Customer Reviews on Facebook

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Abstract

Facebook provides major value benefits to approaching 1 billion users around the globe. The company`s service has also played an important role in catalyzing political change throughout the Arab world, and elsewhere, with long run economic benefits that are incalculable. We project that Facebook`s worldwide user base will have grown to 1.4 billion by the end of 2016. No other company can boast a customer base that compares with this: when measured in terms of active users, worldwide reach or user engagement time. Facebook has over 2.7 billion monthly active users worldwide, which makes it a popular platform for businesses to communicate and interact with their customers. It provides businesses with an opportunity to reach out to a vast audience globally, engage with them, and build a loyal customer base. Customer reviews or ratings are one of the most critical features of Facebook that allow customers to share their experiences with a business. By leaving a review, customers can express their opinions, provide feedback, and rate the quality of the product or service that they received. Such reviews can be viewed by anyone visiting the business's Facebook page, making it a crucial factor for businesses to manage and maintain their reputation on this platform.

Keywords: Facebook, Users, Like, Share, social media

1. Introduction

Social media has become a significant platform where customers share and communicate their experiences with a business. Facebook, being one of the largest social media platforms, has become a critical tool for businesses to connect, engage and build relationships with their customers. Along with that, Facebook provides customers with the opportunity to review or rate a business, which can influence other customers' decision-making processes while purchasing a product or service. This research paper aims to examine customer reviews on Facebook, their impact on businesses and their significance in today's competitive market.

2. Review of Literature

THE TREND OF THE SOCIAL NETWORKING INDUSTRY

There is a rapid development in the social networking industry alongside with the rapid growth in the global percentage of Internet users (United Nations – International Telecommunications Union, 2010). Surely, the social network advertising becomes more prevalent in the advertising industry, reflecting from the enormous growth in global social network ad revenue. Cited from eMarketer (2011 September), the social network ad revenue worldwide grows from US$2.38 billion in 2009 to US$5.54 billion in 2011,

with estimation to about US$10 billion in 2013. The average growth rate of the global ad revenue from social network advertising would be estimated to be about 38.88% per year in the period from 2009 to 2013. Such astonishing numbers reveal the faster pace of development of the trend of advertising on social network, which should also be deemed as the opportunity for Facebook (Peck, 2012).

THE NEGATIVITY EFFECT AND USER BEHAVIORS ON FACEBOOK AND SOCIAL NETWORKING

The rapid development of social networking can be deemed as another kind of society development, enabling people to present themselves, to learn, to construct a wide circle of relationships and to manage privacy and intimacy. (Livingstone and Brake, 2010). For sure, a business world would then follow to enter the social networking and the present situation proves this. The wide use of online advertisement which fills up social networking websites, letting alone Facebook. Some advocate that it is an inevitable trend of the development some special types of social psychology such as the Negativity Effect (will be defined in the part of 'Definition') appearing on the Internet (Nation, 2011).

THE OPPORTUNITIES BROUGHT FROM 'LIKE', 'COMMENTS' AND THE PROPOSED 'DISLIKE' BUTTON

The development of biased consumer psychology on the social networking is unlikely a favorable factors attracting more advertisers to spend on social networking platform and Facebook. But, it may be an opportunity for Facebook and the advertisers if they handle it in a positive manner and turn it into a powerful tool for strategic brand management and advertisement, even facing the negativity effect (Nation, 2011).

3. Research Objectives

1.   Understand About Facebook-Meta
2.   Customer reviews on Facebook-Meta
3.   Customer Expectation From Facebook
4.   How Advertisements plays important role for businesses.

4. Research Methodology

The data for this survey was collected from the online medium. The sample size was 20. The data used was collected primarily through primary surveys. The survey was primarily used to test the proposed model for attitudes towards online purchases. The sort of research was both exploratory yet as descriptive.
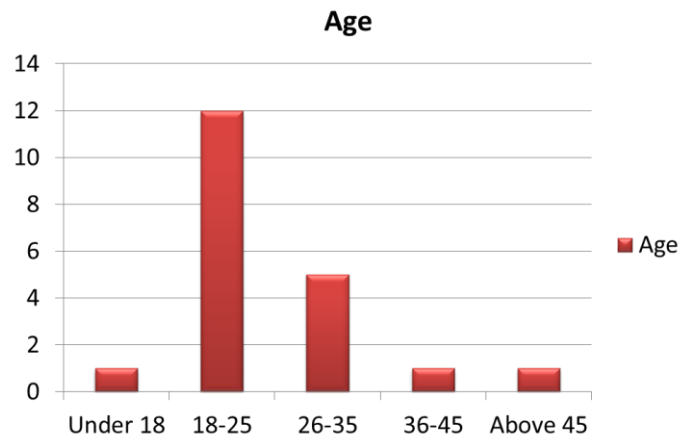
5. Analysis and Interpretation

1. Your Profession?
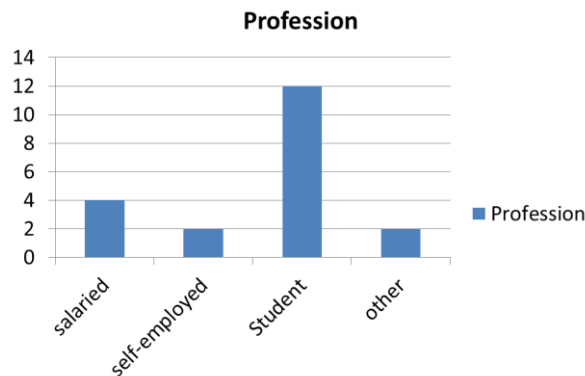
INTERPRETATION

The above Bar Diagram shows us the percentage of the professions of the respondents. As it shows that there are 12 students, 2 Self-Employed, 4 Salaried and 2 Other Professionals out of total 20 respondents From Delhi-Noida.
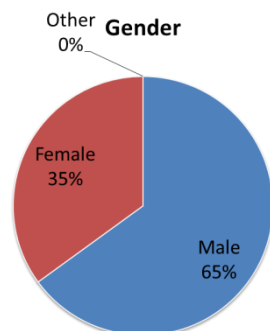
2. Your Age ?

INTERPRETATION

From the above Bar Graph, we can interpret that from our respondents mostly are from the age group:18-25 ,They are the Young Facebook Users who want to chat with their friends.
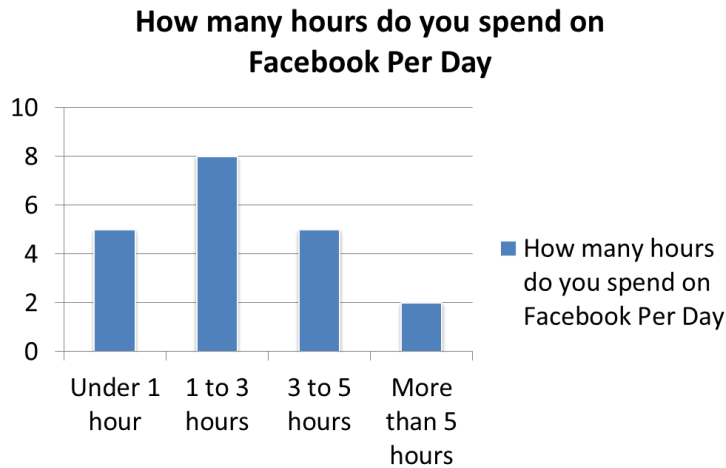
3. Your Gender?

INTERPRETATION

From the above pie chart we can interpret that out of total 20 respondents, There are 65% Male and 35% Female .As Majority Males were ready to share their views.

4. How many hours do you spend on Facebook Per Day?

INTERPRETATION

From the above bar graph we can say that 8 respondents spend 1 to 3 hours a day on facebook .5 spend 3 to 5 hours And 2 spend more than 5 hours while there are 5 respondents who Spend under 1 hour

5. Which one of the following categories best describes the frequency of your clicks on the 'Like' button of Facebook?
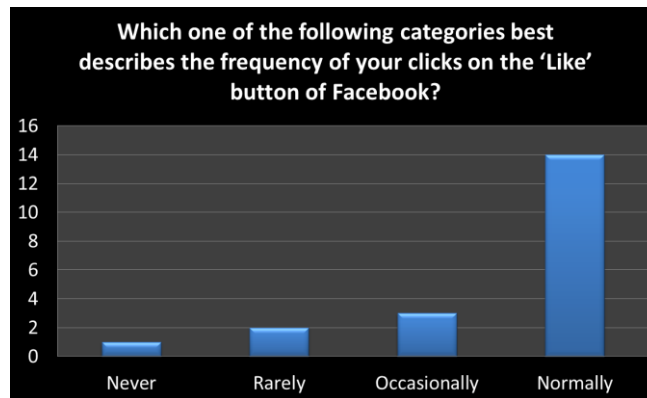
INTERPRETATION

The above bar diagram shows that normally 14 respondents normally clicks on like button normally. Whereas other 6 use like button occasionally, rarely and never.
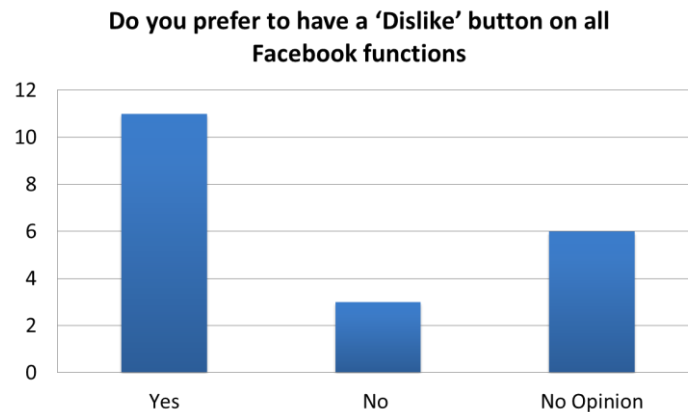
6.   Which one of the following categories best describes the frequency of your clicks on advertisements placed on Facebook?

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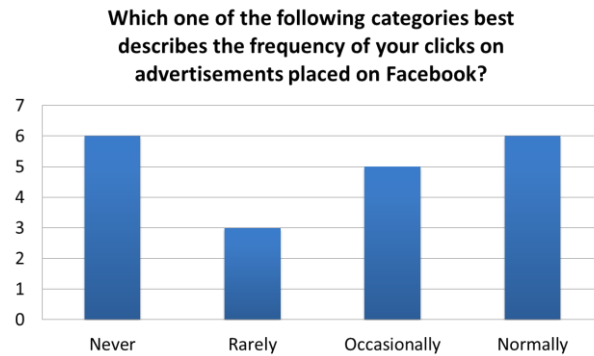
INTERPRETATION

From the above bar graph we can say that 6 respondents normally click on advertisements on Facebook whereas 6 respondents never click on Facebook advertisements.

7. Do you prefer to have a 'Dislike' button on all Facebook functions?

Do you prefer to have a 'Dislike' button on all Facebook functions

INTERPRETATION

From the above bar graph we can say that 11 individuals prefer to have a dislike button on all facebook functions , 3 didn't want dislike button on all facebook functions whereas 6 says no opinion.

8. Which one of the following categories best describe the type of your products you would like to see advertise *on Facebook*?

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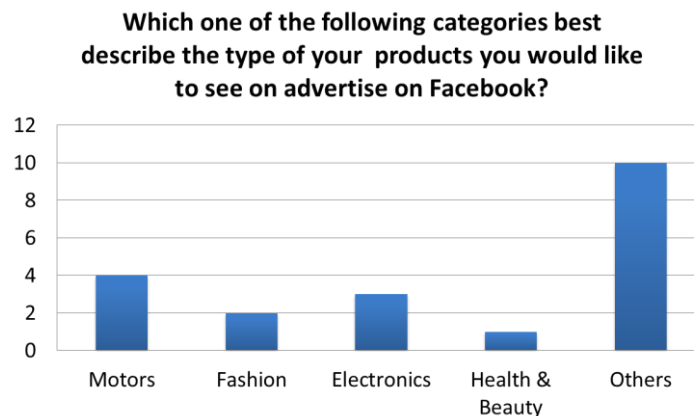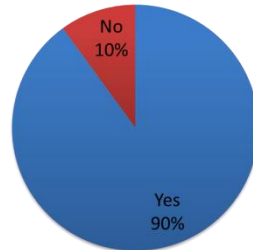
INTERPRETATION

From the above bar graph 4 like to see advertisements bases on Motors,2 from Fashion,3 from Electronics ,1 from Health and Beauty and 10 from others categories.

9. Do you prefer to suggest more to your friend,family and relatives ?

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No 10%

Yes 90%

INTERPRETATION

From the above pie chart 90% respondents would like to suggest more to their friends,family and relatives whereas 10 % respondents didn't like to suggest more to their friend,family and relatives.

10. Are you happy with overall experience with Facebook-Meta?

Are you happy with overall experience with Facebook-Meta

No 5%

Yes 95%
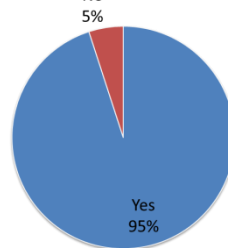
INTERPRETATION

From the above pie chart 95% are happy with overall experience with Facebook-Meta.

6. Findings and Conclusion

In conclusion, customer reviews on Facebook play a significant role in influencing purchasing decisions. While positive reviews can be beneficial for businesses, negative reviews can be detrimental. However, businesses can leverage them by responding to feedback, taking action where necessary, and improving their services. By doing so, businesses will attract more customers and improve their reputation, ultimately leading to increased revenue and success.

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