CHAPTER - 2
REVIEW OF THE LITERATURE
LITERATURE REVIEW

Winterberg (2010), social media websites like Facebook, LinkedIn, and Twitter come with unbelievable techniques to communicate with family, colleagues and friends. Benson, Filippaios, & Morgan (2010) have studied the usage of social networks in career development of students and also building the relationship with their employers and have concluded on some better understanding of motivations as an effective application of these networks on businesses. Backer (2010) have investigated the usage pattern in adoption of new technologies like Facebook and Smart phones on students and found that such applications create a sense of motivation and responsibility as well as it enriches their learning experiences. Chan & Prendergast (2007) have perceived Materialism and social comparison as important issues, amongst adolescents and found that Social comparison with friends and with media figures were both positive predictors of materialism. Owning material possessions is a phenomenon that an individual gets involved with since childhood: this involvement tends to decrease with age but remains significant throughout one's life as material possessions are used to express oneself and seek happiness, remember experiences, accomplishments, connect to people, and even to create a sense of immortality after death (Belk, 1988). Roedder (1999) One of the findings suggests that peer influence operates most strongly in situations with weak family communication; socially-oriented family communication patterns, and unstable family environment (Roedder, 1999). Williams and Cothrel (2000) define an online community as “an aggregation of people who share a common interest and communicate through electronic mailing lists, chat rooms, Internet user groups or any other computer-mediated mechanism.”

Murdough (2009) have positively agreed on the potential of social media but like any other marketing tool it is difficult to gauge the kind of impact that it lays on the masses. Perloff (2002) suggests the likely motivation for organizations to use social media is broadly, persuasion. Persuading someone is performing an act (roughly, that of affecting someone’s beliefs or desires) using some form of communication. Kim et al (2008) explain; “for an online community to exist, there needs to be commitment to that online community from its members”. “Commitment is a necessary condition for developing ongoing long-term relationships” Grimes (2006) suggests that “commitment is unlikely to be
achieved from spam", therefore potentially restricting the formation of an online community. Petty and Cacioppo (1986) state "The likelihood of elaboration will be determined by a person’s motivation and ability to evaluate the communication presented. Elission and Stienfield (2007) suggest that there is a strong correlation between Facebook usage and social capital.

Donna and Fodor (2010) have found out that instead of using companies’ investment for calculation of returns on investment, managers must assess consumer motivations for using social media and measure customer's investments in calculation of ROI. Sara Tye (2010) have analyzed the impact of advances in technology and how it transformed the traditional business procedures in communicating to their target audience. Fournier (1998) suggests that consumers form relationships with highly used brands and that the relationships remain strong and durable over time through positive feelings such as: affective and socio-emotive attachments (love/passion and self connection), behaviourally (interdependence and commitment), and supportive cognitive beliefs (intimacy and brand partner quality). Bigne, Mattila and Andreu (2008) look at the influence of emotions on satisfaction and loyalty but do not look at brand relationship dimensions. Philips and Baumgartner (2002), on the other hand, look at how consumers’ emotions impact at every stage of satisfaction response when a consumer focuses on emotional examine the positive and negative emotions elicited during product usage or consumption experiences. Tallard, (2000). When organisations adopt a promotional approach, they are potentially unconsciously spamming users with direct marketing communications. Armstrong and Hagel (1996) explain that, “Anecdotal evidence has suggested that online communities are evolving as a key tool of a firm’s internet- marketing strategy and play an important role in helping firms successfully build brand loyalty, increase market penetration, boost revenue and create positive word-of-mouth advertising”.

Wellman et al (2010) link spamming with a negative impact on social capital, they state: “The vaunted ubiquitous connectivity of the Internet makes people more accessible to each other, whether the recipients want it or not. Contact with less-enjoyable people, perhaps bringing unwanted information, may depress and alienate.” It has not been explored how a negative impact on social capital affects the consumers perception of the brand that caused it. (Thomas et al, 2010). Organisations must consider legality when
using social media. When a user joins a group, they are not giving consent for messages with promotional intent. Promotional messages sent via Facebook groups are illegal under CANSPAM laws, whereas promotional Facebook status updates are not. Grunheim et al (2008) defines engagement as; “a consumer based measurement that regards interaction with an aspect of a brand or media property.” Grunheim further explains “Engagement must be understood by type, and the value associated with each in terms of ultimate adoption, sales, and brand loyalty. Urde’s (1999) It must be considered how the consumers type of engagement a will affect the core values and positioning of that brand. Brand Hexagon is a framework for assessing how the positioning of core values affects various aspects of that brand. In summary, “in a brand-oriented organization, the objective is - within the framework of the brand- to create value and meaning.” Therefore it can be assessed how promotional communications and spam can affect areas of the brand hexagon.