

ABSTRACT

Jordan, in Arab world, is ranked as a second country in the usage of Internet and as a third country in the usage of social media (47% of population). Jordan market is an attractive market with respect to e-commerce. Indeed, Jordan sealed \$10 million agreement with Google that allows the kingdom to use the world's leading Internet search engine for advertising in order to reach global customers more efficiently. The growth of Internet and smart phones use in Jordan and hence evolutionary digital social media, social customer relationship and then eWOM (electronic word of mouth), indicates the importance of viral marketing, and e-marketing through Facebook.

The current research aims to investigate the impact of Facebook – as one of the outmost growing social media platforms - on Jordanian consumers' persuasion and intention to buy. The current research aims to examine the effect of Facebook usage, informativeness, entertainment and credibility of Facebook on Jordanian consumers' persuasion. Further, this study will examine the effect of persuasive knowledge of Facebook on Jordanian consumers' intention to buy, considering the influence of persuasion to mediate the effect of Facebook attributes on Jordanian consumers' intention to buy.

The current research is based on the positivist paradigm, quantitative and deductive research method. A non-probability purposive sampling technique was used to select purposively the sample elements in order to represent students and staff at Al-Zaytoonah University of Jordan as one of the largest private universities located in

Amman city, the capital of Jordan. 500 participants responded to the closed-ended questionnaire type in order to collect the primary data.

The current research shows that Facebook usage, entertainment, and credibility have positive and significant impact on persuasion. Informativeness showed positive but insignificant influence on Jordanian consumers' persuasion. Also, persuasion as a mediator variable has positive and significant influence on Jordanian consumers' intention to buy.

The study highlights the attributes of Facebook (informativeness, entertainment, and credibility) that could be utilized to enrich marketing messages to attain persuasive knowledge of customers, purchase act, and the effectiveness of marketing campaigns, therefore result in growth of sales of organization, and profits maximization.

Keywords: Web 2.0, Social media, Social Networking Sites, Facebook, Electronic word-of-mouth, informativeness, entertainment, credibility, persuasion, intention to buy.