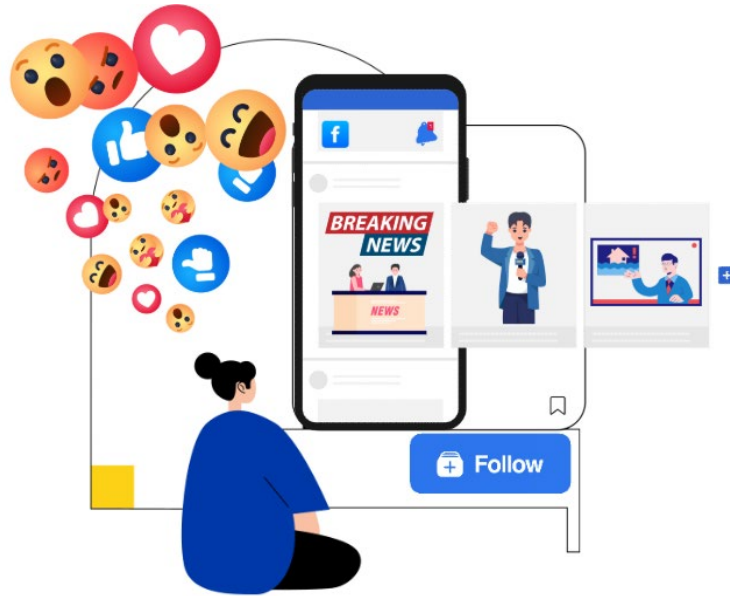


A Study of Consumer Behavior and Expectations on Information Reception on Facebook

This study aims to analyze consumer behavior and expectations in receiving news on Facebook, focusing on information-seeking behavior, media exposure, and the acceptance of technology influencing consumers' news consumption behavior on Facebook.



This research used a survey research using an online questionnaire to survey 400 Facebook users. The questionnaire consisted of 4 parts.



The results revealed that

Information-seeking behaviour
high | users preferred video news and social news



Media exposure



Technology acceptance

