

Why consumers hide and unlike brands on Facebook

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Back in the day, if you liked a brand, you bought and used its products, perhaps mentioning or even recommending to friends and family. Today, the ubiquity of social media means that consumers have so many additional, albeit online, ways in which to "interact" and "engage" with a brand beyond simply using the product. One might post photos of the brand in action on a personal blog, photo or video site, such as Instagram or Youtube, one might offer updates and critique on platforms like Twitter, and, of course, there is the possibility of endless opportunities for liking, following, and commenting with and about a brand on Facebook.

Now, researchers from Korea and the U.S. writing in the *International Journal of Internet Marketing and Advertising*, discuss why some consumers ultimately disengage with some brands they once showed allegiance to on Facebook. They discuss the notion of advertising avoidance and one's shift in the consumer-brand relationship not only in the context of hiding content that is no longer wanted but also as a means of direct self-expression.

A former brand fan that friends and family knew "liked" a brand summarily "unliking" it may be seen as a change in attitude or personal identity. Of course, the rationale may be perceived [information overload](#), attitude towards social media marketing in general, but there is a certain element that pushes the brand detachment as social-identity expression, the team suggests.

More information: Eun Sook Kwon et al. Social break up: why consumers hide and unlike brands on Facebook, *International Journal of Internet Marketing and Advertising* (2020). [DOI: 10.1504/IJIMA.2020.108720](#)

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