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THE INFLUENCE OF FACEBOOK CONTENT, ENGAGEMENT, AND INVESTMENT ON IMPULSE BUYING BEHAVIOR

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ABSTRACT

With the emergence of Industrial revolution 4.0, marketers are in tandem with the latest technology of cyberspace which relatively has proved that the growth of social media nowadays has become the prime marketing platform that connects consumers and businesses. There are more businesses that use paid advertising in social media which make audiences aware of a product. This study examined the elements that contribute to an effective content on social media which therefore enhance consumers' engagement that can have a significant impact on impulse buying behavior. The study extends the Technology Acceptance Model (TAM) by examining the role of quality content, engagement, and investment that leads to online impulse buying behavior. In order to achieve the objective of the study, a quantitative approach was undertaken through online survey with 234 samples. Data were analyzed using SPSS version 23. The results indicates that the Facebook content have a significant influence on impulse buying behavior, while engagement and investment were found to be insignificant. Based on the results of the study, relevant recommendations were provided and limitations of the study were acknowledged.

Keywords: Facebook content, Consumer Engagement, Facebook, Social Media