

## Is Anybody There?

The Marketing Implications for Social Presence on Social Networking Websites.

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### Abstract

For many consumers, social networking websites are important points of daily social interaction with friends and family. In the context of such online social behavior, this study examines the role of social presence, a measure of personal connection through computer mediated communication, in the formation of consumer intent to engage in word of mouth. This study surveyed 212 social media users using an on-line survey instrument to assess (1) their feeling of social presence, a measure of personal connectedness, with respect to their preferred social networking website, (2) their intent to engage in word of mouth about their preferred social networking website, and (3) their intent to engage in word of mouth about on-line music downloading. This data, collected from those with established preferences for an online social networking site, shows that high involvement with the preferred social network site and the feeling of social presence increases the intent to spread word of mouth about the website as well as online music purchasing.

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