

May 27, 2009

Brand Loyalty of Alcoholic Products through Social Media

Purpose

Many consumers are very loyal to particular brands of products. We conducted this research in order to examine the brand loyalty of people between the ages of 21-25, with their favorite alcoholic products that they display through social media sites.

Methodology

This was an ethnographic study that was conducted on May 25, 2008 through May 26, 2008. The participants were college students ranging from the ages of 21 to 24. The study examined students' behavior when engaging with alcoholic products and their display of loyalty to particular brands through social media sites such as MySpace, Face book, and YouTube. Six participants were observed while engaging in social media and the results were recorded along with a short interview to get a brief understanding of brands the participants were loyal to and what internet activities they participated in that involved or showed support for their favorite alcohol. May 25, 2008 to May 26, 2008.

Results

The results of the field observations produced three findings. We have concluded that when people between the

ages of 21-24 find a favorable brand of alcohol, they remain loyal to the brand. The study participants showed the support for their favorite brand through social media sites such as Face book, MySpace and YouTube via profile wall papers, banners, bumper stickers, web links. We have also determined that people, who display their favorite brand of alcohol on their social profiles, also recommend that brand to friends and family by sending their favorite drinks using Face book and MySpace applications (i.e. "buy a round" and "happy hour". Consumers that are loyal to a particular brand have the tendency to view commercials featuring their favorite alcoholic beverage on YouTube. Followers of the brand research information about their alcohol and share recipes and valid information with other friends on their social network site, thus encouraging brand loyalty among friends.

Conclusion

Based on the findings, we have concluded that individuals that favor a particular brand of alcohol are more likely to express their loyalty to that brand using social networking sites such as MySpace, Face book, and YouTube. We have also concluded that people who favor a particular brand of alcohol are more likely to encourage brand loyalty among their peers and family.