

A Study on Impact of Facebook Ads on Buying Behaviour of Consumer

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Abstract

Social media is one of the online communications medium made for to community-based input, interaction, and content-sharing. Websites and applications dedicated to social networking, sharing etc. are among the different types of social media. Facebook, Twitter, LinkedIn, Instagram, etc. are some of the examples of social media. Social media had become an integral part of life online as social websites. Facebook is widely used by the people daily where they come in exposure of various and different advertisements and promotion done by various companies, paid and unpaid both. In today's business, social media had used to market products, promote brands, publicity and connect to current customers and foster new business and satisfy the customers' needs and demands. Social media marketing takes advantage of social networking to help a company increase brand exposure, broaden customer reach, save their promotion and marketing costs and increase their demands and profits in an effective and efficient manner. The goal is to find out the impact of Facebook ads on consumer behaviour. Consumers and businesses around the globe have been more connected than ever before with the presence of Internet and web.

Keywords: Facebook, Consumer Behaviour, Influence, Internet, Social Media Marketing, Promotion

Introduction

Social Media as defined by Philip Kotler "The design, implementation and control of programs seeking to increase the acceptability of a social media or practice in a target group." Social media marketing refers to the process of gaining more traffic or attention through

social media different sites. With the help of internet, social media marketing is the fastest growing trend in the today's world. By using social media platforms like Facebook, Twitter, etc., and websites businesses were able to promote the products or services effectively.

Social media marketing is helpful for the company to a real look into how customers see a brand, products, services, etc. This will also provide a quick look into how your competitors are advertising by giving you insights about their spending trends, creating ideas and drive their potential growth.

Some of the relevant factors that social media would drives the market into next level are,

- It is the best tool the consumers and industry leaders.
- It would increase your market reach wider.
- It helps businesses to understand the targeting audience.
- It will get more sales and reach in the global level.
- It would be easy to find the potential customers who don't already know the brand.
- It would provide an opportunity for the public to find the web content.
- It is useful for the business which boosts the websites into Search Engine Optimization.

Social media has countless benefits some of them are:

- *Improved Customer Insights and Their Needs and Demands*

Businesses would get a better understanding of their customers by allowing them to share their valuable insights, knowing that the brand is listening to them and want to serve the best. Social media allows them to see what potential customer's opinions are and network with them as well too.

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- *Better Customer Service by Businesses*

Social media also allows businesses to respond to their customer grievances, questions, and concerns almost instantly and in an effective manner as today's Customers want to be assured that, if they have a problem they will receive assistance at the earliest possible time.

- *Cost Efficient as Always*

When a business is running on a fixed marketing budget, social media is the most cost-efficient way to market and promote the business. Websites like Facebook, Twitter, Instagram etc., allow any business to share their content for no cost or minimal costs to all. Hence Social media is an affordable advertising platform for businesses as well as consumers.

- *Connectivity with the Customers*

Businesses will always be connecting with the customers in terms of changing preferences, lifestyles, and resources and adapt to the changing interest of the consumers.

- *Establishing Brand Awareness among Customers*

Through social media, it is possible to increase brand awareness among customers easily through brand advertisements and different consumer engagement activities as businesses can create awareness by building company image and customer loyalty.

According to the recent statistics on internet, Social media advertising statistics are as follows:

- Social ads spending is being forecast to increase 20% to \$43 billion USD in 2020.
- 55% of online brand identification and awareness happens in public social feeds.
- 28% of internet users say they advertisements (following word-of-mouth, TV ads, and search engines).
- 15% of social media users say that a "buy" button would increase their interests of purchasing on social media.

Facebook: It helps to post information about a product and enables to post comment on the post. It facilitates the user to like the page or post and also share the page or post to other users in the Facebook. The information posted includes text, audio, video and website links. Facebook is designed in such a way it will connect with Twitter page, Instagram page and many other social media pages.

Likewise, the same we have statistics from internet for Facebook users too.

- Facebook has 2.7 billion monthly users.
- 1.97 billion of those users can be reached by ads (that's 32% of everyone in the world over the age of 14).
- 70% of U.S. adults use Facebook.

Demographics

- 43% of people reachable by ads on Facebook are women, and 54% are men (again, these are the only genders listed).
- 35% of people on Facebook are between the ages of 25 and 34.
- "Facebook" is one of the world's top Google search query.
- Facebook is the world's 3rd most visited website, after Google and YouTube.
- People spend an average of 11 minutes and some seconds on Facebook each time they visit it.
- There are more than 10 million Facebook Groups, used by 1.4 billion people monthly.
- 76% of Facebook users access the platform only by phone; 34% access via phone and computer; and 1.9% only use a computer.
- Video posts and reels earn the most engagement of any type of content on Facebook.

Consumer Behaviour is all about individual, group of individual and the method people use to purchase and use the product or service to satisfy their needs and wants. The study combines various subjects which include economics, sociology, psychology and marketing. Consumer behaviour will make an attempt to find out various factors which are behind the consumer decision-making process for purchasing the product. It also studies the demographic and psychological characteristics of consumers and how consumers are influenced by various factors such as friends, relatives, members in the family, co-workers, people living in the society.

Consumer behaviour provides information concerning client and his/her consumption patterns. An organization will still survive if it will offer client desires and demands with a comprehensive understanding of them. This shows the importance of studying client behaviour. This requires understanding client behaviour that isn't this easy. A group

or individual in a group can make an influence on the consumer behaviour. The group can be small or large in number. Some of the groups which will make an influence over an individual behaviour are members belong to family, workers in the organization, individuals living close to the consumer. In the last 10 years, social media grow with leaps and bounds and become an important platform for communication among people. The social media tools also being advanced due to technological improvement. Social sites are involving continuous research to improve communication methods in social media sites. Many websites are providing various tools to advertise and sell products to the customers, but social media provide not only selling tools but also provides tools to network the people. Nowadays social media network becomes the important marketing tool for companies. Social media is a place for interaction and communication where millions of individuals meet daily and it became an important marketplace for firms to advertise and sell their product and services. Social media is the best place for posting marketing information, advertising the product, illustrating the product etc. Many professionals and small retailers and giant's retailer and big business houses ignore the importance of social marketing. They not understand how social marketing are increases its path in many different types of business and services too. Nowadays everyone hears about social media especially, Facebook. Not only business class people and consumers but also many college students and children are using the Facebook marketing. Facebook is an extra ordinary way of doing the marketing activities and can attract so many customers at one time. Facebook has open the window for many types of professionals, students and even housewives. The basic role for doing marketing on Facebook is increase your network. Every person can create Facebook page and can do the marketing over that to reach out the worldwide and create branding about their product or services offered for customers. Each and every marketer must encourage to do community interaction over that.

Literature Review

(Basan & Ban, 2019) stated that the use of Facebook as social media marketing practices has played a big role in attracting the customers. The importance and role of Facebook had been increased and also, important for tourism market according this paper. The strategic use of Facebook pages in marketing activities, the majority of pages have well identifiability and provide good

opportunities for user participation by allowing posts to views. (Dastane, 2020) had investigated the impact of digital marketing on the online purchase intention of e-commerce consumers. The impact is very positive and consumers are attracted towards online digital marketing promotion activities. Digital marketing is a new technique in the field of social media marketing by making consumers active through a wide range of interaction channels, such as Facebook, mobile apps, blogs, emails, and even search engine optimizers (SEOs), aimed at closer communication in various forms that convey advertising to consumers. (Kevin Curran, 2011) studies that Facebook ads interrupted the content experience and were deemed to be essentially ineffective, whereas now, advertisements attempt to engage with users, Facebook changed their ad product and began offering social ads, in order to increase relevance. They can thus get targeted advertising out to consumers fast and importantly, they can get feedback on their products. Social networking is explained as making a social network and relationships based on similar interests. A social networking site can be used to gain new customers, keep in touch with current customers and promote new products, sales/offers/ discounts and events, creating overall high-quality Public relations that is specific to a company.

(Yen-I Lee, 2020) examined effects of Facebook reaction icons and user comments on brand attitude, trust, information seeking, purchase intention, and e-WOM. People interact with product brands by posting comments and clicking on reaction icons to express their attitude towards them. Facebook is one of the most popular social networking sites globally, with over 2.19 billion monthly active users. (Duangruthai Voramontri, Impact of Social Media on Consumer Behaviour, 2018) studied how digital and social media are used in the purchase decision process their influence on buyer behaviour, and their role as a marketing tool. Social media users found decision-making to be easier and enjoyed the process more, when compared to those who used other information sources. This study showed that the use of social media improved satisfaction for consumers during the initial stages of information search and alternative evaluation but did not help much in improving satisfaction in the purchase decision stage, nor in the post-purchase evaluation. (Menon, 2021) concluded that there is a positive contribution of brand equity on consumer response and social media marketing efforts which have direct positive relationship between brand equity and brand image. He had also given various scales

of measurement of brand equity and consumer response referring (Godey et al., 2016).

Objectives of the Study

- To study about the influence of Facebook on social media users.
- To analyze the effect of Facebook ads on consumer purchase behaviour.

Research Methodology

A descriptive research design is adopted in order to conduct the study as the purpose of the study is to gain the results regarding the effect of Facebook ads on consumer buying behaviour. The study will be conducted upon males and females who have Facebook accounts and are active users. The population for the study will be all male and female using Facebook and surfing internet in India. The research sample will consist of male and female having Facebook account and on regular basis in Gwalior region. The research had been conducted upon 58 males and females for best possible results. The data will be collected with the help of self-designed questionnaire. The primary data will be collected from male and females having Facebook account in India. The secondary data will be collected from Journals, Articles, Books, Doctoral Thesis and Magazines of India.

Result and Discussion

Case Processing Summary			
		N	%
Cases	Valid	58	100.0
	Excluded ^a	0	.0
	Total	58	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N
.755	15

This Cronbach's Alpha test clearly showed that the items in the questionnaire are valid and good fit for the research of this topic. Also, alpha value .755 is more than .500 which clearly told that this is reliable Questionnaire and results through this can be a good measure for my research.

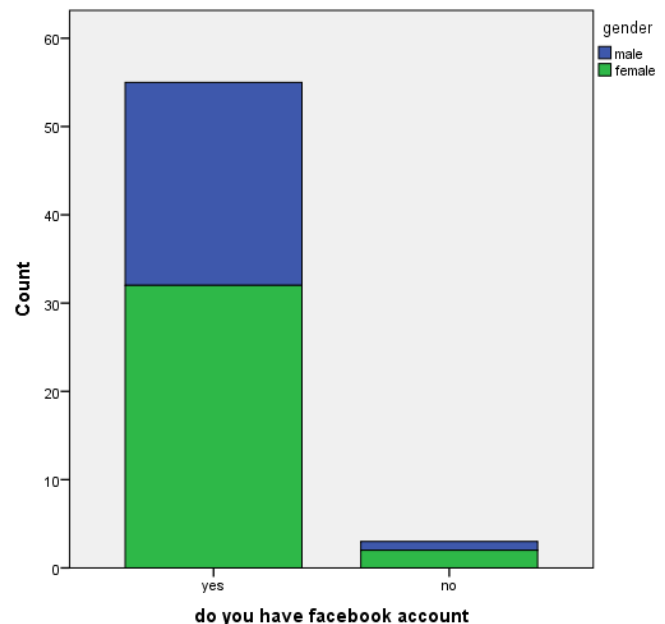


Fig. 1

Fig. 1 showed that almost men and women both have a Facebook account and nearly there is some who do not have account or use Facebook in their daily lives.

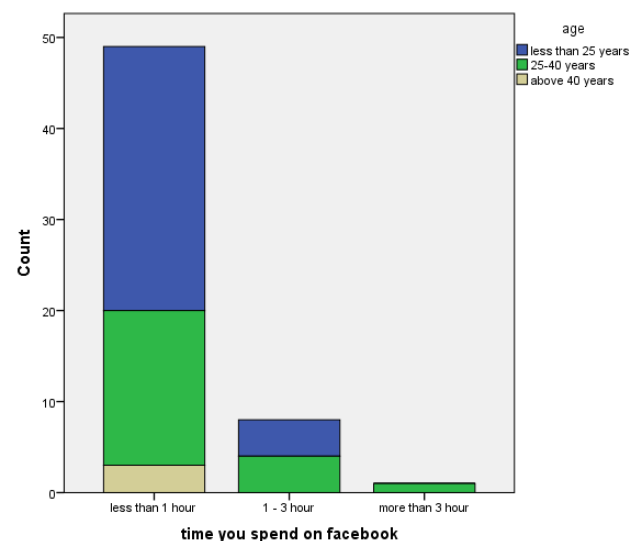


Fig. 2

Fig. 2 clarified that person of age group less than 25 years spend more time on Facebook as compared with others and person of age group more than 40 years of age spend very less time on Facebook. Also, we had observed that many users spend less than 1 hour on Facebook daily. May be these users may be using other social media sited like Instagram or snapchat.

Table 1: Facebook Enables Many Online Ads of Various Brands Daily

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	strongly agree	11	19.0	19.0	19.0
	agree	34	58.6	58.6	77.6
	neutral	12	20.7	20.7	98.3
	disagree	1	1.7	1.7	100.0
	Total	58	100.0	100.0	

Table 1 showed that most part of the sample agree that Facebook enables many online Ads of various brands

daily. Users of Facebook see the Advertisement of various brands on daily basis and get awareness about market scenario.

Table 2: Facebook Gives an Opportunity to Peek into Brands Offers and Give a Thought of Shopping

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	strongly agree	14	24.1	24.1	24.1
	agree	33	56.9	56.9	81.0
	neutral	10	17.2	17.2	98.3
	disagree	1	1.7	1.7	100.0
	Total	58	100.0	100.0	

Table 2 showed that many users agree with the given statement that Facebook gives an opportunity to peek into brands offers and give them a thought of shopping. They

are forced to think overs various offers and discounts given by various brands and compel them to visit various brands website or shop over the web.

Table 3: I Search for the Information about the Product and Website When I Saw the Facebook Ad about the Same

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	strongly agree	2	3.4	3.4	3.4
	agree	34	58.6	58.6	62.1
	neutral	16	27.6	27.6	89.7
	disagree	4	6.9	6.9	96.6
	strongly disagree	2	3.4	3.4	100.0
	Total	58	100.0	100.0	

Table 3 showed that most of the users of the Facebook that they search for the information about the Advertisement

they saw on their Facebook accounts and sometimes they visit the respective website too.

Table 4: Facebook Ads are Attractive that I Click to Know More about that Ad or Product

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	strongly agree	6	10.3	10.3	10.3
	agree	32	55.2	55.2	65.5
	neutral	14	24.1	24.1	89.7
	disagree	5	8.6	8.6	98.3
	strongly disagree	1	1.7	1.7	100.0
	Total	58	100.0	100.0	

Table 4 showed that more than half of the sample agreed that Facebook Ads are attractive and they click on Ads

links to know more about them.

Table 5: Facebook Ads That I See are Exactly about What I Need at that Point of Time

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	strongly agree	5	8.6	8.6	8.6
	agree	27	46.6	46.6	55.2
	neutral	16	27.6	27.6	82.8
	disagree	9	15.5	15.5	98.3
	strongly disagree	1	1.7	1.7	100.0
	Total	58	100.0	100.0	

Table 5 showed that Facebook Ads are exactly what they need at that point of time as the Facebook software collects their users likes and needs and accordingly serve

them the feed as they like but sometime some users are dissatisfied too as they don't find some Ads as needy.

Table 6: information about the Product on Facebook Ads are Trustworthy

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	strongly agree	2	3.4	3.4	3.4
	agree	11	19.0	19.0	22.4
	neutral	30	51.7	51.7	74.1
	disagree	14	24.1	24.1	98.3
	strongly disagree	1	1.7	1.7	100.0
	Total	58	100.0	100.0	

Table 6 showed that the users thinks that the information about product on Facebook are somewhat trustworthy and

sometimes not. They are neutral towards this statement.

Table 7: Shopping from Facebook Ads was Very Secure and Trustworthy

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	agree	9	15.5	15.5	15.5
	neutral	33	56.9	56.9	72.4
	disagree	14	24.1	24.1	96.6
	strongly disagree	2	3.4	3.4	100.0
	Total	58	100.0	100.0	

Table 7 showed that some users thinks that shopping from Facebook Advertisement are secure and trustworthy but

at the same time some users doesn't find this statement fit too.

Table 8: Facebook Ads Makes Me Feel to Shop and Experience Online Shopping

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	strongly agree	4	6.9	6.9	6.9
	agree	27	46.6	46.6	53.4
	neutral	15	25.9	25.9	79.3
	disagree	12	20.7	20.7	100.0
	Total	58	100.0	100.0	

Table 8 showed that Facebook Ads Users makes them feel to shop and experience the online shopping and majority

of sample thinks this statement fit on themselves.

Table 9: I Made Purchase from Facebook Ads Atleast Once

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	strongly agree	3	5.2	5.2	5.2
	agree	14	24.1	24.1	29.3
	neutral	6	10.3	10.3	39.7
	disagree	28	48.3	48.3	87.9
	strongly disagree	7	12.1	12.1	100.0
	Total	58	100.0	100.0	

Table 9 clearly stated that majority of users of Facebook platform of Facebook have not experienced the online shopping through the

Table 10: Facebook Ads Shopping Experience was Very Good as I Got What I Really Want

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	strongly agree	3	5.2	5.2	5.2
	agree	11	19.0	19.0	24.1
	neutral	21	36.2	36.2	60.3
	disagree	18	31.0	31.0	91.4
	strongly disagree	5	8.6	8.6	100.0
	Total	58	100.0	100.0	

Table 10 stated that most of the users of Facebook thinks their experience was not really bad and they got what they want and expected from the Advertisement.

Table 11: Shopping from Facebook Ads are Reliable and Offers the Same Thing as I want That I would Purchase from Other Sites

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	strongly agree	5	8.6	8.6	8.6
	agree	14	24.1	24.1	32.8
	neutral	22	37.9	37.9	70.7
	disagree	15	25.9	25.9	96.6
	strongly disagree	2	3.4	3.4	100.0
	Total	58	100.0	100.0	

Table 12: I like to Purchase Through Facebook Ads as It Gives Me Many Choices and Quality Products

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	strongly agree	3	5.2	5.2	5.2
	agree	17	29.3	29.3	34.5
	neutral	20	34.5	34.5	69.0
	disagree	14	24.1	24.1	93.1
	strongly disagree	4	6.9	6.9	100.0
	Total	58	100.0	100.0	

Table 13: I would Always Recommend My Colleagues and Friends to Trust upon Facebook Ads and Experience Shopping through it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	3	5.2	5.2	5.2
	agree	16	27.6	27.6	32.8
	neutral	21	36.2	36.2	69.0
	disagree	12	20.7	20.7	89.7
	strongly disagree	6	10.3	10.3	100.0
	Total	58	100.0	100.0	

Table 11, 12 and 13 clearly stated the reliability of the users upon Facebook Ads and that we had clearly seen at the statements above and the respondents agree that they would like to purchase through Facebook as it shows exactly what they want and they would also recommend it to their friends to get an experience at least once.

Conclusion

The observations from the responses to a questionnaire from a sample population show that Facebook that have a millions of user's presence have the potential to essentially affect business revenue and brand growth in the market and among the customers. Facebook enables many users to get informed about various brands and their marketing campaign so that their users can get advantage over it and can satisfy their needs and demands through the platform of Facebook. Businesses should partake in social media marketing for a number of reasons. Some of the reasons may include online exposure, brand awareness, customer-to-business communication, valuable feedback, and the ability to see what customers, prospects, peers, and competitors are saying. The findings of this study revealed that Facebook have a positive impact on consumer purchase behaviour. The Advertisement on Facebook that their users see while surfing on it finds them attractive, secure and trustworthy. Consumers are ready to get experience their shopping through online Ads available on Facebook.

Accordingly, some Facebook users finds unfit to shop through online Ads because they don't find it trustworthy or they are scared of experiencing online shopping through Facebook. But, that counts on lower side. As the brand will serve their best to the customers, they would probably gain their trust and loyalty then whether it is on online platform or offline platform.

Limitations of Study

- The sample size is small as compared to the study area which is wide which make the results little less impressive.
- Some respondents are using Facebook but they are unaware of how to shop online through Ads that they watch on Facebook.
- Some respondents get the story of bad experience of shopping from their relatives or colleagues which make them less active towards online shopping through Facebook and the same they shown in their responses.

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