

INFLUENCE OF FACEBOOK ADVERTISEMENT ON BUYING BEHAVIOUR OF YOUTH RESIDING IN NERUL WITH SPECIAL REFERENCE TO APPARELS

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ABSTRACT:

Consumer behaviour is the study of consumers and the processes they use to choose and dispose of products and services, including consumers' emotional, mental, and behavioural responses. The present study attempts to examine the effect of Facebook advertisements on buying decisions of apparel. The changes in the consumer's lifestyle likes and preferences made the marketer use the different channels to reach the customers. Facebook is the platform where marketers can communicate with customers and influence their buying decisions. Researchers have used both primary and secondary methods for the study. The result from this survey of 150 respondents suggests that about 38% of people agree that on Facebook new launches of apparel are always updated and people's opinions influence the consumers buying intention. Purchasing from Facebook might be a key channel of the future. For the research analysis, researchers made a profile of those consumers who use Facebook. After doing this statistical analysis, the researchers can see the real effect of Facebook advertisements on buying behaviour.

Keywords: Consumer Buying Behaviour, Buying Behaviour, Apparels Advertisement, Facebook Advertisement, Facebook environment.

1. INTRODUCTION:

Buying behaviour is the decision processes and acts of people and potential customers involved in buying and using products. Does it help in understanding why consumers make the purchases that they make? What components influence consumer purchases? What are the changing factors in our society? Consumer Buying Behaviour refers to the buying behaviour of the final consumer. Effective communication is probably the most important factor for developing customer's behaviour and retaining them for a long time towards any particular

product or service. Demand and making quality advertisements remain a major concern for decades over the world. In the last few years, the internet has been created a new advancement of business opportunities. Studying consumer behaviour also helps marketers decide how to display their products to generate a maximum impact on consumers. Understanding consumer buying behaviour is the key secret to reaching and engaging your clients and converting them to purchase from you. Studying consumer behaviour is important because it helps marketers understand what influences consumers' buying decisions. By comprehending how consumers decide on a product, they can fill in the gap in the market and identify the products that are needed and the products that are obsolete. Studying consumer behaviour also helps marketers decide how to present their products to generate a maximum impact on consumers. Understanding consumer buying behaviour is the key secret to reaching and engaging your clients and converting them to purchase from you.

2. OBJECTIVE OF THE STUDY:

1. To analyse the influence of advertisement on the purchase decision of youth.
2. To study the role of advertising in the buying process.
3. To study perception towards buying apparel on Facebook.

3. LITERATURE REVIEW:

Fazal (2014) has found out that Facebook is a medium where users can share their ideas and opinions, experience, and communicate with other people. There is a platform where business can place their advertisements to get their customers. This study indicates that the Advertisement of Facebook has a positive effect while buying behaviour harms the young customer.

Birkbeck(2015) has found out by Identifying the advantages that are gained by the business. His study facilities to know the role of Facebook on youth customer's behaviour on buying of apparels. It will also facilities us to know the intention of customers to buy and social media as a contributory factor. According to his study Social media is the contributory factor on the behaviour of youth in apparels purchase

Muhammad Ilyas has found out that this study will help for analysing the behaviour of customers toward online shopping, Knowledge about the brands, Secure they feel about doing online payments, and Getting knowledge of customer behaviour of buying clothes.

Ewing (2009) and Fournier and Avery (2011) have found out that the customers take the Opinion of the people who shares their experiences through Facebook. So, this is good for us to investigate the effect of Relatives comments and the non-relatives comments on buying decisions. To study whether Social Networking Sites applications like sharing, posting influence a buying behaviour of a Goods or Product on Facebook.

Giri (2010) has found out that to this research get many factors to use Age, Area of Residence, and Educational qualification, time spent, Usefulness of Facebook get more information about buying behaviour of youth in Facebook advertisements. Their objectives are to study the reasons for using Facebook, to find out the quality of product information on Facebook, to study the impact of Facebook advertisement on buying behaviour or to study the perception of youth in advertisement on Facebook.

4. RESEARCH DESIGN:

The study was a descriptive and exploratory type of study. The researchers have used both primary & secondary data has been used for the study. Primary data was collected through getting responses on questionnaires & secondary data through the internet, newspaper, etc. The sample size was 150 respondents. Classification and tabulation transform the raw data collected through a questionnaire into useful information by organizing and assembling the data's bits in each questionnaire.

Research Design	Descriptive and Exploratory
Sampling Unit	150 respondent
An instrument for Data Collection	Questionnaire

5. OVERVIEW OF FACEBOOK :

Facebook is a popular social networking site where we can share photos, videos, reviews, thoughts, and opinions: like & dislikes anything we want, this site is available in 37 dissimilar languages. In today's scenario, Facebook becomes an important social network site for communication. Social networking sites are the emerging platforms to communicate and engage customers. Some peoples use Facebook for their business. Facebook provides a platform for marketers to advertise their products globally to reach everyone and generate

awareness of new trends among the youth. Before purchasing the product consumers see the reviews & ratings about that product. On Facebook, consumers come to know the latest trends of apparel which is going on the market. So it is important to make an advertisement on Facebook and make awareness among the people about new trends. While purchasing experience of any other person matters a lot, Because of experience we get a hint about the product. If the response is positive and satisfied the customer then the consumer can buy the product. On Facebook, people spend a lot of time which directly impacts consumer behaviour. On Facebook, consumers come to know the latest trends of apparel which is going on the market. So it is important to make an advertisement on Facebook and make awareness among the people about new trends. While purchasing experience of any other person matters a lot, Because of experience we get a hint about the product. If the response is positive and satisfied the customer then the consumer can buy the product. On Facebook, people spend a lot of time which directly impacts consumer behaviour. Consumers can search for products easily on Facebook. Marketer advertises their product through celebrity which attracts the customers to buy. So an attractive advertisement is also important for buying behaviour. Facebook advertisement is formerly a real-time online platform for getting more information, on new products. It belongs to a more new category of websites. That focus on social networking. It is getting create friendly Interaction to customer. Facebook has become an Imperative conduit for global marketing communications. The value of advertising on social media such as Facebook is of great interest to organizations. Online advertising can be assessed via elements such as brand, awareness, product, recall, and behavioural changes.

6. TABULATION OF DATA, ANALYSIS, AND INTERPRETATION

Demographic Data

Criteria	Respondent's age
13 - 18	16%
18 - 25	60%
25- 30	24%
Total	100%

Table 1 - Respondent's age

Source – Primary Data

16% of respondents are under the age of 13-18, 26% of respondents are under the age of 18-25 & 36% of respondents are under the age of 25-30.

Criteria	Gender
Male	24%
Female	76%
Others	-
Total	100%

Table 2- Gender

Source – Primary Data

24% of the respondents are Male & 76% of respondents are female.

Criteria	Facebook account
Yes	100%
No	-
Total	100%

Table 3- Facebook Account

Source – Primary Data

All respondents have Facebook accounts.

Criteria	Satisfaction level
Yes	38%
No	26%
Maybe	36%
Total	100%

Table 4- Satisfaction level

Source – Primary Data

From the above table, 38% of respondents said that Yes they are satisfied with the Facebook online purchasing of Apparels, 26% of respondents said they aren't satisfied with the Facebook online purchasing of Apparels & 36% of respondents said Maybe.

Criteria	Updates on Facebook Advertisement
Strongly agree	8%
Agree	54%
Neutral	24%
Disagree	12%

Strongly disagree	2%
Total	100%

Table 5 - Updates on Facebook Advertisement

Source – Primary Data

8% of respondents Strongly Agree that new launch of apparels is always updated on Facebook advertising, 54% of respondents agrees with a new launch of apparels are always updated on Facebook advertising, 24% of respondents neutral with the above statement, 12% disagrees & 2% respondents strongly disagree that new launch of apparels is always updated on Facebook advertising.

Criteria	Safety towards the mode of payment
Strongly agree	8%
Agree	20%
Neutral	42%
Disagree	26%
Strongly disagree	4%
Total	100%

Table 6 - Safety towards the mode of payment

Source – Primary Data

From the above table we can analyze 8% of respondents Strongly agrees that they feel safe to add their credit/debit card details on the platform, 20% of respondents agree to feel safe to add their credit/debit card details on the platform, 42% respondents neutral with the above statement, 26% disagrees & 4% respondents strongly disagree feel safe to add your credit/debit card details on the platform.

Criteria	Budget
Yes	76%
No	12%
Maybe	12%
Total	100%

Table 7 – Budget

Source – Primary Data

From the above table, we can analyze 76 % of respondents said that Yes they are dependent on the budget will purchasing apparels on Facebook, 12% of respondents said they No they dependent on a budget will purchasing apparels on Facebook & 12% respondents said Maybe they are dependent on the budget will purchasing apparels on Facebook.

Criteria	Opinion towards buying apparels
Strongly agree	30%
Agree	28%
Neutral	24%
Disagree	12%
Strongly disagree	6%
Total	100%

Table 8- Opinion towards buying apparels

Source – Primary Data

From the above table we can analyse 30% of respondents Strongly agrees that care about respondents opinions when you buy apparels on Facebook, 28% of respondents agrees that care about people's opinions when you buy apparels on Facebook, 24% of respondents neutral with the above statement, 12% disagrees & 6% respondents strongly that care about people's opinions when you buy apparels on Facebook.

Criteria	Easy to search
Strongly agree	6%
Agree	52%
Neutral	26%
Disagree	12%
Strongly disagree	4%
Total	100%

Table 9- Easy to search

Source – Primary Data

From the above table, we can analyze 6% of respondents strongly agree respondents that it's easy to search for any product of apparels on Facebook, 52% of respondents agree care it's easy to search for any product of apparels on Facebook, 26% of respondents neutral with the above statement, 12% disagrees & 4% respondents strongly it's easy to search for any product of apparels on Facebook.

7. OVERALL FINDINGS AND OBSERVATIONS:

This study explains Facebook advertising affected the buying behaviour of the youth by systematically examining relevant variables. Researchers find that online shopping on Facebook, customers are satisfied with the new launches of apparel. Many customers are dependent on the opinion of the other person who is experienced so that they can easily decide whether to purchase or not. Newly updated products are easy to search on Facebook.

8. CONCLUSION:

The result from this survey of 150 respondents suggests that about 38% of people agree that on Facebook new launches of apparel are always updated and people's opinions influence the consumers buying intention. Overall respondents are satisfied with Advertisement of apparels on Facebook. Purchasing from Facebook might be a key channel of the future.

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