



## **A Review paper on the Impact of Social Influence on Event Attendees of Entertainment Events: with special reference to Face Book**

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### ***ABSTRACT***

The Social Influence is an influential mode that used by the society surround us to influence for what they have already influenced by others. . In recent years this has been a popular concept which does grab the attention of the practitioners within the corporate world. Given this interest, the current researcher underlining the Face book Influence model intends to assess the relationship between Social Influence via the Face book and the Intention to participate in the context of the Entertainment Events in Sri-Lanka. Further, the literature evidence identified that dimensions of Social Influence namely Like, Comments, Shares, Ease of Use and Usability should be more focused when building a strong Social Influence as they do indicate a high relationship on Intention to participate. Hence, the current research identified that Social Influence is a significant predictor which does affect in manipulating the Intention to participate for Entertainment events in Sri-Lanka.

**Keywords:** *Social Influence, Intention to participate, Entertainment Events, Face book*