Consumer-to-Consumer Effect of Facebook Friends

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EXECUTIVE SUMMARY

This paper aims to reveal that Facebook's features, originally developed for the purpose of communication among friends and acquaintances, were indirectly affecting users in their consumption patterns and choices, thus impacting market dynamics. This research identifies the likely profile of Facebook users whose consumption decisions are affected the most, by whom and by what. A mixed approach comprised of focus groups and a survey was fielded at a Lebanese university in fall 2010-2011 to actually find out that university students with high FBI scores are affected the most by their circle of top friends, mainly in their hanging out decisions among others.

Keywords: Social networking, Social comparison, Facebook, Consumption