

Facebook tests 'buy' button on some pages

SAN FRANCISCO, USA: Facebook said it is testing a feature that lets users make purchases online by simply pressing an on-screen "Buy" button.



With the click of the 'Buy' button on Facebook, users will immediately be able to buy products directly from the distributors or retailers. Image: [Social Fresh](#)

The test has been limited to a few small- or medium-sized businesses in the United States.

"People on desktop or mobile devices can click the 'Buy' call-to-action button on advertisements and page posts to purchase a product directly from a business, without leaving Facebook," the California-based Internet company said in an online post.

"The purpose of this test is to gauge the potential to drive retail sales through the Facebook news feed or on pages at the online social network," the post indicated.

According to the statement, credit or debit card information will be safeguarded by Facebook, which will provide the option of storing personal financial information to make future purchases speedier.

Gartner analyst Brian Blau viewed the experiment as an effort by Facebook to find out how easy and desirable it can make shopping for users of the social network.

"I think it is in indication that Facebook is going to be more serious about commerce on its sites," Blau said. "The company has repeatedly tried to figure out the best angle for commercialising their sites."

Facebook in the past has dabbled with ways for its members to send real-world gifts to friends or make donations to causes.

Source: AFP via I-Net Bridge

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