
**A Study on the Impact of Facebook Social Media Engagement on Online
Purchasing Decisions Among College Students**

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Abstract

Social media has emerged as a powerful influence on consumer behaviour, particularly among young and digitally connected consumers. Facebook provides students with continuous exposure to product advertisements, brand promotions, customer reviews, influencer content, recommendations, and promotional offers, which can shape their perceptions and purchasing intentions. This study examines the impact of Facebook social media engagement on the online purchasing decisions of college students. It focuses on key factors such as advertising exposure, electronic word-of-mouth, peer recommendations, customer reviews, promotional offers, brand trust, and perceived usefulness of information. The study aims to understand whether and to what extent Facebook-related interactions influence students' product awareness, purchase intention, and final online purchase decisions. Primary data may be collected from college students through a structured questionnaire and analyzed using descriptive statistics, correlation, and regression techniques. The study is expected to provide insights into the role of Facebook as a digital marketing platform and its influence on student consumers. The findings can help online retailers, marketers, and brands develop more effective social-media-based strategies for reaching and influencing young consumers.

Keywords

Facebook, Social Media, Online Purchasing Behaviour, Purchase Decision, College Students, Digital Marketing, Consumer Behaviour, Social Media Advertising, Electronic Word-of-Mouth, Brand Trust.

I. INTRODUCTION

The rapid growth of social media has significantly transformed the way consumers search for information, evaluate products, interact with brands, and make purchasing decisions. Social networking platforms have evolved from being primarily communication-oriented tools into influential digital marketing channels that enable businesses to reach consumers directly. Kaplan and Haenlein [1] describe social media as a group of internet-based

applications that facilitate the creation and exchange of user-generated content, highlighting its growing importance in modern communication and marketing. The development of Web 2.0 has further strengthened consumer participation by enabling users to interact, share opinions, and influence the experiences of other consumers [11].

Among social networking platforms, Facebook has played an important role in connecting consumers with brands, products,

advertisements, reviews, and online communities. The Facebook environment enables businesses to communicate with potential customers through sponsored advertisements, product pages, promotional campaigns, videos, customer comments, and interactive content. Darroch [5] emphasized the importance of Facebook-based social networks in understanding consumer needs and developing stronger relationships with customers. Social media therefore provides organizations with opportunities not only to promote products but also to understand consumer preferences and engagement patterns.

The influence of social media on consumer behaviour has become particularly important among young consumers and college students. Students are generally active users of social networking platforms and are frequently exposed to digital advertisements, product recommendations, peer opinions, customer reviews, and promotional content. Stephen [2] explained that digital and social media have changed consumer behaviour by influencing different stages of the decision-making process, including information search, evaluation, and purchase. Consequently, repeated exposure to product-related content on Facebook may influence students' awareness, attitudes, preferences, and purchase intentions.

Electronic word-of-mouth (e-WOM) is another important factor affecting online purchasing decisions. Consumers increasingly rely on comments, ratings, reviews, recommendations, and opinions shared by other users before purchasing products online. Cheung and Lee [4] highlighted the importance of consumer motivations and interactions in the generation and dissemination of electronic word-of-mouth. Positive recommendations and favourable consumer experiences can increase confidence in a product, whereas negative reviews may discourage potential buyers. Thus, Facebook discussions and consumer-generated content can play an

important role in shaping students' perceptions of products and brands.

Consumer engagement with social media content can also influence purchasing behaviour. Hollebeek, Glynn, and Brodie [7] conceptualized consumer brand engagement as a multidimensional process involving cognitive, emotional, and behavioural dimensions. Higher engagement with brand-related content may strengthen consumers' relationships with brands and increase their willingness to consider or purchase products. Similarly, Brodie, Hollebeek, and Juric [15] emphasized that customer engagement represents an important aspect of consumer interaction in contemporary networked environments.

Social media advertising is another significant determinant of purchase intention. Facebook allows marketers to deliver targeted advertisements based on users' interests, activities, and online behaviour. Alalwan [10] demonstrated the importance of social media advertising characteristics in influencing customer purchase intention. Advertising content that is informative, entertaining, relevant, and interactive may attract greater consumer attention and encourage users to explore products further. For college students, such advertisements may influence product awareness and purchase consideration, particularly when the advertised products are relevant to their interests and financial preferences.

Social commerce has further integrated social interaction with online purchasing activities. Hajli [12] demonstrated that social commerce constructs can influence consumers' intention to buy by creating social support, trust, and interactive experiences. In the context of Facebook, users can discover products, interact with brands, read comments, receive recommendations, and access online shopping platforms without separating social interaction from commercial activity. This integration makes Facebook an

important environment for examining online purchasing behaviour.

Social media can also contribute to the development of brand loyalty and consumer relationships. Laroche, Habibi, and Richard [14] found that social media activities can influence brand loyalty by strengthening relationships between consumers and brands. Similarly, social and traditional earned media can have measurable effects on sales, demonstrating that consumer-generated and socially distributed information can contribute to commercial outcomes [8]. These findings indicate that social media influence extends beyond simple exposure to advertisements and may affect longer-term consumer attitudes and purchasing behaviour.

The networked nature of social media also allows consumers to participate actively in brand-related activities. De Ruyter, Keeling, and Aksoy [9] emphasized the importance of consumer engagement behaviours within networked environments, where consumers can interact with firms and other consumers. Hoffman and Novak [6] further highlighted the strategic implications of social media for consumer behaviour and marketing. These developments have shifted consumers from passive recipients of marketing messages toward active participants who create, share, evaluate, and distribute information.

In the case of college students, understanding this influence is particularly relevant because their purchasing decisions may be shaped by peer opinions, social trends, online reviews, promotional offers, and perceived brand credibility. Although Facebook provides businesses with considerable opportunities to influence consumers, the actual impact of social media exposure may differ according to individual preferences, trust, engagement levels, purchasing power, and attitudes toward online shopping. Therefore, it is important to empirically examine the factors through which Facebook influences students' online purchasing decisions.

Against this background, the present study focuses on **the impact of Facebook social media engagement on online purchasing decisions among college students**. The study examines the role of Facebook advertising, electronic word-of-mouth, peer recommendations, customer reviews, brand engagement, promotional content, and trust in shaping students' purchase intentions and online purchasing decisions. The findings are expected to provide useful insights for marketers, online retailers, brands, and researchers seeking to understand the purchasing behaviour of young consumers in an increasingly social-media-driven marketplace.

II. RESEARCH OBJECTIVES

The primary objective of this study is to examine the impact of social media, particularly the Facebook, on the online purchasing decisions of students. The study seeks to understand how students use Facebook as a source of information for products and services and how the platform influences their attitudes, preferences, and buying intentions.

Another objective of the study is to analyze the influence of social media advertisements, promotional campaigns, and sponsored content on students' purchasing behaviour. It aims to determine whether advertisements displayed on Facebook encourage students to search for products, compare alternatives, and make online purchases.

The study also aims to examine the role of peer recommendations, electronic word-of-mouth (e-WOM), customer reviews, and shared experiences on Facebook in shaping students' online purchasing decisions. Since students often rely on opinions and experiences shared by their friends and online communities, the research intends to evaluate the extent to which these factors affect their purchase intentions and final buying decisions.

Furthermore, the research seeks to identify the factors that motivate students to trust

information available on Facebook and use it in their decision-making process. These factors may include the credibility of reviews, the influence of influencers and friends, the quality of product information, and the level of engagement between businesses and consumers on the platform.

Finally, the study aims to provide insights and recommendations for businesses and digital marketers regarding the effective use of Facebook as a marketing tool for targeting student consumers. The findings are expected to help organizations develop appropriate social media marketing strategies that enhance customer engagement, influence purchasing behaviour, and improve overall marketing effectiveness in the digital marketplace.

III. RESEARCH METHODOLOGY

The present study adopts a descriptive research design to examine the impact of social media, particularly the Facebook, on the online purchasing decisions of students. Descriptive research is appropriate for this study because it helps in understanding the opinions, attitudes, and purchasing behaviours of students regarding the influence of Facebook on their online shopping activities. The study focuses on identifying the relationship between social media usage and students' purchasing decisions.

The research is based on both primary and secondary data sources. Primary data are collected directly from students through a structured questionnaire designed to gather information regarding their Facebook usage, exposure to advertisements, reliance on online reviews, peer recommendations, and purchasing behaviour. Secondary data are collected from research articles, books, journals, websites, and previous studies related to social media marketing, consumer behaviour, and online purchasing decisions.

The study employs a convenience sampling method for selecting respondents because it allows easy access to students who actively

use Facebook and engage in online shopping activities. A sample size of 100 students is considered for the study, representing different educational backgrounds and age groups. The respondents are selected based on their familiarity with Facebook and their experience with online purchasing.

The data collected through questionnaires are systematically classified, tabulated, and analyzed using descriptive statistical tools, such as percentage analysis, frequency distribution, and graphical representations including bar charts and pie charts. These tools help in interpreting students' responses and identifying patterns in their online purchasing behaviour influenced by Facebook.

The study is conducted within a specific time frame and geographical area, focusing only on students who are active Facebook users. Therefore, the findings of the research are limited to the selected sample and may not be generalized to all social media users. However, the methodology provides reliable and useful insights into the role of Facebook in influencing students' online purchasing decisions and contributes to a better understanding of consumer behaviour in the digital environment.

IV. REVIEW OF LITERATURE

Kaplan and Haenlein [2010] examined the growing importance of social media and explained how Web 2.0 technologies enable users to create, share, and exchange information. Their study established the conceptual foundation for understanding social media as an interactive communication environment. The authors emphasized that social media provides organizations with opportunities to build relationships with consumers and influence their perceptions. This study provides a theoretical foundation for examining Facebook as a platform capable of influencing consumer behaviour and purchasing decisions.

Constantinides and Fountain [2008] investigated the conceptual foundations of Web 2.0 and its implications for marketing. Their study highlighted the increasing role of user participation, interaction, online communities, and consumer-generated content in digital marketing. The findings suggested that consumers are no longer passive recipients of marketing information but actively participate in the creation and exchange of information. This perspective is relevant to understanding how Facebook users interact with product information before making online purchasing decisions.

Stephen [2016] reviewed the role of digital and social media marketing in consumer behaviour. The study explained how digital platforms influence consumers throughout different stages of the decision-making process, including information search, product evaluation, purchase, and post-purchase behaviour. The findings emphasized that social media has changed the way consumers obtain information and interact with brands. This study supports the examination of Facebook exposure as an important factor influencing students' online purchasing behaviour.

Darroch [2011] examined the role of Facebook and online social networks in understanding consumers and developing better products. The study emphasized that social networking platforms provide organizations with valuable opportunities to interact with consumers and obtain information about their preferences. Facebook enables businesses to develop stronger relationships with customers through continuous communication and engagement. The study is relevant to the present research because student consumers frequently interact with brands through Facebook-based content and communities.

Hoffman and Novak [2012] examined social media and consumer behaviour from a marketing strategy perspective. Their research highlighted the importance of interactive digital environments in shaping consumer experiences and relationships

with brands. The study suggested that social media enables consumers to actively participate in marketing processes rather than simply receiving promotional messages. These findings provide a basis for analysing how Facebook interactions can influence students' perceptions and purchase intentions.

Brodie, Hollebeek, and Juric [2011] developed a conceptual framework for understanding customer engagement. The researchers explained that engagement involves consumers' cognitive, emotional, and behavioural responses to interactions with organizations. Customer engagement was identified as an important mechanism through which consumers develop stronger relationships with brands. In the context of Facebook, engagement through likes, comments, shares, reviews, and brand interactions may contribute to students' purchasing intentions.

Hollebeek, Glynn, and Brodie [2014] investigated consumer brand engagement in social media and developed a scale for measuring the concept. Their study identified important dimensions of consumer engagement, including cognitive processing, affection, and activation. The findings demonstrated that meaningful engagement with social media brand content can strengthen consumer-brand relationships. This research is particularly relevant to the present study because Facebook engagement may influence students' attitudes toward products and subsequently affect their online purchasing decisions.

Stephen and Galak [2012] examined the effects of traditional and social earned media on sales. Their findings demonstrated that social media-related communication can have measurable commercial effects and contribute to sales performance. The study highlighted the importance of consumer-generated communication and social interactions in influencing marketplace outcomes. This provides empirical support for investigating whether Facebook-based

social interactions influence students' purchasing decisions.

De Ruyter, Keeling, and Aksoy [2015] examined consumer engagement behaviours in networked environments. Their study emphasized that consumers increasingly interact with companies and other consumers through digital networks. Such interactions can create value for both consumers and organizations. The findings are relevant to Facebook because the platform provides opportunities for students to exchange product information, share experiences, and participate in brand-related conversations before making purchasing decisions.

Alalwan [2018] investigated the impact of social media advertising features on customer purchase intention. The study found that characteristics of social media advertisements can influence consumers' willingness to purchase. Factors such as informativeness, entertainment, interactivity, and perceived relevance can increase the effectiveness of social media advertising. This study is directly relevant to the present research because Facebook advertising is an important source of product information for student consumers.

Hajli [2015] investigated social commerce constructs and consumers' intention to buy. The study demonstrated that social interactions, recommendations, reviews, and trust-related factors can contribute to consumers' purchase intentions in social commerce environments. The findings indicate that social networking platforms can combine communication and commercial activities to influence buying behaviour. This provides a strong theoretical basis for examining Facebook as a social-commerce environment.

Kim and Srivastava [2016] examined the influence of social media on consumer behaviour and purchase decisions. Their research highlighted the role of social media information, consumer interaction, and peer influence in the purchasing process. The

study suggested that consumers may rely on information obtained from social networks when evaluating products and making purchase decisions. These findings are particularly applicable to college students who frequently use social media for product discovery and evaluation.

Laroche, Habibi, and Richard [2013] examined how social media affects brand loyalty. Their study found that social media can strengthen relationships between consumers and brands through interaction, participation, and community development. Stronger brand relationships may increase consumers' willingness to repeatedly purchase products from trusted brands. The findings suggest that Facebook engagement may influence students not only at the initial purchase stage but also in developing longer-term brand preferences.

Cheung and Lee [2012] investigated the factors that motivate consumers to spread electronic word-of-mouth on online consumer-opinion platforms. Their research emphasized the importance of social and psychological motivations behind consumers' willingness to share information and opinions online. Electronic word-of-mouth can provide potential consumers with product-related information and reduce uncertainty. In the context of Facebook, comments, recommendations, reviews, and shared experiences may therefore influence students' perceptions and purchase decisions.

Podsakoff [2011] examined the relationship between electronic word-of-mouth and consumer purchase intentions. The study emphasized the importance of online consumer opinions in shaping potential buyers' attitudes and intentions. Positive electronic word-of-mouth can increase confidence in products, while negative opinions may reduce purchase interest. This finding is important for the present study because Facebook provides an environment in which students can easily access and exchange product-related opinions.

Research Gap

The reviewed literature demonstrates that social media has become an important determinant of modern consumer behaviour. Previous studies have established relationships between social media advertising, electronic word-of-mouth, consumer engagement, brand relationships, social commerce, and purchase intention. However, many studies examine social media as a broad digital category rather than focusing specifically on **Facebook and college students' online purchasing decisions**. In addition, the combined influence of Facebook advertising, peer recommendations, customer reviews, promotional content, brand engagement, and trust requires further investigation within the student consumer segment. Therefore, the present study attempts to address this gap by examining how Facebook-related factors influence the online purchasing decisions of college students.

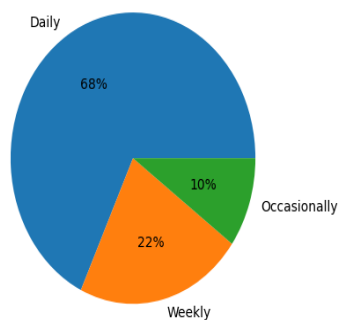
III. DATA ANALYSIS & INFERENCES

The following analysis is based on a sample of 100 student respondents and demonstrates the impact of Facebook on online purchasing decisions.

Table 1: Frequency of Facebook Usage

Category	No. of Respondents
Daily	68
Weekly	22
Occasionally	10

Frequency of Facebook Usage



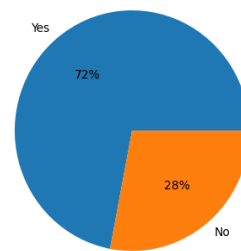
Interpretation: Majority of the respondents (68%) use Facebook daily, indicating high

exposure to social media content and advertisements.

Table 2: Purchased a Product after Seeing Facebook Advertisement

Category	No. of Respondents
Yes	72
No	28

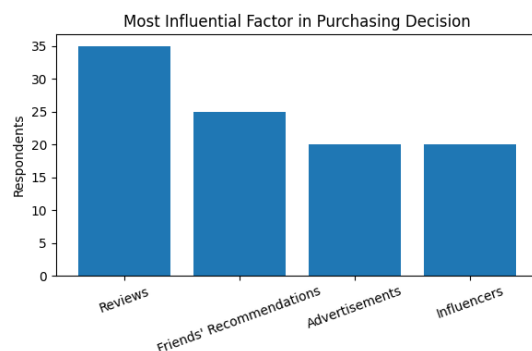
Purchased a Product after Seeing Facebook Advertisement



Interpretation: About 72% of students purchased products after viewing Facebook advertisements, showing the platform's strong influence on buying decisions.

Table 3: Most Influential Factor in Purchasing Decision

Category	No. of Respondents
Reviews	35
Friends' Recommendations	25
Advertisements	20
Influencers	20

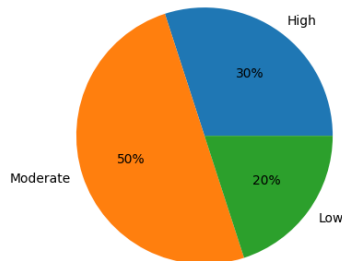


Interpretation: Customer reviews (35%) and peer recommendations (25%) are the most influential factors affecting students' online purchasing decisions.

Table 4: Level of Trust in Facebook Product Information

Category	No. of Respondents
High	30
Moderate	50
Low	20

Level of Trust in Facebook Product Information

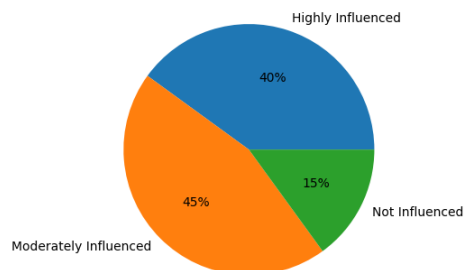


Interpretation: Half of the respondents (50%) have a moderate level of trust in product information available on Facebook.

Table 5: Impact of Facebook on Purchase Decision

Category	No. of Respondents
Highly Influenced	40
Moderately Influenced	45
Not Influenced	15

Impact of Facebook on Purchase Decision



Interpretation: A combined 85% of students reported that Facebook moderately or highly influences their online purchasing decisions.

IV. FINDINGS

The study found that the majority of students are active users of the Facebook and spend a considerable amount of time on the platform every day. This high level of usage increases their exposure to social media advertisements, promotional campaigns, and product-related information, making Facebook an important source of information for online shopping decisions.

The findings reveal that Facebook advertisements have a significant influence on students' online purchasing behaviour. A large proportion of respondents admitted that they had purchased products after viewing advertisements or promotional content on Facebook. This indicates that social media marketing strategies effectively attract students' attention and stimulate their interest in products and services.

The study further found that customer reviews, ratings, and recommendations shared by friends and other users play a crucial role in influencing purchasing decisions. Students tend to trust the opinions and experiences of their peers more than traditional forms of advertising. Positive reviews and recommendations encourage students to purchase products, while negative feedback often discourages them from making online purchases.

Another important finding of the study is that students have a moderate to high level of trust in the product information available on Facebook. They frequently use the platform to search for product details, compare alternatives, and evaluate different brands before making purchasing decisions. The availability of user-generated content and interactive communication features enhances their confidence in online shopping.

The research also found that Facebook significantly affects the different stages of the consumer decision-making process, including problem recognition, information search, evaluation of alternatives, and final purchase decisions. Most students reported that social media influences their preferences and purchase intentions to a considerable extent.

Finally, the study concludes that Facebook has become a powerful digital marketing platform that shapes students' online purchasing behaviour. The platform's ability to provide instant information, facilitate social interaction, and offer personalized advertisements makes it an essential

medium for influencing consumer decisions. Therefore, businesses and marketers can effectively utilize Facebook to engage student consumers and enhance their online purchasing experiences.

VII. POLICY IMPLICATIONS

The findings of the study on the impact of Facebook social media on online purchasing decisions among college students have important implications for digital marketers, online retailers, educational institutions, policymakers, and social media platforms. As Facebook increasingly influences product awareness, information search, peer recommendations, and purchase intentions, appropriate policies and practices are required to ensure that social-media-based marketing remains transparent, responsible, and consumer-oriented.

1. Strengthening Transparency in Social Media Advertising:

Businesses should clearly identify sponsored advertisements, paid promotions, influencer collaborations, and promotional content. Transparent disclosure can help students distinguish between genuine consumer opinions and commercially motivated content. This can improve consumer trust and support more informed purchasing decisions.

2. Protection of Student Consumers:

Online platforms and businesses should strengthen measures to protect young consumers from misleading advertisements, false product claims, manipulated reviews, and deceptive promotional practices. Clear information regarding product prices, discounts, return policies, delivery charges, and terms and conditions should be provided before purchase.

3. Regulation of Electronic Word-of-Mouth and Fake Reviews:

Since online reviews and recommendations can significantly influence purchasing decisions, platforms should implement stronger mechanisms for detecting fake, manipulated, or incentivized reviews.

Businesses should be encouraged to maintain authentic feedback systems and avoid artificially increasing product ratings.

4. Promotion of Digital and Financial Literacy:

Educational institutions can introduce digital literacy and consumer-awareness programmes that teach students how to evaluate online advertisements, verify product information, identify misleading claims, compare alternatives, and recognize potentially fraudulent online offers. Financial literacy can additionally help students make responsible purchasing decisions rather than impulsive purchases influenced by social-media promotions.

5. Responsible Use of Consumer Data:

Facebook-based marketing frequently depends on consumer data and targeted advertising. Businesses should adopt responsible data-management practices and provide clear information about how consumer information is collected, processed, and used for advertising purposes. Appropriate privacy safeguards can strengthen consumer confidence in online platforms.

6. Encouraging Ethical Digital Marketing:

Marketers should develop social-media campaigns that provide genuine value to consumers rather than relying on exaggerated claims, artificial urgency, or psychologically manipulative techniques. Advertisements targeting students should be informative, relevant, and socially responsible.

7. Improving Consumer Complaint and Redressal Mechanisms:

Online retailers and social-media platforms should provide simple and accessible mechanisms for reporting misleading advertisements, fraudulent sellers, fake reviews, and problematic transactions. Faster complaint resolution and transparent refund and return procedures can improve consumer protection and confidence in online purchasing.

8. Supporting Trust-Based Social Commerce:

Businesses should focus on developing long-term consumer relationships through authentic engagement, reliable customer service, accurate product information, and genuine communication. Since trust is an important factor in online purchasing, organizations should prioritize credibility rather than merely maximizing short-term sales.

9. Monitoring Influencer and Promotional Content:

Influencer marketing and peer recommendations can strongly affect student purchasing behaviour. Appropriate disclosure policies should ensure that students are aware when content is sponsored or commercially motivated. This can promote greater transparency and reduce the possibility of consumers being misled.

10. Encouraging Responsible Consumer Behaviour:

Students should be encouraged to compare products, examine independent reviews, verify seller credibility, and consider their financial capacity before purchasing products promoted through Facebook. Responsible consumer behaviour can reduce impulsive purchases and improve the overall quality of online purchasing decisions.

Overall, the policy implications emphasize the need for a **balanced and transparent social-media ecosystem** in which businesses can effectively communicate with student consumers while consumers are protected from misleading information and unethical marketing practices. Collaboration among social-media platforms, businesses, educational institutions, and regulatory authorities can contribute to a safer, more transparent, and trustworthy environment for online purchasing.

VIII. LIMITATIONS AND FUTURE SCOPE

Limitations

The present study on the impact of Facebook social media on online purchasing decisions among college students has certain limitations. First, the study is restricted to college students, and therefore the findings may not be directly generalizable to other consumer groups such as working professionals, older consumers, or rural populations. Second, the study focuses primarily on Facebook and does not comprehensively examine other social media platforms such as Instagram, YouTube, X, or Snapchat. Third, the study may rely on respondents' self-reported information regarding their social media usage and purchasing behaviour, which may be affected by personal bias, inaccurate recall, or socially desirable responses. Fourth, factors such as income, family background, product category, brand preference, and individual purchasing power may influence online purchasing decisions but may not be examined in equal depth. Fifth, social-media trends, advertising practices, algorithms, and consumer preferences change rapidly, meaning that the findings may reflect the conditions prevailing during the period of data collection. Finally, limitations related to sample size, geographical coverage, and respondent accessibility may restrict the broader applicability of the findings.

Future Scope

Future research can expand the scope of the study by including students from different colleges, universities, cities, and regions to improve the generalizability of findings. Comparative studies can also examine the influence of Facebook against other platforms such as Instagram, YouTube, and short-video social media applications to determine which platforms have the strongest effect on online purchasing decisions. Future studies may investigate specific factors such as social-media advertising effectiveness, electronic word-of-mouth, influencer recommendations, customer reviews, brand trust,

personalization, perceived risk, and impulse purchasing behaviour. Researchers can also examine differences across demographic groups such as gender, age, educational level, income, and frequency of social-media usage. Longitudinal studies could further assess how changes in Facebook algorithms, advertising formats, social-commerce features, and consumer trends influence purchasing behaviour over time. Advanced statistical techniques, structural equation modelling, and machine-learning approaches could also be applied to identify complex relationships between social-media engagement and purchasing decisions. In addition, future research can examine the role of artificial intelligence, personalized recommendations, chatbots, augmented reality, and emerging social-commerce technologies in shaping the purchasing behaviour of young consumers. Such research would provide a broader understanding of how evolving digital environments influence consumer decision-making and help businesses develop more effective, ethical, and consumer-centric digital marketing strategies.

V. CONCLUSION

The study concludes that social media, particularly the Facebook, has a significant impact on the online purchasing decisions of students. The increasing use of Facebook among students has transformed the way they search for information, evaluate products, and make purchasing decisions. The platform serves as an important source of product information, advertisements, reviews, and recommendations, which directly influence consumer behaviour in the digital marketplace.

The findings indicate that Facebook advertisements and promotional activities effectively attract students' attention and encourage them to explore and purchase products online. The interactive nature of the platform enables businesses to communicate directly with consumers and create personalized marketing strategies that increase customer engagement and purchase

intentions. As a result, social media has become an essential component of modern digital marketing practices.

The study also highlights the importance of electronic word-of-mouth (e-WOM), customer reviews, and peer recommendations in shaping students' buying decisions. Students tend to trust information shared by friends, influencers, and other users on Facebook, which significantly affects their perceptions and purchasing behaviour. Positive reviews and recommendations increase confidence in products and services, while negative feedback can discourage purchasing decisions.

Furthermore, the research concludes that Facebook influences every stage of the consumer decision-making process, from identifying needs and searching for information to evaluating alternatives and making final purchase decisions. The platform provides convenience, accessibility, and real-time information, enabling students to make informed purchasing choices.

In conclusion, Facebook has emerged as a powerful social media and marketing platform that plays a crucial role in influencing students' online purchasing behaviour. Businesses and marketers should therefore focus on developing effective social media marketing strategies that emphasize engaging content, trustworthy information, and customer interaction. By understanding the purchasing behaviour of student consumers, organizations can better utilize Facebook to enhance customer satisfaction, strengthen brand relationships, and achieve long-term marketing success in the increasingly competitive digital environment.

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