

Abstract

This study aims to mark both the shopping motives and behavior on Facebook among university students in Palestine. This study of a particular significance; since it is a start point to fill the gap found in local marketing on Facebook where local retailers will be able to identify the shopping motives and behavior and the type of shoppers visiting their Facebook page. The researchers employed the In-depth interviewing approach to uncover the type of Facebook shopper, their behavior online, and their shopping strategies. The researchers concluded that the type of Facebook shopper should be identified first; so that the retailer can effectively use the Facebook page of the store to attract different kinds of shoppers. This study presents a number of recommendations, for Facebook to be an effective marketing tool, the local retailer should have the favorable characteristics of the ideal admin and keep up with what goes on the store Facebook page. Further research is required to obtain a better image of Facebook shopping in Palestine,

Keywords: Facebook shopper, Shopping motivation, shopping behavior, Facebook shopping strategy , Ideal Facebook admin, Facebook shopping.