

## The Impact of Facebook Applications and Activities on Young Egyptian Consumers' Purchase Intentions

تأثير تطبيقات وأنشطة الفيسبوك على النوايا الشرائية لدى المستهلكين من الشباب المصري

Dr/ May Mahmoud Fahmy  
Abdelmoneim Mahmoud  
Fahmy\*  
Lecturer

Sarah Samir Saleh\*\*  
Assistant Lecturer

\*\* The British University in  
Egypt, El-Sherouk City,  
Egypt. Faculty of Business  
Administration, Economics  
and Political Science  
Phone: +20 1005222253  
[May.Fahmy@bue.edu.eg](mailto:May.Fahmy@bue.edu.eg) or  
[mayfahmy05@gmail.com](mailto:mayfahmy05@gmail.com)

\*\* The British University in  
Egypt, El-Sherouk City,  
Egypt. Faculty of Business  
Administration, Economics  
and Political Science  
Phone: +20 1065703934  
[Sarah.Samir@bue.edu.eg](mailto:Sarah.Samir@bue.edu.eg)  
or [sibsaleh@hotmail.com](mailto:sibsaleh@hotmail.com)

### المستخلص:

الغرض - نظراً لبساطة منصات التواصل الاجتماعي مثل الفيسبوك، لجأت العديد من الشركات إليها كوسيلة للتواصل والتواصل مع المستهلكين الشباب. إن استخدام مواقع الشبكات الاجتماعية لبيع المنتجات يمكن أن يجعل الشباب أكثر عرضة للشراء. ولذلك، يهدف هذا البحث إلى تقييم تطبيقات وأنشطة فيسبوك بما في ذلك عدد الإعجابات، وإعجابات الأصدقاء، والمشاركة، ونشر التعليقات، والتحقق على أساس الموقع من نوايا الشراء لدى المستهلكين الشباب المصريين.

التصميم / المنهجية / النهج - وباستخدام المنهج الكمي، تم استخدام تصميم بحث وصفي في شكل استبيان عبر الإنترنت، يستهدف ٤٠٤ مشاركاً يقيمون في القاهرة، باستخدام تقنية أخذ العينات المناسبة. ولتحليل النموذج، استخدمت الدراسة النظام الإحصائي

SPSS.

النتائج - أشارت النتائج إلى أن اشعار "إعجابات الأصدقاء" على فيسبوك وخدمة "تسجيل الوصول على أساس الموقع" و "نشر التعليقات" و "المشاركة" تؤثر بشكل إيجابي على النية الشرائية للمستهلك لمنتجات عبر فيسبوك، في حين أن اشعار "أعجبني" ليس له تأثير كبير على النية الشرائية للمستهلكين. الإصالة - يعد هذا البحث من الأبحاث الأولى التي تقيم مفهوم التسوق عبر الفيسبوك كوظيفة جديدة لمنصة التواصل الاجتماعي في مصر. إنه يوفر أرض خصبة لمزيد من البحث ويقدم العديد من الآثار للعلماء والممارسين بما في ذلك المسوقين الإلكترونيين

**الكلمات المفتاحية:** تطبيقات فيسبوك، النواية الشرائية للمستهلكين، إعجابات الأصدقاء، المشاركات، نشر التعليقات، تسجيل الدخول على أساس الموقع.

### **:Abstract**

**Purpose-** Due to the social networking platforms simplicity, like Facebook, many firms have resorted to it as a means of communication and connection with youth customers. Using social networking sites to vend products could make youngsters more prone to purchase. Therefore, this paper aims to assess Facebook applications and activities including the number of likes, friend likes, sharing, comment posting and location-based check-in on young Egyptian consumers' purchase intentions.

**Design/Methodology/Approach-** Using a quantitative method, a descriptive research design in the form of an online questionnaire was employed, targeting 404 respondents who reside in greater Cairo, using a convenient sampling technique. To analyze the model, the study deployed SPSS.

**Findings-** Results indicated that Facebook 'friend likes' button, 'location-based check-in' service, 'comment posting' and 'sharing' applications positively impact consumer's intention to purchase products via Facebook, whereas the 'like' button has no significant impact on consumer purchase intention.

**Originality-** This is one of the first papers that assess the concept of shopping via Facebook as a new function of this social media platform in Egypt. It offers ripe ground for further research and

presents several implications for scholars and practitioners including e-marketers.

**Keywords-** Facebook Applications, Purchase Intentions, Friend likes, Sharin, Comment Posting, Location-based check-in.

## 1. Introduction

Among internet users, Facebook is deemed the utmost instrumental social networking site (SNS). Recent scholars assert that the primary purpose of Facebook is not merely circumscribed for individuals to communicate with one another, but also to nurture the connections made both online and offline, becoming a medium where users communicate their thoughts and opinions about particular topics in their day-to-day lives (Mas'od *et al.*, 2019; Richard & Guppy, 2014). Rehman (2014) added that SNS serve as online forums whereby people can exchange their thoughts and experiences about services and products that they have consumed. In line with the preceding, several scholars asserted that SNS have progressed from merely being a rudimentary medium for collaborative communication and content sharing, to becoming a crucial ingredient of the media landscape enabling users to make profiles, express themselves, engage with other people, brands and organizations across different levels (Singh, Lehnert & Bostick, 2012; Coelho, Oliveira & Almeida, 2016, Tsai & Men, 2017; Hu & Zhu, 2022), create stories about their shopping journeys and upload regular photos of their recent purchases and encounters (Alalwan *et al.*, as cited in Vo *et al.*, 2023). Consequently, social media is now considered as an elementary tool employed by marketers to advertise their products (Hussain *et al.*, 2020). Doing so, paves the way for strong consumer-brand relationships, specifically, when marketers can capitalize on gaining visibility through likes, friend likes, shares, comments and location-based Facebook features/applications (Banerjee & Chua, 2019; Richard & Guppy, 2014).

Presently, marketers utilize SNS aspiring to influence prospect consumers. The statistics fabricated and compiled by Invesp illustrates approximately half of the Egyptian population use social media at the start of 2022, whereby Facebook comprises the lion's share of 44.70 million users, surpassing Instagram at 16.00 million, TikTok at 20.28 million, Snapchat at 13.60 million, and LinkedIn at 6.40 million members. Therefore, marketers should benefit from SNS like Facebook as a lucrative medium to promote and market their products (Khalid as cited in Mas'od *et al.*, 2019).

Hence, to highlight the importance of SNS on purchase intention, this paper aims to examine the impact of Facebook applications through likes, friend likes, shares, comments and location-based Facebook feature on consumer online purchase intention of Egyptian consumers.

## 2. Literature Review

### 2.1 Online Consumer Purchase Intention

Azjen (1991, p.181) defined purchase intention as “the extent of cognizant effort that an individual will pursue to approve his or her behaviour; where it is regarded as one subset of motivational components of behaviour as intention prognosticates behaviour”. Grewal *et al.*, (1998) added that purchase intention comprises the likelihood of a consumer conducting a purchase. In short, purchase intention indicates the propensity of intent the consumer has to acquire a product or service (Mas'od *et al.*, 2019).

Recently, decisions to purchase have been examined in the context of online websites. Scholars indicated that purchasing online is customary, referred to as the “new economy” asserting that currently, people are attracted in scrolling Facebook than gathering information using a conventional way (Chen, *et al.*, 2010, Hutter, *et al.*, 2013; Liat & Wuan, 2014). This phenomenon

can be associated with the proposed Facebook applications as consumers can rely on these plug-ins to formulate their decisions.

### 2.2 Likes

Much of previous research regarding 'likes' defined it as "the customers online self-expression and e-word of mouth" (Kumar *et al.*, 2013, p. 313). It is regarded as a contemporary form of oral communication, one in which customers need not converse or type their affinity they can merely decide to 'like' (Blazevic *et al.*, 2013). By using this feature, it simply expresses their approval. Furthermore, the 'like' button permits users, with simply one click, to share pages from the company and/or website concerned back to their Facebook profile (Harris & Dennis, 2011). Richard and Guppy (2014) claimed that when consumers click on the 'like' button they actively engage in a continuous connection and communication with the brand. This indicates that consumers devote substantial time analyzing Facebook pages, to make their decisions.

Pütter (2017) contended that 'likes' are a principal contributor and influencer in consumers' purchase intentions; as consumers associate 'likes' with value, quality, and trust. 'Likes' are also considered as a symbol of social acceptance which is something that most Facebook users specifically those of the youth generation strive for, aiding them to create their personal identity and have the ability to hear and be heard (Pelletier & Horky, 2015; Vo *et al.*, 2023). Accordingly, the researchers would hypothesize:

**H1.** *The purchase intention of consumers is positively influenced by the number of "likes" an item or page of interest receives.*

### 2.3 Friend Likes

A mere variation of 'likes' is 'friend likes' which carries similar effect to 'likes'. Strong relationships with friends impose a more

compelling influence on consumers decision-making than that of weak acquaintances (Ewing, 2009; Nielson, 2010; Fournier & Avery, 2011; Hutter *et al.*, 2013; Mas'od *et al.*, 2019). Richard and Guppy (2014) ratified that consumers are inclined to buy a product recommended by their friends via Facebook, due to trust as a motivating factor. Brymer (2009) and Custers *et al.*, (2014) articulated that consumer's view their friend's recommendations more credible than other advertising mediums such as experts, popular figures, mainstream and mass media. Accordingly, the researchers would hypothesize:

**H2.** *The purchase intention of consumers is positively affected when a consumer's Facebook friends have liked a product or page.*

#### 2.4 Location-based Check-in

Several scholars broadly defined this application as “a network-based service that amalgamates a mobile device's location with supplement information in order to deliver added value to the user” (Yun, *et al.*, 2013, p. 216). Consumers can ‘check-in’ via Facebook when they are situated in different locations such as a restaurant, hotel or fashion stores and share their current location amongst their friends (Richard & Guppy, 2014) whereas other scholars referred to it as ‘check-in’ (Phelan *et al.*, 2013), Place notifications (Yildiz *et al.*, 2016) and Location-Based Services (LBS) (Richard & Guppy, 2014; Gazley *et al.*, 2015; Gana *et al.*, 2016). Dwivedi *et al.*, (2018) suggested that ‘check-in’ application allows its users to ‘share’ their current location, what actions they are currently doing, and displays who they currently are in company with. Phelan *et al.*, (2013) coincides with the former standpoint, arguing that the plug-in attracts customers' attention to their peer's activities and in turn influence their purchase decisions. Accordingly, the researchers would hypothesize:

**H3.** *The purchase intention of consumers is positively influenced by Location based 'check-in' services.*

#### *2.5 Comment Posting*

Customers can voice their opinions and experiences with a specific service or product by writing a review and posting a 'comment' via Facebook, which represents their eWOM (Hennig-Thurau *et al.*, 2004). Ewing (2009) and Fournier & Avery (2011) contend that Facebook users take full notice of their peer's activities. Intention to purchase is then boosted by positive reviews and reduced by negative comments (Mas'od *et al.*, 2019; Vo *et al.*, 2023). By posting opinions and recommendations in their personal profile pages, consumers seek to prevail upon acquaintances, friends, or prospective consumers to view their opinions and, hence, influence their purchase decisions (Kudeshia & Kumar, 2017). Richard and Guppy (2014) emphasized that consumers regularly seek information about their products prior to purchasing, hence comments serve as a potential indicator. Accordingly, the researchers would hypothesize:

**H4.** *The purchase intention of consumers is positively affected by friends and anonymous people 'posting' comments on goods and services.*

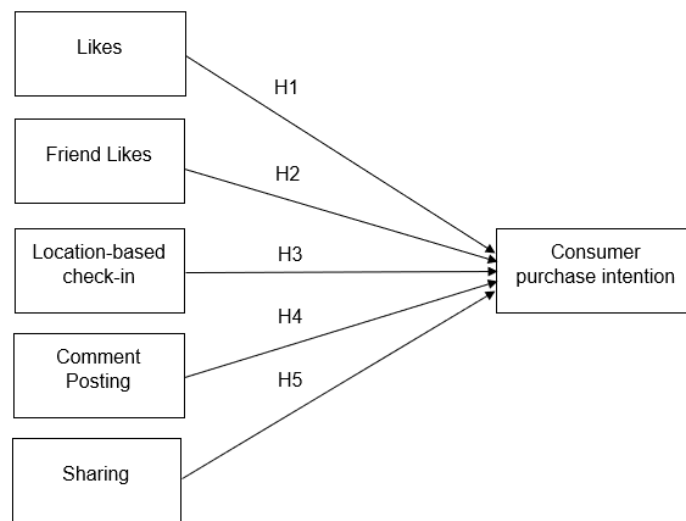
#### *2.6 Sharing*

Facebook permits its users to 'share' products, services, or business pages that they regard as crucial and pertinent (Yildiz *et al.*, 2016; Richard and Guppy, 2014). By 'sharing' a product or business page on one's personal page, it will be noticeable to all the consumers friends who are then capable of 'liking', 'commenting' or furtherly 'sharing' the link to their comrades (Richard & Guppy, 2014). Pütter (2017) found that 'sharing' is one of the most influential factors that instigates consumers purchase decision, associating 'sharing' with value and trust, that

in turn influences their purchase decisions. Accordingly, the researchers would hypothesize:

**H5.** *The purchase intention of consumers is affected by friends and businesses ‘sharing’ pages.*

As indicated in Figure 1, the five Facebook applications and activities that impact consumers’ online purchase intentions are comment posting, likes, sharing, friend likes, and location-based check-in. These five features are hypothesized to have a positive significant effect on intention to purchase:



**Figure 1: Research Framework**

Source: Richard and Guppy (2014)



### 3. Research Methodology

The current research is quantitative in nature: therefore, it uses primary methods to accumulate data via a questionnaire.

The measurement items that were employed to operationalize the variables of the study were adopted by Richard and Guppy (2014). All items were measured using a 7-point Likert Scale with anchors (1) strongly disagree, (4) neutral and (7) strongly agree. To examine the data collected, Statistical Package for Social Sciences (SPSS) version 24 was employed.

The survey was administered online, where the participation link to the questionnaire was posted on Facebook and sent via email, where it was shared with individual profiles of Facebook users. Participants were selected based on their age and social media usage, particularly those who have partaken in online shopping via Facebook platform. Convenience sampling method was selected to retrieve the required participants. Respondents completed a self-report questionnaire comprised of five main sections. The first section was composed to solicit the personal characteristics and individual differences of the participants. It included multiple choice questions regarding gender, age, education, and academic major. Whereas the second section measured the Facebook 'likes' and 'friend likes' plug-ins. The third section measured the Facebook 'check-in' application while the fourth section measured the Facebook applications 'posting' and 'sharing'. The prior three sections were developed to assess the attention, interest, and use of respondents (Richard & Guppy, 2014), while the last section measured consumers purchase intention construct which measured consumers buying intent of products via Facebook. Purchase intention assessed the consumer's conative, cognitive, and affective elements of one's evaluation (Baker & Churchill as cited in Richard & Guppy, 2014).

## 4. Results

### 4.1 Descriptive statistics

Presented in Table I, the sample consisted of 404 youth who are deemed representative of the Egyptian Facebook users. 216 respondents were female (53.5%) and 188 (46.5%) were male. Approximately half of the sample were over 21 years of age (46.8%), followed by younger youth from 19-21 years old (30.2%) and 16-18 years old (23%). Concerning the academic major, the respondents ranged from diverse fields of study where a slant ratio was present towards BAEPS (32.9%) and Engineering (16.5%) majors with equivalent values in ICS and Pharmacy (10.7% respectively). Other academic majors comprised minor values (8.3%) including Management Technology, Science, Foreign Languages and Translation, Art and Design, Psychology, Medicine, Mass Communication and Commerce. The sample was extracted from the major private and public universities in Egypt including BUE (43.7%), AUC (8.2%), GUC (7.2%), FUE (5.2%), MIU (6.5%) and other universities (29.2%).

**Table I Descriptives**

Variables	Categories	Frequency	Percentage
Age	16-18	93	23.0
	19-21	122	30.2
	Over 21	189	46.8
Gender	Female	216	53.5
	Male	188	46.5
Education	BUE	176	43.7
	GUC	29	7.2
	AUC	33	8.2
	FUE	21	5.2
	MIU	26	6.5
	Other	119	29.2
Academic Major	Engineering	66	16.5
	BAEPS	132	32.9
	ICS	43	10.7
	Pharmacy	43	10.7
	Dentistry	30	7.5
	Law	17	4.2
	Arts &	37	9.2
	Humanities	36	8.3
	Other		
Total		404	100

#### 4.2 Evaluation of Measurement Model

Scales were evaluated to test for reliability, correlation, and validity. Cronbach Alpha coefficients were calculated to measure internal consistency, whereby values of all variables are ranging from 0.707 to 0.905 (Table A1). All variables are categorized as acceptable and reliable due to threshold alpha value is 0.7 and above. Validity was also measured using KMO and Bartlett test to determine goodness of fit of the study variables (Table II). All values for the variance (KMO) of each construct ranges from 0.605 to 0.754; thus, surpassing the threshold level 0.50 that is recommended by several scholars (Hair *et al.*, 2010; Yildiz *et al.*, 2016; Akar & Dalgic, 2018). As for Bartlett's Test of Sphericity the null hypothesis is rejected as significance level is less than 0.05 (P-Value<0.05) indicating that there is no difference between the means. Thus, it is concluded that significant difference does exist and correlation amongst variables are high; yielding that data is suitable for Factor Analysis. Therefore, it can be concluded that data collected reflects reliability, adequacy, and suitability.

**Table II Results of Factor Analysis**

<b>Factors</b>	<b>Variance (%)</b>	<b>KMO</b>	<b>Bartlett Test</b>	<b>P</b>
<b>Likes</b>	63.130	0.608	35.938	0.000
<b>Friend likes</b>	69.884	0.605	65.777	0.000
<b>Location-based check-in</b>	71.545	0.679	57.851	0.000
<b>Comment posting</b>	69.870	0.660	54.417	0.000
<b>Sharing</b>	66.644	0.620	45.289	0.000
<b>Purchase intention</b>	84.257	0.754	112.460	0.000

Furthermore, correlation matrix was computed for study variables to identify their strength and direction of relationship (Table III). It delineates that when the value of  $r=1$  there is a perfect positive correlation and when the value of  $r = -1$  a perfect negative correlation is displayed whereas when  $r = 0$  it signifies no relationship association between variables (which in this case can encompass a non-linear relationship). The findings denote that there is a linear positive relationship as variables display perfect positive correlation coefficient where  $r=1$ . There is also a strong positive linear relationship amid the respondents 'likes' and their intention to purchase ( $r=1$ , P-value<0.001), and respondents 'likes' and friend likes ( $r=1$ , P-value<0.001). Accordingly, each variable impacts itself and other variables proportionately; thus, denoting the measurement model is reliable.

Multiple regression analysis was used to study the relationship between the independent and dependant variables. All predictor variables account for a significant 40.5% of the variability in consumers purchase intention as value of  $R=0.636$ , R square =0.405 and adjusted  $R^2=0.397$ . This means that 40.5% variance in customers' online purchase intention.

**Table III Correlation Coefficient of variables**

			Purchase intention	Likes	Friend likes	Location based check-in	Comment posting	Sharing
<b>Spearman's rho</b>	Purchase intention	Correlation Coefficient	1.000	.361**	.437**	.347**	.479**	.526**
		Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
		N	404	404	404	403	403	403
	Likes	Correlation Coefficient	.361**	1.000	.528**	.267**	.489**	.349**
		Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
		N	404	404	404	403	403	403
	Friend likes	Correlation Coefficient	.437**	.528**	1.000	.241**	.518**	.496**
		Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
		N	404	404	404	403	403	403
	Location based check-in	Correlation Coefficient	.347**	.267**	.241**	1.000	.190**	.211**
		Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
		N	403	403	403	403	402	402
	Comment posting	Correlation Coefficient	.479**	.489**	.518**	.190**	1.000	.536**
		Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
		N	403	403	403	402	403	402
	Sharing	Correlation Coefficient	.526**	.349**	.496**	.211**	.536**	1.000
		Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
		N	403	403	403	402	402	403

### 4.3 Hypothesis Testing

As shown in Table IV, the four dimensions ‘sharing’, ‘comment posting’, ‘location-based check-in’, and ‘friend likes’ respectively, have a positive and significant impact on purchase intention which is indicated by their  $\beta$  coefficients, t-values and p-values. When  $t\text{-value} > 1$  it denotes that the results are precise, whereas if  $t\text{-value} < 1$  the results are inaccurate (Ishola, Hamza & Hassan, 2017). Correspondingly, when p-values are less than 0.05 ( $P\text{-value} < 0.05$ ) it denotes that the null hypothesis can be rejected, suggesting a statistically significant relationship between variables studied.

Consumer buying intention isn’t significantly impacted by ‘likes’ as ( $\beta=0.030$ ,  $p\text{-value}=0.537$  and  $t\text{-value}=0.617$ ), accordingly **H1 is rejected**.

From descending order, ‘friend likes’ significantly impacts consumer’s purchase intention as ( $\beta=0.126$ ,  $p\text{-value}=0.016$  which is less than 0.05 and  $t\text{-value}=2.430$  that is above 1), which means results are accurate, therefore **H2 is accepted**. It is followed by ‘comment posting’ ( $\beta=0.202$ ,  $p\text{-value}=0.000$  which is less than 0.05 and  $t\text{-value}=3.390$  that is above 1), which denote accuracy of results, hence **H3 is accepted**. Consecutively, ‘location-based check-in’ ( $\beta=0.212$ ,  $p\text{-value}=0.000$  which is less than 0.05 and  $t\text{-value}=5.165$  that is above 1), which indicates accuracy of results, thus **H4 is accepted**. ‘Sharing’ constitutes the most significant factor as ( $\beta=0.289$ ,  $p\text{-value}=0.000$  and  $t\text{-value}=5.939$ ), meaning that the results are accurate, accordingly **H5 is accepted**.

This indicates that variables ‘friend likes’, ‘check-in’, ‘posting’ and ‘sharing’ are statistically significant. This implies that these dimensions (coefficients) have a significant and positive impact on intention to buy.

**Table IV Regression Analysis**

Variable	B	Standard Error B	$\beta$	t	p
Constant	0.042	0.282		0.151	0.880
F1-Likes	0.038	0.061	0.030	0.617	0.537
F2-Friend likes	0.141	0.058	0.126	2.430	0.016
F3-Location-based check-in	0.198	0.038	0.212	5.165	0.000
F4-Comment posting	0.219	0.056	0.202	3.930	0.000
F5-Sharing	0.330	0.055	0.298	5.939	0.000

a. *Dependent Variable: Purchase intention*

To test model-fit, ANOVA was computed. According to Table V, data has a significant value of 0.000 (sig. value) which has an  $\alpha$  value less than 0.05. This implies that model is a significant fit at 0.05 which appears by F(calculated) [F = 53.676] and sig. value meaning that the predictor variables reliably predict the outcome variable. In other words, a framework or model that uses 'likes', 'comment posting', 'sharing', 'location-based check-in', and 'friend likes' can reliably predict purchase intention on Facebook.

**Table V ANOVA (model fit analysis of variance)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	405.838	5	81.168	53.676	.000 <sup>b</sup>
	Residual	597.308	395	1.512		
	Total	1003.146	400			

a. *Dependent Variable: Purchase intention*

b. *Predictors: (Constant), Sharing, Location based check-in, Likes, Comment posting, Friend likes*

## 5. Discussion

This research is based on the model proposed by Richard & Guppy (2014) where the chief purpose of this research was to fully comprehend whether Facebook applications and activities have an impact on purchase intention. The current research reveals that ‘sharing’, ‘check-in’, ‘comment posting’ and ‘friend likes’ positively affect consumer’s intention to buying where this finding corroborates with a vast number of scholars (Ewing, 2009; Nielson, 2010; Fournier & Avery, 2011; Harris & Dennis, 2011; Hutter *et al.*, 2013; Pate & Adams, 2013; Richard & Guppy, 2014; Gazley *et al.*, 2015; Akpan *et al.*, 2015; Duffett, 2015; Yildiz *et al.*, 2016; López *et al.*, 2017; Pütter, 2017; Dwivedi *et al.*, 2018; Nguyen & Nguyen, 2020). Contrarily, the feature ‘likes’ was found to have no significant effect on purchase intentions of consumers.

The findings show that Facebook “sharing” activity and application was the utmost influential on purchase intent of consumers [H5]. This is consistent with the findings of Ewing (2009) & Fournier & Avery (2011), Yildiz *et al.*, (2016) & López *et al.*, (2017) where the scholars suggest that ‘sharing’ significantly affects consumer purchase intention revealing that when consumers ‘share’ their occurrences and experiences socially they feel more satisfied and in turn upheaves the intention to purchase. Moreover, other similar studies conclude that ‘sharing’ of content online is a connotation of its value that signals trust which induces consumers purchase intent (Harris & Dennis, 2011; Pütter, 2017). This implies that ‘sharing’ has a strong effect on consumer buying intent and that consumers are willing to purchase online when they perceive that the content is of value which is signified by the ‘share’ button. Hence the research objective is achieved and H5 is supported.

Another finding yielded by this research is that location-based check-in occupies an imperative role in influencing consumer purchase intent taking a runner-up position to sharing [H3],



whereby consumers can share their current location, what they are doing and who they are accompanied with, among their friends (Dwivedi *et al.*, 2018; Yun *et al.*, 2013; Gazley *et al.*, 2015). By doing so, consumers are provided with an abundance of information about unknown places which will enhance their intent to try the product or service offered online (Gana *et al.*, 2016).

Moreover, ‘comment posting’ application was found to positively impact consumer purchase intention [H4]. The result is in harmony with Lin *et al.*, (2013) and Almana & Mirza (2013) where they indicate that online comments and reviews aid consumers in making their purchasing decision revealing that consumers tend to read online comments to gain supplement opinion before making their purchase online. Doing so boosts their confidence and trust in online Facebook purchasing (Yildiz *et al.*, 2016; Nguyen & Nguyen, 2020).

Of particular interest are the findings related to ‘likes’ and ‘friend likes’. Contradicting to several scholars (Richard & Guppy, 2014; Pelletier & Horky, 2015), that ‘likes’ have no significant impact on online consumer purchase intention [H1] whereas ‘friend likes’ application positively influences consumers’ purchase intentions [H2]. This means that consumers confide on their family and friends more than they give to alternate advertising mediums that supply them with information asserting that anonymous ‘likes’ do not possess an impact on consumer purchase intention because consumers do not trust anonymous reviews. This variation can be attributed to cultural variations and consumption habits, thus yielding dissimilar results.

## 6. Implications

This paper bridges the gap in literature by shedding light on how SNS, like Facebook, can be treated nowadays as an e-commerce tool rather than merely a communication platform, specifically in Egypt. It also contributes to the understanding of Facebook applications and activities, providing fruitful implications for academics, marketers, and business owners.

### *6.1 Theoretical Implications*

The study's findings build upon current literature on the impact of Facebook activities and applications on young consumers' purchasing intent. It sheds light on Egypt as a youthful population that rely profusely on social media. Accordingly, the present research seals the gap in the Egyptian literature on how Facebook applications and activities impact consumer online purchase intention. The current research extends the knowledge regarding Facebook social plug-ins within the Egyptian context which warrants opportunities for further research.

### *6.2 Practical Implications*

The significant role Facebook applications and activities play in influencing the consumer's online purchase intentions; implies that marketers and advertisers who strive to enhance their purchase intention should adapt technological trends in their strategies. Furthermore, e-marketers should focus profusely on the social plug-in 'sharing' as its indicated by the findings as the most important Facebook feature; implying that marketers and advertisers who aim to upheave consumer online purchasing should design their products in a way that appeals to their target consumers, moreover, encouraging them to 'share' the brand which in turn leads to increased 'comment posting' and 'likes' which causes positive purchase intention. Additionally, e-marketers can make use of the social influencers which impose a hefty influence on their followers' decisions.

## **7. Limitations and Future Research**

Notwithstanding its strengths, the study includes limitations. To gain a more comprehensive study future research could develop a measurement model that takes into consideration more Facebook features, such as poke and greetings, status updates, snooze button, mood faces and many others. Furthermore, broadening the sample frame to incorporate respondents from different states in Egypt who may have various perspectives and viewpoints which can generate more fruitful insights.

## **8. Conclusion**

The objectives of this research was to examine the impact of Facebook applications and activities on young Egyptian consumers' intentions to purchase. To achieve the research objectives, a quantitative research method was used, where online questionnaires were distributed via Facebook, targeting 404 youth consumers who use Facebook platform, in Egypt.

To test the research hypothesis, regression analysis was employed using SPSS. The findings revealed that the plug-ins 'friend likes', 'location-based check-in', 'sharing' and 'comment posting' have a positive significant impact on purchase intention whereas 'likes' have an insignificant effect on purchase intent.

Research pertaining Facebook applications and activities is still in its infancy stage, hence this study lays the groundwork for further examination in Egypt, offering fruitful practical and theoretical implications.

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## Appendix

**Table A1 Item Loadings**

Scale	Loadings	$\alpha$	Variance explained
<b>Likes</b>			
I pay attention to the number of likes a product has	0.957	0.707	67.5%
I use the like function to rate products	0.967		
The amount of likes for a product interest me	0.924		
<b>Friend Likes</b>			
I pay attention to my Facebook friends liking products and business pages	0.906	0.782	68.7%
I click on photos of products or business pages that show up on my homepage from my friends liking them	0.970		
I am interested if my friends have liked the product or business page	0.867		
<b>Location-based check-in</b>			
I pay attention to my Facebook friends who 'check-in' to stores	0.919	0.796	67.7%
I use the Facebook 'check-in' location-based application	0.947		
I click on the location my friends have checked into	0.894		

<b>Comment posting</b>			
I pay attention to the review comments posted on Facebook	0.957	0.784	67.6%
I use Facebook to post reviews	0.919		
Posting review comments really interests me to make my purchase	0.899		
<b>Sharing</b>			
I pay attention to what products and pages are 'shared' on Facebook	0.952	0.741	68.1%
I 'share' products and pages on Facebook	0.954		
It interests me when pages are 'shared'	0.904		
<b>Purchase intention</b>			
Would you like to try a product recommended on Facebook	0.859	0.905	67.6%
Would you buy this product if you happened to see it on Facebook	0.840		
Would you actively seek out this product on Facebook to purchase it	0.862		