

Socially Acceptable?

Are you active in social media? Chances are that the answer to that question is yes. The last decade has seen an explosion both in the number of social media sites and in the number of people who are active on them. Blogs, Forums, Facebook, Youtube, Twitter, Pinterest, LinkedIn and many other sites are now part of the daily routines of many of us.

That development has not gone unnoticed by marketers. Many companies, big and small, are increasingly trying to reach and connect with consumers via social media. But what do people think of marketing via these channels? How should marketers communicate via social media in order to create maximum value for themselves and consumers? As more and more consumers gravitate towards social media these are becoming increasingly important questions. This thesis is intended to contribute towards the answering of them.

In five empirical studies consumers' responses to marketing in social media are investigated. The results indicate that marketing via social media can indeed be very effective. However, in these media consumers are very particular about who is behind a message, what their motives are and how they communicate. In order to be successful in social media, companies thus have to consider these aspects of the marketing.



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Exploring Consumer Responses to Marketing in Social Media

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