THE IMPACT OF USING FACEBOOK ON CONSUMER BUYING BEHAVIOUR IN ONLINE

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Abstract

Facebook Marketing, which has a long list of favorable customer reviews, has a significant impact on consumer purchasing behavior. It is also clear from the glowing testimonials of past clients that new clients have a very high influence rate. Facebook is user-friendly, even illiterate people utilize it. Also, the rise of smartphones and the proliferation of the internet have altered the nature of mass communication. Social media websites are currently where people spend more time than regular hangouts and meetings. Facebook offers a variety of products and services, including social media platforms, advertising tools, and virtual reality technology The Facebook

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has had a significant impact is on consumer buying behavior. The article explored the ways in which Facebook influences consumer buying behavior in online, including social influence, targeted advertising, brand awareness, and customer engagement. The research was conducted in the month of January 2023. The researcher used a random sampling strategy. 240 participants were surveyed at random to determine the level of social network acceptability. The author concluded that Facebook can have a big impact on online shopper behavior. Businesses can more successfully attract and keep customers by utilizing the platform's social influence, targeted advertising, brand recognition, and customer involvement.

Keywords: Facebook, consumer buying behaviour, online, targeted advertising and Brand Awareness

Introduction

Social media's growth has given people greater opportunities to voice their opinions, criticize others, and share them with the globe, which has altered society. Davis (1989). Consumers are now more willing to interact with brands, products, online reviews, and communities. Consumers can gain from expert advice when they make a range of purchases every day. Saxena, and Khanna (2013). The internet social media platforms may provide users with advice and knowledge. Online shopping habits of consumers Facebook can be broadly interpreted as the steps a customer takes while selecting a product while using a social networking platform. Priyanka (2013). The study's overarching aim is to demonstrate how changes in electronic technology are affecting consumer behaviour, particularly in the realms of social media and online commerce. The article uses a more inductive method, giving comprehensive details about the research discoveries and their interpretation. Assaad, & Gomez (2011). It involves a number of steps, including as problem identification, alternative evaluation, information search, purchase choice, and post-purchase analysis. Hudson, and Thal (2013), Facebook has a big impact on consumer purchasing

behaviour online since it has become a major hub for social connection and information for many users. Here are some key ways in which Facebook can affect consumer buying behavior:

1. Social Influence: One of the most significant ways in which Facebook impacts consumer buying behavior is through social influence. Facebook is a platform where users can share their opinions, experiences, and recommendations with their friends and followers. This can influence the buying behavior of other users, as they may trust the opinions of people they know and respect. For example, if a user sees a post from a friend recommending a particular product or service, they may be more likely to consider purchasing it themselves. Likewise, if a user sees negative reviews or comments about a product or service, they may be discouraged from making a purchase.

2. Targeted Advertising: Another way in which Facebook influences consumer buying behavior is through targeted advertising. Facebook

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allows businesses to target their ads to specific demographics, interests, and behaviors. This can lead to more relevant and personalized ads for users, which may increase the likelihood of a purchase. It has shown an interest in a particular type of product, they may be more likely to see ads for similar products in their newsfeed.

3. Brand Awareness: Facebook can also impact consumer buying behavior by creating brand awareness. By using Facebook, businesses can increase their visibility and reach a wider audience. This can create brand awareness and familiarity, which can influence consumer behavior in the long term. A business's posts and ads on Facebook regularly, they may become more familiar with the brand and develop a positive association with it.

4. Customer Engagement: Finally, Facebook can impact consumer buying behavior by improving customer engagement. Facebook allows businesses to engage with their customers through comments, messages, and other forms of communication.

5. Problem Recognition: The consumer recognizes a need or a problem that requires a solution, which triggers the buying process. This could be something as simple as a need for a new product or service or a more complex problem that requires a more comprehensive solution.

6. Evaluation of Alternatives: Once the consumer has gathered information about the product or service, they will evaluate their options based on factors such as price, quality, and brand reputation. They may also compare different products or services based on the information they have gathered from Facebook.
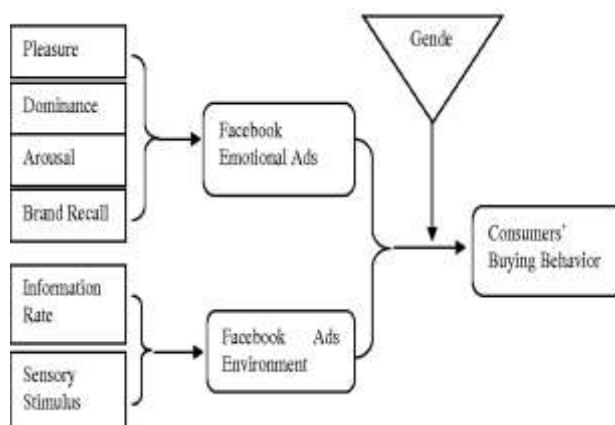
Review of related literature

Deepthy and Shalini (2019) investigated how much of an impact networks such as Facebook have on undergraduate female students. In the context of the currently accessible digital media, social media platforms have become well-known as a tool for individuals to connect with one another, through into the Internet and web application, in ways that were before impossible. It's likely that this is the outcome of a shift in popular culture towards the internet and its potential uses. Priyanka (2013).The study's objectives are to identify the types of social networking sites used by female undergraduates, to examine the extent to which these sites are used and the reasons for doing so, to draw conclusions about the benefits of using these sites, to recognize the hazards associated with social networking, and to propose

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solutions to mitigate these risks. Every single woman now enrolled in an undergraduate degree utilizes social networking sites to do things like watch movies, talk to friends, connect with classmates for online study, debate serious national problems, and share memes, according to the survey's results. Although there are certainly upsides to using social networking sites, there are also risks that users should be aware of. This study offers some suggestions on how these pros and cons may be rearranged. In light of the findings, useful suggestions were also developed.

Bharadwaj (2017) studied young Indians have embraced social media in large numbers. The study's overarching goal was to assess the impact that social networking has on India's youth. This study focuses on the country's youth since their decisions will have lasting effects on the country's culture and its overall trajectory. Subramani (2015) showed that students are wary about using various types of social and digital media. The study's results highlight the critical need of spreading the benefits of social media via the use of tailored curriculum and the introduction of play into classroom settings. Khurana (2015). The poll concluded that young people nowadays no longer make small talk when driving, while hosting guests at their homes, while worshipping, while attending school or attending social gatherings. The paper also underscores the issue of younger generations being so distracted by their cellphones that they fail to look up to take in their surroundings, which in turn hinders their capacity to make decisions about what is most important and

what can wait. The study found that people's attention has switched from the real world to the online world and from face-to-face relationships to those with virtual ones. A platform on the internet called Facebook offers the opportunity to establish ones personalized profile and network with other users. It is a notable and quickly expanding online network. Facebook, which has a user base of over 845 million, is a great platform for businesses. Facebook may be used as an internet marketing communication medium to reach out to current customers and potential ones, as well as to develop relationships online. One of the most popular and quickly expanding internet networks is Facebook. Facebook, which has a user base of over 845 million, is a great platform for businesses. Using Facebook as a conduit for online marketing communication offers the potential to draw in new clients, create online connections, and grow online communities.

Scope of the Study

The study's objectives appear to be best met by adopting a consumer-centric perspective. Priyanka (2013).The author agreed that the majority of the papers and research that have already been published help corporations comprehend social media marketing more so than they help consumers understand how social media has changed how they make decisions. Assaad, & Gómez (2011).

Significance of Study

Until a few years ago, people hardly knew any companies, but today they are familiar with a wide range of businesses thanks to social media marketing. As a promotional strategy, door-to-door

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marketing was used. Hudson, and Thal (2013), nowadays, marketers have influenced the transition from offline to online marketing, and practically all businesses utilize social media as an advertising tool to boost sales and optimize profit. Internet marketing fosters customer connection while promoting and communicating a business's goods or services. Hu (2001). A business might even connect out to more people by providing complete information about a product or service on social media. Social media can keep a business abreast of emerging technologies and industry trends. Using social media marketing, marketing management has a means of communicating with the citizens of different nations. They may grow their firm and combine their web marketing methods on a worldwide scale. Javeria Nazeer (2017).

Research problem

Facebook is now a significant marketing platform for businesses thanks to its extremely precise advertising capabilities and easy way for people to share information across networks. Customers and potential customers can contact with brand representatives directly through Facebook or share the details of your company with their friends. Javeria Nazeer (2017). Nevertheless, it is unclear which set of consumers is receiving full the information and whether it has any impact on their purchasing decision. Also, businesses spend a lot of money on internet advertising initiatives. Even if social media advertising is now the most important marketing strategy, some businesses are still hesitant about the concept. Patwardhan (2005).

Marketing on social media is always looked with distrust. Where individuals from a different culture and with a different mindset than conventional marketing have long rooted it. How to produce advertisements that are more informational in order to build lucrative relationships with the audience online is a significant difficulty that marketers face on a regular basis. Hudson, and Thal (2013), As a result, the present research looks for and analyses the main factors that influence consumers' buy intentions when they are advertised through social media.

Research objectives

1. To identify the reason to buy products from Facebook
2. To understand whether FB influence students to patronize the advertised products.
3. To outline the impact the impact of using Facebook on consumer buying behavior in online

Research Methodology

The study was carried out in January of 2023. The research used a random sampling strategy. The level of social media network acceptance is assessed by surveying 240 randomly chosen respondents. There is an intentional sampling of female social media users to learn how they feel about using such platforms. Hu (2001).

Findings, Results and Suggestions

Reason to buy Products from Facebook

The study aims to comprehend how socially acceptable Facebook use is. The frequency of Facebook usage can be used to gauge acceptability. Whether a consumer shops in-person or online, their purchasing

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behavior matters, according to one respondent. Hu (2001). But inadvertently Given that several of the main consumers come from the same community, consumer purchasing behavior has been beneficial. The outcome is listed below.

Table 1

Reason to buy Products from Facebook

Reasons	Mean	Std. Deviation	Mean Rank
To get information	3.19	1.374	8.61
To improve the awareness	2.84	1.421	7.27
To get in contact with the people	3.24	1.345	8.14
To communicate with others	3.31	1.411	8.52
For office purposes	2.51	1.427	8.34
To entertain	4.21	1.417	8.51
Social influence	2.97	1.357	7.69
Target Advertising	2.20	1.315	7.52
Brand awareness	2.75	1.469	7.39
Easy	3.89	1.408	8.12
Convenient	2.19	1.377	7.89
Variety of product	2.43	1.382	7.74
Home delivery option	3.01	1.459	8.25
Cost Saving	2.50	1.417	7.71
Customer Engagement	3.21	1.481	8.96

The above table shows that engagement is found most important reason selecting a face book (8.96). To get information (8.61) is the second important reason. To communicate with others (8.52), to entertain (8.51) and Home delivery option

(8.25) are ranked third, fourth and fifth respectively. The respondents are prompted to share how frequently they use social media in this regard. Facebook advertising' impact on consumers' purchasing decisions. In this study, Facebook marketing had a significant impact. Patwardhan (2005). According to professional analysis, Facebook marketing has the greatest influence on students and people who work for themselves. Here, convenience, a wide selection of products, and alternatives for home delivery are the primary driving forces behind online shopping, according to this survey's findings. Hu (2001). To have a wonderful expansion of the firm, marketers should be very cautious and specific about the tuning of client targeting. Significant difference in the rank is tested as below.

Table 2

Friedman Test

N	240
Chi-Square	26.538
df	14
Asymp. Sig.	0.014

The result of the Friedman test shows that the calculated Chi-Square value (26.538) for the degree of freedom 14 is significant at 5% level (0.014). The framed null hypothesis is rejected. It is concluded that the rank given to the customer engagement and to get information are significantly high.

Discussion

Currently, due to its targeted control that is based on artificial intelligence, it is regarded as a fantastic tool to disseminate information globally. Assaad (2011). Because to its enormous global audience, Facebook

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consequently plays a crucial role in the growth of businesses. Business people all over the world are now using Facebook as one of the best platforms for marketing in order to swiftly and simply reach these customers. Saxena, and Khanna (2013), Facebook is prevalent networking site among those who own smartphones and have access to the internet. Facebook usage should be more prevalent, which should affect digital marketing. With an online survey and some in-person interviews, we attempted to assess the impact of Facebook Marketing on consumers' purchasing decisions in the context. Moreover, secondary data are gathered through published works, journal articles, websites, and internet reports. Here are a few reasons why someone might consider purchasing products from Facebook:

1. Advertising tools: Facebook offers a range of advertising tools to help you reach your target audience. With its advanced targeting capabilities, you can create highly targeted ads that reach the people most likely to be interested in your products or services.
2. Virtual reality: Facebook's technology offers a range of immersive virtual reality experiences, from games and entertainment to education and training.
3. Convenience: Facebook's products are all accessible through a single account, making it easy to manage your social media, advertising, and virtual reality experiences all in one

place. Ultimately, the decision to purchase products from Facebook will depend on your individual needs and preferences. It's always a good idea to research products thoroughly and compare options before making a purchase.

Conclusion

The students take great pleasure in developing and maintaining their online personas. Most consumers spent 1-2 hours per day on social networking sites, especially those who were at home between 7-8 p.m. Tarabanis (2013). Google+ is the second most popular social network after Facebook. Students believe that social media is the future and that everyone should adapt and follow suit, despite the fact that many students have learned or heard in publications and on television that students have become addicted to social networks. Javeria Nazeer (2017).The students are certain that despite the fact that cell phone use is currently illegal on college premises, they will eventually be used in the classes Assaad (2011). College students are increasingly using online social networking sites for both private and public conversation. Saxena, and Khanna (2013), Social networking sites are contemporary, dynamic platforms for information exchange in the digital age that enable users to connect with one another and share pertinent thoughts, stories, pictures, messages, and other details. Patwardhan (2005). The author concluded that Facebook can have a big impact on online shopper behavior. Businesses can more successfully attract and keep customers by utilizing the platform's

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