ABSTRACT

Although social media continues to grow, there is a lack of research regarding demographics of Facebook users, especially regarding their activity on business pages and related purchasing behavior. The authors surveyed 349 participants at a U.S. university to determine Facebook awareness, overall use, and patterns of use regarding visits and interactions with businesses. This study found that many users are aware of and active on organizations’ pages, age correlates with the likelihood of having a page and gender and type of device used influence the users’ behaviors. Businesses can use our findings to improve their communications with their Facebook fans.

Key Words: Social media, Online communities, Facebook, Marketing