

The Impact of Facebook Brand Pages Engagement on Consumers Purchase Behaviour

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Abstract : Increasing number of customers gets connected to social networking sites, such as Facebook and Twitter to details about the brand communications. This survey, based on a convenience sample, aimed to find the reason for the participants to like Facebook fan pages, how often they visit and interact with the pages that they like, and how is it related with their purchase behaviour. 104 respondents completed the online survey. Overall, the study aimed at determining whether or not creating and maintaining a Facebook fan page is a beneficial tool for brands to communicate with their consumer base.

Keywords : facebook brand pages, social media, consumer engagement, digital engagement, purchase behaviour

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