

Influence of Facebook Application on Consumer Purchase Decision

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The study has researched the influence of Facebook applications on consumer purchase decision. It assesses whether consumers take notice of Facebook users responses and activities when they make a purchase decision for a recommended product or service on Facebook. The study is mainly concerned, like button, share button, comment posting and location-based check-in as predictors. Two hundred of Facebook users participated for an online survey to gather data for the research study. Likes, Comments and sharing are positively influence to the purchase decision of consumers. Friend's likes and Location based check-in do not positively influence the consumer purchase decision. Consequently, business marketers should actively engage in Facebook activities to increase the number of likes, sharing and positive comments for business page and advertising posts.

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