

# A STUDY ON STUDENTS ONLINE BUYING BEHAVIOR INFLUENCED BY FACEBOOK ADVERTISING WITH SPECIAL REFERENCE TO COLLEGES

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DOI: 10.47750/pnr.2022.13.508.197

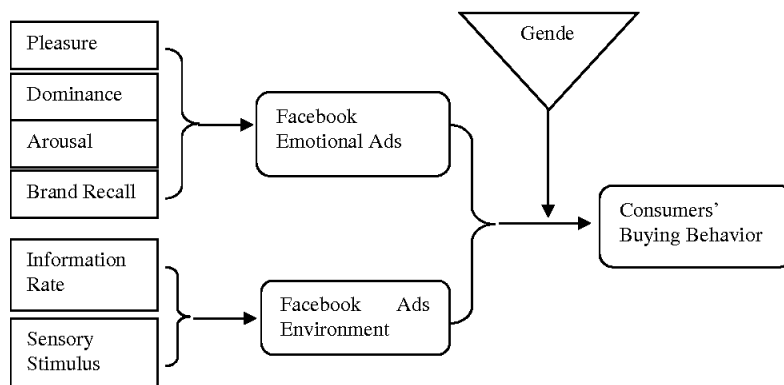
## Abstract

Worldwide advertising expenditures have been on the rise. When it comes to customization, Facebook's advertising platform is unrivalled. It's safe to say that Facebook ads are now standard equipment for any serious marketer. In recent years, social media has become increasingly important to people. Platforms like Facebook affect students' decisions to buy certain products. The paper has the following objectives to study the socio-economic characteristics of the sample respondents, to ascertain whether students take notice of advertisements engaged on FB medium and to comprehend whether ads on FB influence students. This is descriptive study made to understand the effect of Facebook advertisement. 300 sample respondents are selected from students of higher education using survey method. Google form has been prepared and circulated for collecting the primary data. The study concluded that the Facebook advertisements are reaching the Facebook users and significantly influence on their buying behaviour.

**Keywords:** Students, Buying Behavior, Facebook Advertising and Colleges

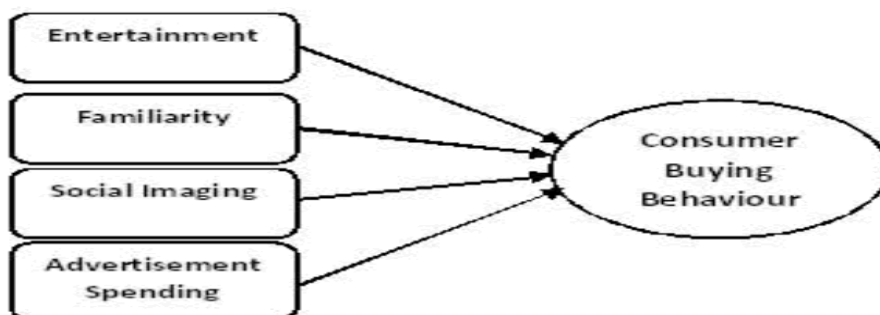
## Introduction

Worldwide advertising expenditures have been on the rise. When it comes to customization, Facebook's advertising platform is unrivalled. Typically, a Facebook ad will promote either a product or a service offered by a business. It's safe to say that Facebook ads are now standard equipment for any serious marketer. Facebook Pay-Per-Click advertising is considerably different from the SEM PPC you're probably used to. Facebook relies on user demographics and "passive" interests rather than user-driven "active" search interests. This means that you can still reach your consumer based on their demographics and interests, even if they aren't actively searching for something related to your products. B2B marketers have been slow to adopt Facebook ads and other forms of social media marketing because they don't view these platforms as legitimate.



### Online Promotion Using Facebook

Nowadays, most young people may be found online. Most students and young adults nowadays buy their necessities online, therefore it would be interesting to see how much of an effect social media has on their purchasing habits. The term "social media" refers to any kind of online communication that emphasizes user-generated content, discussion, and engagement. It's important to distinguish between the various forms of social media, which include forums, social networks, social bookmarking apps, etc. Some examples of social media are Facebook, Google Plus, Twitter, Instagram, WhatsApp, etc. As more and more people spend their time on the internet using social networking sites and apps, social media is gradually replacing traditional forms of online communication. Common features of traditional internet media include user comment sections and other forms of user participation. Marketing, brand promotion, customer service, and the development of new clientele are all functions of social media in the business world. The goal of social media marketing is to help businesses expand their consumer bases and gain more exposure online. With the advent of the Internet, people all over the world, both consumers (students) and businesses, are more interconnected than ever before. With over 2 billion users, Facebook is unquestionably the most popular social media platform. The platform provides advertisers with both paid and unpaid avenues for publicizing their products and services. Marketers can connect with their target demographic for free by setting up a Facebook profile and account. Internet marketers commonly set up free Facebook profiles for various purposes. They can make as many Facebook Pages as they like using the same account. In order to promote a service or product, a marketer may, for instance, set up a Facebook page. The next step is for marketers to invite their target demographic to like or follow their Facebook page, and then to constantly promote the pages to attract a larger audience. Businesses can use Facebook accounts to announce events and advertise specials. Facebook persistently encourages its unpaid marketers to take advantage of Facebook Ads by becoming paid advertisers.



**FIGURE 1  
CONSUMER BUYING BEHAVIOUR**

### Online Buying Behavior for Facebook Advertising

In the realm of social media, it is common knowledge that Facebook is far and away the most popular platform worldwide. Companies are eager to use Facebook advertising to spread their brand. User online purchasing behaviour in response to Facebook ads is crucial information to have. The marketing industry and businesses alike will benefit from this. Several different approaches are available for analyzing consumer actions in the digital marketplace. The Belief-Attitude paradigm is applied here to make sense of Facebook shoppers' decisions.

## Review of Literature

Fazal Ur Rehman (2013)[2] used quantitative approach and surveyed participants using questionnaires to gather data. Findings showed that both FB advertisements and the FB environment significantly influenced young consumers' purchasing decisions, with gender acting as a moderator for Facebook advertisements but having no effect on the Facebook environment. It was also found that women have more negative views about the Facebook community than men do. The "behaviour of social media users towards tailored advertising on their homepage" was analyzed by Javeria Nazeer in 2017.[5] It tracked how people's attitudes and actions shifted in response to seeing these ads. There has been an increase in marketing for social media websites, but little is known about how users feel about personalized messages on widely used platforms like Facebook. If marketers want to reach consumers with targeted ads and messaging, they need to be able to do so. Advertisers and social media users alike will benefit from this type of targeted advertising.

## Scope of the Study

Taking a consumer-centric approach to the study seems like it would be an excellent way to achieve the goals. The author acknowledges that existing papers and studies focus mostly on assisting businesses in understanding social media marketing rather than assisting consumers in understanding why social media has altered their decision-making processes. The article provide a signal to prospective readers (businesses) about how to enter the decision-making process via social media. It's true that social media marketing is no longer a novel concept, but it's also still very much in the early stages of its development and has room to grow. While a fast literature search reveals a plethora of publications covering the subject, there is surprisingly little in the way of academic studies or canonical works on the issue of how social media marketing influences shifts in consumer behaviour.

## Statement of the Problem

Companies' methods of advertising their clientele have been profoundly affected by the advent of the Internet and the widespread adoption of its use. This is evident in the increasingly complex methods they use to promote and disseminate information about their brands and products. Customers are inundated with advertisements and sales pitches. Customer enthusiasm for promotional events is waning, and consumers are pushing back against the marketing strategies of some businesses. (Assaad 2011)[12]Traditional mass media are losing their clout as Internet use spreads rapidly across international markets. An attempt has been made to study students Online Buying Behavior influenced by Facebook Advertising with Special Reference to Colleges

## Research Objectives

The paper has the following objectives

1. To study the socio-economic characteristics of the sample respondents
2. To ascertain whether students take notice of advertisements engaged on FB medium
3. To comprehend whether ads on FB influence students

## Methodology

This is descriptive study made to understand the effect of Facebook advertisement. 300 sample respondents are selected from students of higher education using survey method. Google form has been prepared and circulated for collecting the primary data.

## Findings, Results and Conclusion

### 1. Nature of the respondents

The characteristic of the post graduate student respondents i.e., gender, branch of the study, domicile and family income are observed as it impact on the internet usage. The detail is given below.

**Table.1**  
**Profile of the respondents**

Demographic Variable	Sub-Groups	No.of Respondents	%
Age	Less than 19	125	41.67
	19-22	131	43.67
	Above 22	44	14.67
Gender	Male	177	59.00
	Female	123	41.00
Branch of study	Arts	187	62.33
	Science	113	37.67
Domicile	Urban	98	32.67

	Semi-urban	106	35.33
	Rural	96	32.00
Total		300	100.00

The respondents are grouped based on their age as less than 19 years, 19 to 22 years and above 22 years. 125 (41.67%) are aged less than 19 years, 131 (43.67%) respondents are aged from 19 to 22 years and 44 (14.67%) respondents are aged more than 22 years. 177 (59.00%) are male and 123 (41.00%) are female. 187 (62.33%) student respondents are selected from the arts stream and 123 (41.00%) respondents are studying science courses. According to the domicile, 98 (32.67%) respondents are selected from the urban area, 106 (35.33%) respondents are from the semi-urban area and 96 (32.00%) respondents belong to rural area.

## 2. The effect of Facebook advertisement

The effect of the Facebook advertisement is purely related to the frequency or level of accessing the social media. In this context, the respondents are asked to mention about the level of usage. This is given below.

**Table 2**

### Facebook accessibility

Demographic Variable	Sub-Groups	No.of Respondents	%
Frequency of accessing Facebook	Once in a week	5	1.67
	Rarely	44	14.67
	Once in a day	78	26.00
	2-5 time in a day	68	22.67
	Many time in a day	105	35.00
Advertisement products come across while using Facebook	Clothing & Accessories	87	29.00
	Event marketing	18	6.00
	Cosmetics	28	9.33
	Home Appliances	17	5.67
	Health/skin care	72	24.00
	Others	78	26.00
Notice ads in Facebook account	Always	41	13.67
	Rarely	196	65.33
	Very less	63	21.00
Facebook marketing triggers to purchase a product/service	Yes	148	49.33
	No	103	34.33
	Not Sure	49	16.33
Total		300	100.00

The respondents are distributed based on their level of usage of the Facebook. 5 (1.67%) respondents see once in a week, 44 (14.67%) rarely use the facebook, 78 (26.00%) visit at least once in a day, 68 (22.67%) visit more than 2 times to maximum of 5 times a day and 105 (35.00%) spent their maximum time with Facebook.

There are different type of product are advertised in the Facebook. The advertisement of clothing and accessories are noticed mostly by 87 (29.00%) respondents, 18 (6.00%) respondents watched event marketing, 28 (9.33%) respondents noticed cosmetic advertisements, 72 (24.00%) respondents watch healthcare advertisements and 78 (24.00%) respondents noticed other advertisements.

The respondents are asked to mention whether they notice advertisement or not. 41 (13.67%) say always, 196 (65.33%) respondents say rarely and 63 (21.00%) respondents watch very less. 148 (49.33%) respondents say the Facebook advertisement induce them to buy product, 103 (34.33%) say no and 49 (16.33%) are not sure about the influence of advertisement.

## 3. Influence of Facebook advertising on buying behavior of students

The paper is also trying to measure the influence of the advertisement in Facebook on the buying behaviour. Some relevant questions are asked and analysed with the one sample t test (expected value at 2.5). The result is as follows.

**Table 3**

### Influence of Facebook advertising

Influencing factors	Mean	SD	t	Sig.
Brands in Facebook are valuable are helpful	3.31	1.160	12.141	0.000

I trust the brands that are advertised	3.49	1.353	12.678	0.000
I purchase many product advertised on FB	3.46	1.197	13.842	0.000
The advertisement are about my most favorite product	3.28	1.146	11.836	0.000
Pay attention to advertisement shown in Facebook	2.92	1.184	6.192	0.000
Facebook advertising is accurate	2.99	1.455	5.833	0.000

The respondents' opinion about the helpfulness of the Facebook advertisement shows a mean value of 3.31. The trust about the products advertised in the Facebook is also found high (3.49). According to the buying based on the Facebook advertisement, the mean is 3.46. The feeling of seeing the advertisement of their favourite product is also high (3.28). The attention of the user (respondents) towards the advertisement is comparatively less (2.92) with other factors. The mean about the information provided in the Facebook advertisement is accurate has a mean of 2.99. Though the mean values are vary between 2.92 and 3.49, the t values show that a significantly high mean. The expected mean value is 2.5 for the 5 point likert scale values. But the actual values are better than expected and the differences are found significant at 1% level. Hence, it is concluded that the Facebook advertisements are reaching the Facebook users and significantly influence on their buying behaviour.

## Conclusion

The final proposed correlations among our configuration constructs of purchase intention, browsing activity, like of a Facebook brand page, and intent to obtain information were supportive of the majority of researchers' current viewpoints. This is frequently caused by differences in study setups, human errors, and a few outliers. The proposed mediation was also of great academic significance because it defines the concept of purpose to like a brand page to receive information in bridging the relationships between attitude toward Facebook advertising and purchase intention. This study will provide greater direction for brand managers and marketers to focus on a stronger Facebook content strategy. (Halaszovich & Nel, 2017). Social media marketing managers are very interested in the intent of liking the brand page and being a follower of the intent to purchase. It is critical to comprehend the user intent behind sharing or "liking" a social media interface and obtaining a virtual approval of a product's prospective market value. The study concluded that the Facebook advertisements are reaching the Facebook users and significantly influence on their buying behaviour.

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