

TOPIC 5: The Community Context



facebook®

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Topic 5: The Community Context Facebook

- 1. Discuss your Facebook subculture of consumption using Schouten and McAlexander (1995).**
- 2. What are your views on the 10 need to knows from ComScore (2011).**
- 3. In a scenario business:**
 - a)Detail the business.
 - b)Discuss how you would strategically apply the Piven and Davis (2012) 8 propositions of brand relationship in social media consumption?



1. Subculture of consumption

Definition Subculture of consumption: “a distinctive subgroup of society that self-selects on the basis of a shared commitment to a particular product class, brand, or consumption activity”

Facebook is a social networking site. It is a platform that allows people or users to share, connect and promote a variety of topics and information through messages, images and videos across all over the regions/societies.

Facebook users and subscribers can exchange information with a specific target group/community and with a particular issue. They can receive and benefit of various information or specific issue shared through Facebook function.



2. The view on top 10 Need-to-Knows about social networking

1. Social networking is the most popular online activity worldwide

Social networking sites reaches about 82 percent of the world's online population, representing 1.2 billion users around the world. This is because the global internet adoption has a significant increase.

2. Social networking behavior both transcends and reflects regional difference around the world

Although there are significant differences in governments, internet access and culture around the world, usage in social networking is growing in every country.

3. The importance of Facebook cannot be overstated

Facebook is the leading social networking site. It reached more than half of the world's global users.



4. Microblogging has emerged as a disruptive new force in social networking

Twitter is one type of Microblogging that quite famous as a social network. in 2009, Twitter reached 1 in 10 internet users worldwide.

5. Local social networks are making inroads globally

Many social networking sites are created in USA but they are popular at different region. For instance, LinkedIn was generated in the U. S but it is very popular in Netherlands.

6. It's not just young people using social networking anymore – it's everyone

Regardless of gender, age, race and region, most people use social networking for personal and professional purposes.



7. Digital natives' suggest communications are going social

"Digital native" is referred to Internet users as they use social network as their behaviour.

8. Social networking leads in online display advertising in the U.S., but lags in share of dollars.

Facebook provide advertising spaces for firms or a particular group . Facebook utilises users' information for advertising purpose.

9. The next disrupters have yet to be decide

Several innovation of social networking will also be created and presented

10. Mobile devices are fueling the social addiction

Smartphones facilitate people to access social networks at anywhere and anytime.

3. In a scenario business

The eight propositions of brand relationship in social media consumption

1. Emotional connection to the brand

Social media -Facebook allows users to express their emotion and people hear and response to their expression

2. Self-expression through the brand

Pleasurable, fun, and enjoyable activities that engage with other users

3. Enjoyable brand experiences

Social media allows users to have conversation via a forum and interaction between consumer-consumer, communities and companies

4. Interactive with the brand

Social media empowers consumers to integrate and act as co-creators of brand message

5. Co-creation of brand experiences

It enables customers to have an opportunity to interact and co-create with the brand

6. Experiential outcomes

Create value to customers and to business itself

7. Social experience

The idea of consumption as a means of arranging a social life.

8. Personal experience

Social media-Facebook represents as a brand relationship and a brand community for sharing of personal experience

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