

College of Business Academic Seminar Series

Speaker



When Social Media Fans Don't Walk Their Talk: The Impact of Advocacy and Criticism in Social Media Brand Communities on Own Purchasing

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Description:

Research has shown that engaged customers in social media brand communities demonstrate increased purchase behavior. In this article, the authors show that these positive consequences result from how and not merely whether customers engage in social media. In doing so, they examine the impact of a customer's engagement in advocacy and criticism on a retailer's social media brand page on subsequent purchase behavior in the retailer's online store. Results yield that advocacy decreases while criticism increases purchase rates. The observed effects hold when considering established drivers of purchase behavior in social media such as marketer engagement and community engagement. A series of robustness checks confronting challenges of left-censoring and reverse causality provides confidence in the observed effects of advocacy and criticism. The chosen approach to extract advocacy and criticism from a customer's social media activities warrants generalizability in light of a fast-paced and ever-changing social media environment.



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12:00 - 01:00 PM



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(Fahad Abdulrahman Algotaibi Hall)