

eWOM on Facebook: How do you get brand fans talking?



Facebook is the largest social media platform on the planet with over 1.56 million daily users. It thus comes as no surprise that such a formidable platform is the perfect setting for the dissemination of electronic word-of-mouth (eWOM). Brands are fighting to get their voices heard over that of both competitors and consumers sharing their opinions and consumption experiences. Within this “noisy” environment, marketing managers have no control over what is being said about their brands, so how can they enhance eWOM for their own good?

To help answer this question, a study was conducted by Lynn Nyathogora Kareithi, a Master’s student in the Department of Marketing Management, to investigate whether higher self-expression via brands, materialism and self-esteem leads to an increase in eWOM. By understanding the behaviours of their Facebook brand fans better, marketing managers will be able to create more effective communication strategies, which could lead fans to produce more eWOM.

Secondary data, consisting of 472 responses, was analysed, and findings revealed that both the self-expressiveness of brands and self-esteem, can predict eWOM. Brand fans on Facebook are therefore more likely to spread eWOM if they report high levels of self-

expressive brands and have high self-esteem. Marketing- and brand managers should develop their brands to be more self-expressive from the perspective of their target consumers. This can be achieved by using marketing communications that showcase brands and products in a more self-expressive light, while at the same time speaking to the self-esteem of brand fans. A more self-expressive brand will encourage brand fans to participate in eWOM, which ultimately increases the amount of eWOM produced about the brand.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2019 with the [Department of Marketing Management](#) by Lynn Kareithi under the supervision of [Prof. Tania Maree](#).