
Fast-food marketing strategies in Facebook brand communities, Are they achieving the expected outcomes?

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Abstract

Marketing through social media has been drawing the attention of both academics and practitioners recently. However, since social media marketing is considered a relatively new practice, there is a need to understand its outcomes and the opportunities it provides for businesses especially in the developing countries. Brand communities in social media, specifically Facebook are used widely by the fast-food chains in their marketing activities where these chains view Facebook as the ultimate medium for reaching the young generation which is their main target market. The purpose of this research study is to explore the marketing efforts that fast-food chains whether global franchises or local chains are performing on their fan pages through a content analysis of these online brand communities and interviews with social media managers. Also, this research investigates the outcomes of this relatively new marketing on young consumers. The findings of the research provide useful insights for companies in marketing in online brand communities.
