Customer Reviews on Facebook

Devesh Kasana[1], Sandeep Sharma[2]

[1]Student, School of Business, Galgotias University, Greater Noida
[2]Associate Professor, School of Business, Galgotias University, Greater Noida

Abstract:
Facebook provides major value benefits to approaching 1 billion users around the globe. This research paper aims to analyze customer reviews on Facebook and their impact on a company's reputation and sales. The paper examines how Facebook has transformed the way companies communicate with their customers and how customer reviews have become a critical element in shaping consumer behavior. Through a review of existing literature and analysis of customer reviews from various industries, this paper explores the role of customer feedback in building trust and credibility for a brand. This paper discusses the value of social media analytics in monitoring customer feedback and the impact of negative customer reviews on brand reputation. The findings of this research paper suggest that companies need to leverage customer reviews on Facebook to drive positive customer experiences, enhance their online image, and ultimately increase sales.

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

1. Introduction
Facebook is the typical example of social media site. With the increasing use of social media, businesses have started to leverage these platforms to understand the needs and requirements of their customers better. Facebook, being the most popular of all social media platforms, has become an essential part of every business's marketing strategy. Customer reviews on Facebook have become an indispensable tool for businesses to understand their customers better and improve their services. With the existence of the social media, individuals can communicate and interact with each other around the world which is known as one of the best inventions today, and they lead a life in a global village. Although social media access does not necessarily require mobile devices, its effectiveness is enhanced with the mobile technologies because it increases the frequency of 6 utilization. Over 95% of students have access to some sort of mobile device that connects to the internet, meaning that using mobile technology for educational purpose will possibly exclude less than 5% of students. However, computer labs are available on campus at most institutions. Some of it also offer students the alternative to briefly borrow a laptop or tablet device, which can encourage the information seeking and to study the accessibility issue. Providing students with the opportunities need is one of the main goals for them to learn how to socialize with others, and build social networks that will give them support throughout their school career and beyond.

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. What are the types of customer reviews?
2. How do customer reviews impact businesses?
3. How can businesses leverage customer reviews on Facebook to improve their services?

4. Research Methodology

In this research, we analyzed the customer reviews on Facebook of five different businesses from different sectors. We analyzed the reviews using qualitative research methods and categorized them into positive, negative, and neutral reviews. We also analyzed the comments and the reactions to these reviews to understand the customers' sentiment towards the businesses.
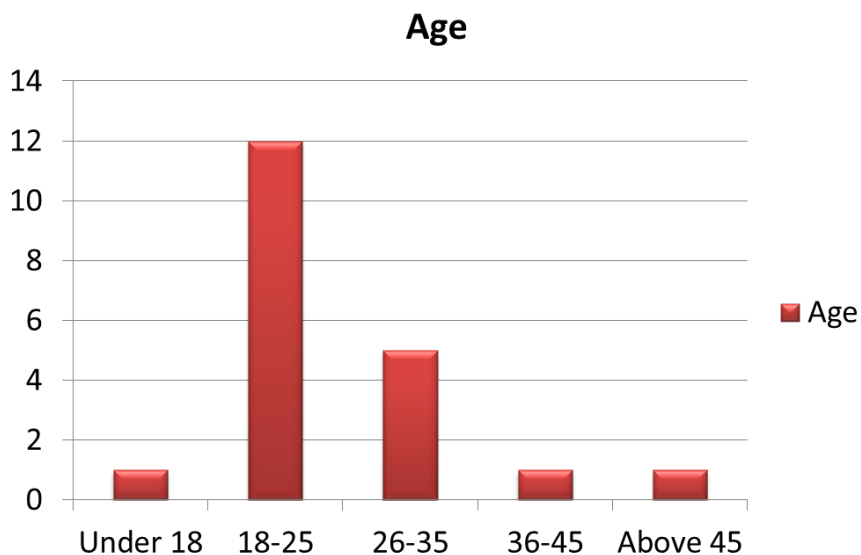
5. Analysis and Interpretation

1. Your Profession?
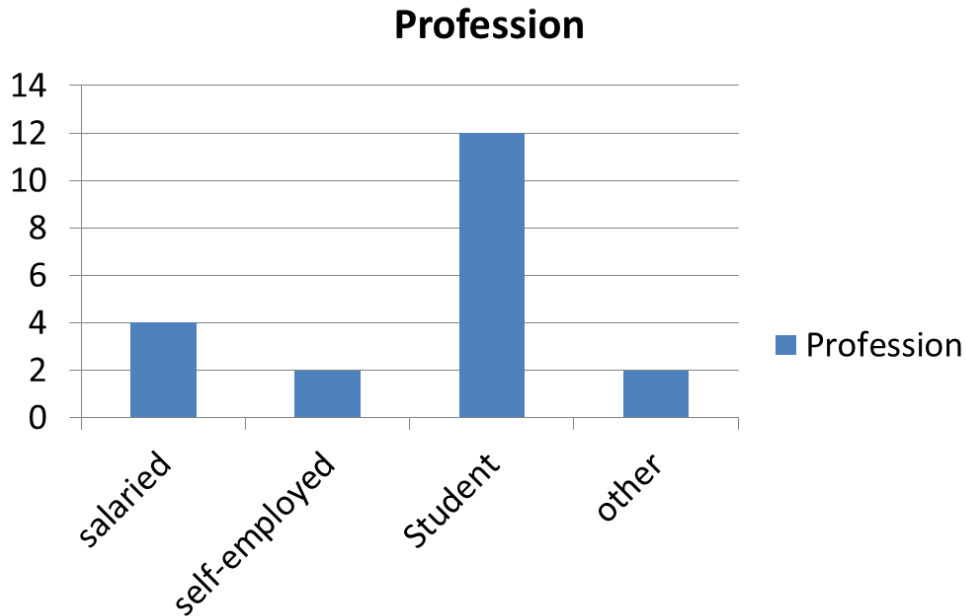
INTERPRETATION

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.
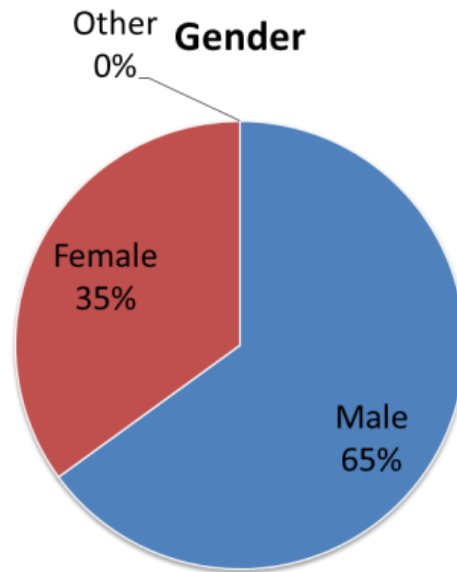
2. Your Age ?

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?
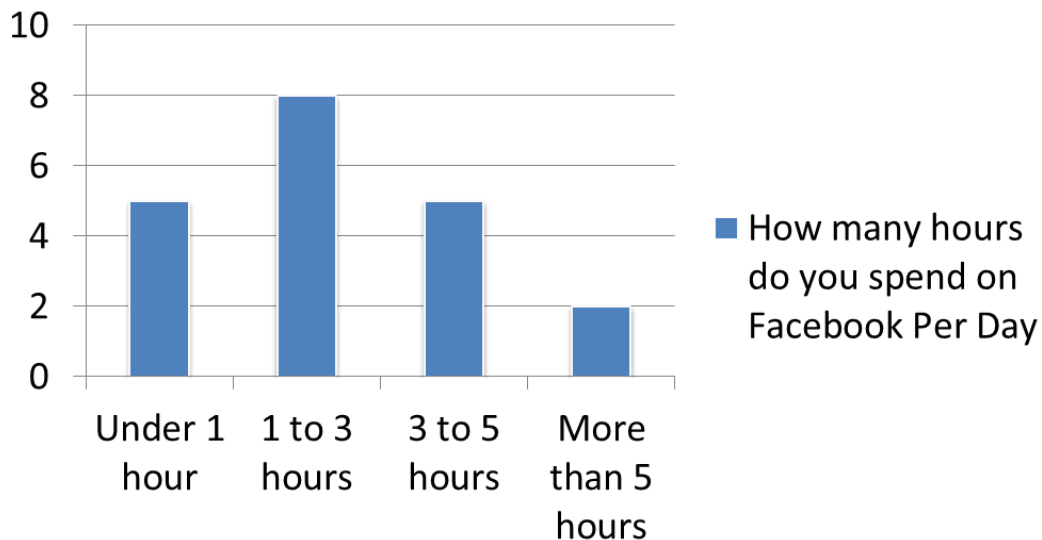
INTERPRETATION

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?
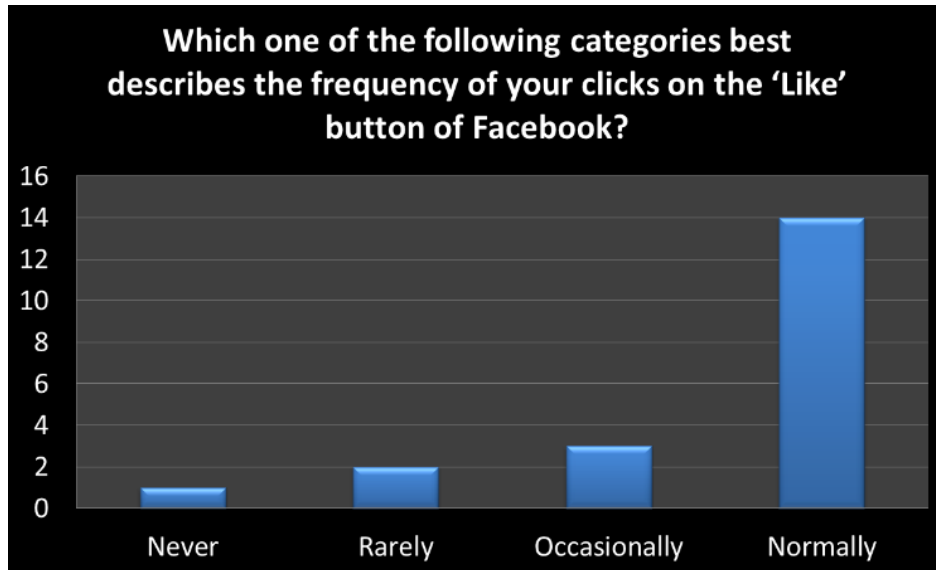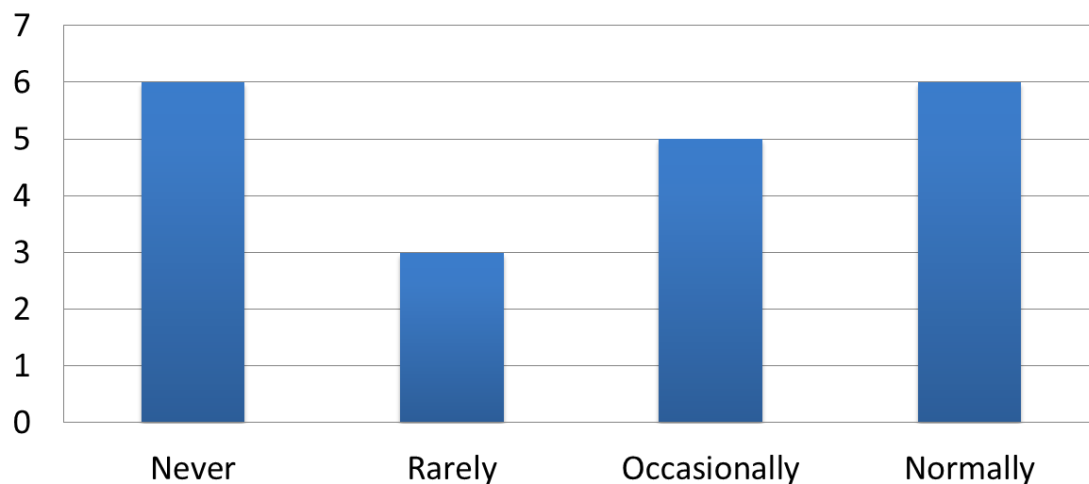

INTERPRETATION

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.

5.   Which one of the following categories best describes the frequency of your clicks on advertisements placed on Facebook?
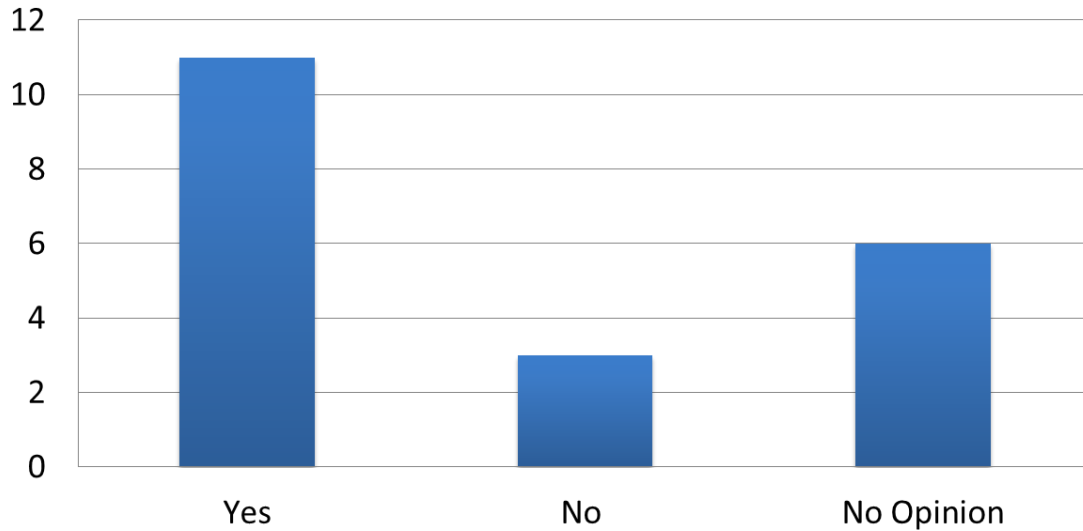

INTERPRETATION

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
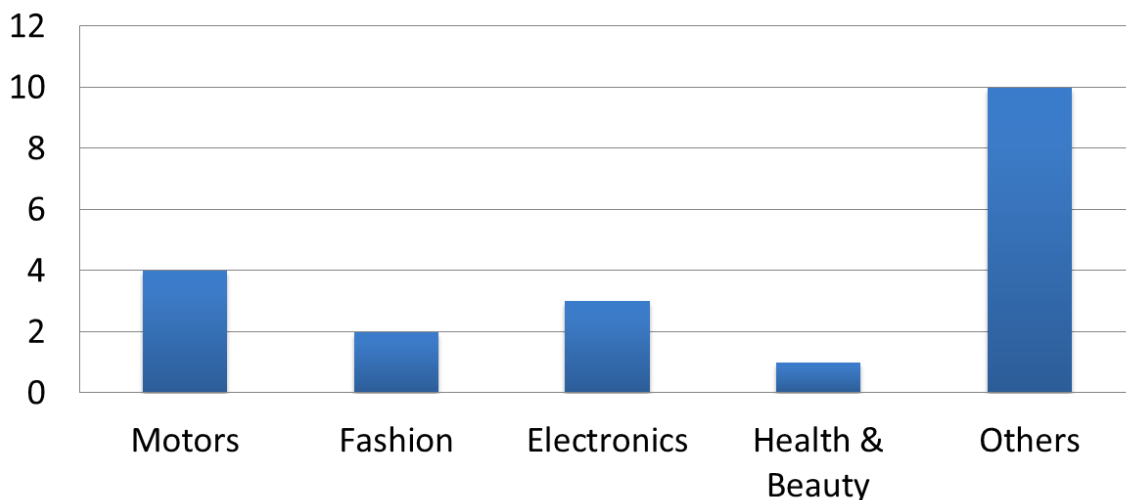

INTERPRETATION

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*?

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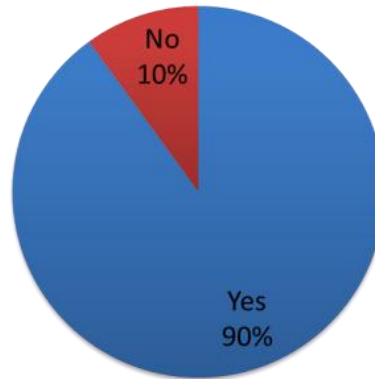

INTERPRETATION

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 ?
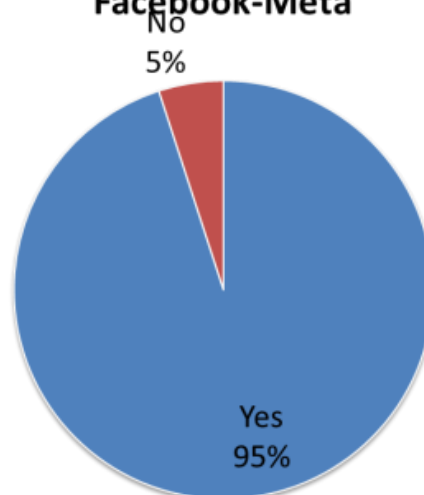

INTERPRETATION

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?

INTERPRETATION

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

6. Conclusion

In conclusion, customer reviews on Facebook are a vital aspect of every business's marketing strategy. By analyzing customer reviews and responding to them, businesses can attract more customers and improve their services. In today's digital age, it is essential for businesses to leverage social media platforms such as Facebook to improve their brand's reputation and provide better services to their customers.

References:

1. Journal of Consumer Research, Vol.29, Issue 2, 270-279
2. comScore. (2012 January). People Spent 6.7 Billion Hours on Social Networks in October.Retrieved from: http://www.comscoredatamine.com/2012/01/peoplespent-6-7-billion-hours- on-social-networks-in-october/
3. Nation, K. (2011, November). Social media and negativity. Dental Economics, Vol. 101, Issue 11, 86. Retrieved from: http://search.proquest.com/docview/916233117
4. Nielsen. (2012, April). Create Word of Mouth at scale. Retrieved from: http://www.facebook.com/business/power-of-advertising
5. http://en.wikipedia.org/wiki/Facebook
6. https://www.facebook.com
7. https://about.fb.com/news/
8. https://www.britannica.com/topic/Facebook