fail online because you lack the personal interaction to counter the hard-sell message. No matter how personal they are, Email, Facebook, and Twitter don't allow you to replicate a face-to-face conversation.

9.3 Unclear Message

Consumers want to learn as much as possible about a product or service before they buy it. If product information is unclear, incomplete, or difficult to find, the brand may be seen as careless, irresponsible, or untrustworthy.

9.4 Breaches of Social Etiquette

Every channel has its own rules, and consumers expect companies to know the rules and follow them. Failure to respect the social etiquette in each channel is a clear signal that your brand doesn't care.

9.5 Email

Consumers want brands to send them relevant content that is tailored to their personal interests. They expect marketers to honor permissions, and show restraint when it comes to email frequency. They measure your emails not against the best in your industry, but against the best senders in their inbox.

9.6 Facebook

Consumers view Facebook as a great way to engage with brands they already know and trust. They expect marketers to keep their Facebook pages fresh and interesting, and to limit their posts to avoid drowning out social interactions.

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