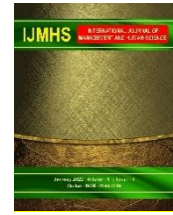




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Impact of Social Media on Consumer Buying Behavior of Apparels with Special Reference to Satna (Madhya Pradesh)

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Abstract

Marketers have begun to sell their products using social media platforms as a consequence of the quick advances created by worldwide advertising routes, with Facebook being the most preferred medium of communication among all. The study's goal was to look at the impact of Facebook marketing on consumer clothes purchase intentions utilizing evidence from young individuals. The research primarily focused on determining Facebook's dominance as a social media communication platform and its influence on advertising. The majority of the companies want to expand their reach; however, Facebook users want a clean experience on the platform rather than pop-ups, web banners, and ads. Facebook marketing has been found to have both beneficial and bad effects on businesses and individuals. As a result, the focus was on determining the influence of Facebook marketing on customer purchasing intentions. Companies may assess the success of their advertising and make necessary improvements. To meet the aims of the study, a comprehensive survey was conducted, and the data were analysed using component factor analysis, regression analysis, and correlation coefficient. According to the findings of the analysis, the researchers were successful in achieving the stated goals of the study. In conclusion, it was discovered that, with the exception of E-WOM, there was a substantial link between independent and dependent variables. The most crucial elements in Facebook marketing are likes and shares. According to the findings, E-WOM was not a significant variable; however, researchers recommend focusing on E-WOM in order to convert this variable into a positive way to achieve better results; just as the previous studies have shown that E-WOM can have a significant impact on consumer purchase intent.

Keywords: E-wom; Independent; Dependent; Variable; Consumer Behavior; Facebook

Introduction

Facebook is an online social networking platform that allows you to establish your own profile and connect with other people. It's one of the most popular and fastest-growing internet communities. Facebook is a powerful platform for businesses, with over 845 million users. New clients may be attracted, online connections can be formed, and Facebook can be used as a marketing communication medium. Facebook is the world's most popular social network, with its headquarters in Menlo Park, California. Not only does Facebook hold some of the most popular social networks in the world - WhatsApp, Facebook Messenger, and Instagram - but it also leads the industry in terms of active members (almost 1.7 billion as of September 2016). WhatsApp and Facebook Messenger both have one billion active users as of September 2016, while the active users of photo-sharing Instagram totalled 500 million for the time period studied. One of the most popular online activities, social networking, is expected to rise from 2.14 billion users in 2015 to over three billion users in 2020, according to forecasts (Shubhangam *et al.*, 2020).

In 2016, India has over 216.5 million social network users, and by 2020, that figure is expected to rise to over 336 million. Because Facebook is the most popular social network in the nation, it accounts for the bulk of these people in this statistic. As of May 2016, India has around 195 million Facebook members, compared to 191 million in the United States and 90 million in Brazil. India has the largest Facebook user base in the world, according to these statistics. In the next years, India's Facebook user base is expected to expand to about 320 million by 2021. As a result of this increase in users, the penetration rate of Facebook in India is predicted to rise from about 15% in 2016 to over 23% in 2021.

Literature Review

Facebook is no longer just a social media platform; it has become one of the most popular marketing tools for all businesses in the sector (Ramsaran-Fowdar & Fowdar, 2013). Over the last several years, social media has changed the way businesses conduct business online, and as a result, social media marketing has carved out its own position in the corporate world (Escobar-Rodríguez & Bonsón-Fernández, 2017). Furthermore, Facebook is widely seen as a social media platform dominated by teenagers. As a result, they revealed that young individuals are compelled to connect to these sites in order to maintain strong links with friends, strengthen bonds with new companions, and meet new people online (Akpan, Nwankpa & Agu, 2015). Because more and more people are connecting to social media, it is becoming a more widely recognised means of communication for the internet audience.

Facebook is the most popular online social network, having been launched in 2004 and having over 600 million users in over 70 countries (Almarri *et al.*, 2020; Bhaumik *et al.*, 2020). While emphasising the significance of Facebook marketing Companies can also gain from Facebook marketing, according to Ramsaran-Fowdar & Fowdar (2013). Furthermore, in a study done by Escobar-Rodríguez & Bonsón-Fernández (2017), several Facebook performances for business communication between fashion businesses were examined. Specifically, this study focuses on the fashion business, and it essentially provides a clear

concept of the sector as well as Facebook's connection with the industry. Another study discovered that the use of social media sites such as Twitter and Facebook has now spread to practically every high-end fashion firm and has been assessed as a commercial take-off instrument (Kim & Ko, 2010). Escobar-Rodríguez and Bonsón-Fernández (2017) discovered that E-WOM is the most important factor in promoting a product via Facebook. However, this study was completely based on online fashion businesses, and there are many small-scale fashion retailers available on Facebook right now, with a significant impact on customers.

The Influence of the Study's Independent Variables on the Dependent Variable Likes and Friends

According to Harris & Dennis (2011), a Facebook "like" captures a customer's approval to share and friend pages from the site. With a single tic, it returned to the client's Facebook profile. By "liking" a certain page on Facebook, the user indicates that they are eager to engage in continuing dialogue with the page's owner (Richard & Guppy, 2014). It enables businesses to create Facebook pages and encourage Facebook users to "like" these pages by utilising the "like" button. n. Additionally, Harris & Dennis (2011) observed that web-based shopping and shopping through informal communities (social e-shopping) were on the rise, but buyers are preoccupied with purchases through interpersonal organisations, relying on their friends' recommendations via Facebook (Harris & Dennis, 2011).

According to Richard & Guppy (2014), Google serves as a choice search engine; nevertheless, information obtained from friends is more trusted, and customers are more likely to acquire items or services that their friends have recommended. As a result, the more a consumer's Facebook friends like a page or product, the more likely they are to purchase it (Richard & Guppy, 2014).

Richard and Guppy also stated that Facebook likes were not limited to current Facebook friends, and that these 'likes' could have come from anyone, anywhere in the world, but that they still had the second-highest influence on consumer purchase intention among Facebook likes, friends' likes, location-based check-in, comment posting, and sharing constructs, and that their research supports the fact that buyers are influenced by the Facebook 'like' function and strengthens the importance of firms' Facebook pages.

Check-In Services Based on Location

When Richard & Guppy (2014) discovered that "check-in" and "sharing" successes had a significant impact on buying decision-making. Consumers trust their friends and family more than any other source of information on practically every product and service, according to the study. As a result, when friends utilize Facebook's 'like,' 'check-in,' and 'share' interactions, customers become aware of the product or company, which drives purchase intention. However, Yildiz, Yildiz & Tehci (2016) discovered that location-based check-in, like button, and friend-like features had no impact on customer purchase intent.

Commenting

Post commenting lets Facebook users to leave brief comments. Those postings or data are shown in real time to the user's network of friends via their newsfeed. Making a 'comment' and writing a review, as well as sharing your thoughts and experiences about a product or

service, may help you choose and advertise your business. When people go to Facebook to look for information about products and services, the 'comment' function can have a big influence on their decision to buy (Richard & Guppy, 2014). According to Richard and Guppy (2014), based on their research, publishing comments has no substantial impact on consumer purchase intent. Kabadayi & Price (2014) investigated the elements that influence how people like and comment on Facebook pages, as well as the links between personality characteristics and like and commenting behaviour. As a result, different forms of contact appear to operate as mediators between personality factors and Facebook commenting behaviour (Kabadayi & Price, 2014).

Sharing

There are a variety of elements that impact a customer's decision to buy a product or service. Essentially, sharing' implies that customers can 'share' product and service websites with others if they believe they are important and applicable. Every 20 minutes, one million links are shared on Facebook, according to Branckaute. When a page, product, or offer is shared several times on Facebook, it will appear in the recommendations list and newsfeeds, emphasizing the number of people who have shared it. Aside from that, many individuals use their status to upload photographs of items or the business's page, which will display in their newsfeed. As a result, friends can remark and share (Richard & Guppy, 2014).

Customer perceptions of a product are also influenced by shared evaluations on Facebook. According to a study performed with Generation Y, sharing has an impact on people's buying intentions. As a result, factors of shares from Facebook applications were found to have a beneficial impact on customer purchase intention (Yildiz, Yildiz and Tehci, 2016).

E-WOM

Electronic word of mouth (E-WOM) is widely regarded as one of the most significant informal media among consumers, businesses, and the general public. It arose as a result of the emergence and dissemination of the internet (Abd-Elaziz et al., 2015). Katz & Lazarsfeld (2017) defined word of mouth as "the exchange of marketing information among customers in such a way that it plays an essential influence in affecting their behavior and altering attitudes toward products and services" (Huete-Alcocer, 2017). Advertisers build WOM using Facebook, positioning Facebook advertising as a powerful tool for improving the brand image of a variety of goods and services (Dehghani & Tumer, 2015). According to the research by Ali, Hussin & Dahlan (2020), the most crucial element for purchasing intention is the electronic word of mouth. They investigated whether electronic word of mouth had a good or negative impact on customers' purchasing intent.

As a consequence, they discovered that electronic word of mouth is the most essential element, followed by sharing. According to the authors, good word of mouth (WOM) is three times more common than negative word of mouth (WOM), and marketers aim to induce customers to spread the word about their products using Facebook (Sethi, Kaur & Wadera, 2017). According to the findings of the literature review, Facebook marketing is a genuine necessity for today's marketeers. In particular, researchers want to focus this research on the

garment industry, which is a rising sector in Sri Lanka (Board, 2018). Apart from that, researchers have discovered that previous studies contain limitations that do not correspond with the goals of this study. As a result, a new study on the impact of Facebook marketing on consumer purchases intention of clothing: evidence from young adults is necessary to overcome such restrictions while fulfilling the stated aims.

Problems Associated

It was determined that there is a considerable association between client purchasing intent and social media (Hajli, 2014). Instagram, LinkedIn, Pinterest, G+, and other popular networks such as WhatsApp, Viber, Imo, We Chat, and others are all available. Because Facebook has 2.19 billion active users, it is the most essential of these platforms for advertisers. However, previous research shows that individuals are more active on Facebook to show off them and interact with others than purchase (Livingstone, 2008). As a result, it's unclear if Facebook advertising media have an effect on client purchasing intent. The goal of this study is to determine the impact of Facebook marketing on young individuals' buying intentions when it comes to clothing purchases.

Objectives of the Study

1. To determine the impact of Facebook marketing on young adults' apparel purchasing intentions.
2. To determine the impact of each variable on garment purchase intention.
3. To determine the most critical factor influencing young individuals' purchasing intentions as a result of Facebook marketing.

Hypothesis

Based on the conceptual framework, the following hypothesis was developed:

1. The number of "Likes" on a page has a favourable impact on the likelihood of a buyer making a purchase.
2. When a consumer's "Facebook Friends" (mutual friends) like a page, it has a beneficial impact on the consumer's purchase choice.
3. Consumer purchase intent is positively influenced by location-based "Check-In" services (such as Places).
4. "Posting" comments on items by friends and other users has a favourable impact on customer purchase intent.
5. "Sharing" a company post will have a favourable impact on customer purchasing intent.
6. The more favourable a consumer's "E-WOM" is, the more likely they are to make a buy.

Research Methodology

The data gathering for this study was done utilizing both primary and secondary data collecting methodologies. The primary data came from Facebook users in the Satna (Madhya Pradesh, India) region between the ages of 18 and 35, while the secondary data came from previous research on Facebook marketing and similar topics conducted by several nations.

The primary and secondary data were gathered to meet the research's aims. In addition, under primary data collection, quantitative and qualitative data were obtained by questionnaire and in-depth interview, respectively. Researchers created a systematic questionnaire to cover the study goals throughout the instrument development process. To begin, researchers utilized four screening questions to gain a basic idea of respondents' Facebook use. Following the pilot survey, 20 questions covering 6 independent variables were designed. There are three questions that cover the dependent variable. Aside from that, there were two items in the questionnaire that covered the demographic profile of the respondents. In addition, five in-depth interviews were performed to meet the study's primary goal.

Research Design

The major goal is to determine whether Facebook advertising has a substantial influence on young individuals' purchasing intentions. As a result, for the goals of this research, a deductive research technique was used. Developing a hypothesis based on existing theory and then constructing a research method to test the hypothesis is the main focus of the deductive approach. As a result, a study hypothesis based on consumer buying behavior theory is predicted to be developed, and the theory is expected to be confirmed by detailed analysis. A hypothesis is generally the starting point for a logical method; therefore, researchers created six different hypotheses and outlined the differences between variables. When deciding on sample size for a study, the minimum sample size must be calculated (Saunders, Lewis & Thornhill, 2007).

Sampling Design

As previously stated, the study's goal is to determine if Facebook advertising has a major influence on young individuals' purchasing intentions. This research focuses on both quantitative and qualitative factors (mixed method). In order to meet the study objectives, the researchers are expected to use a practical sampling strategy. Convenience sampling is a non-probability sampling method in which participants are chosen based on their comfort and closeness to the researchers. The researchers used convenient sampling since it was difficult to define a sample frame for this study because the research is based on Facebook and the population size is always shifting.

Sampling Size

When deciding on sample size for a study, the minimum sample size must be calculated (Saunders, Lewis & Thornhill, 2007). The following equation has been used by researchers to achieve this goal.

$$n = p\% * q\% * [z/e\%]$$

The research required a minimum sample size of 228 people, according to the equation. However, the sample size for this study was set at 250 people.

Method

In order to attain research objectives, researchers are expected to undertake factor analysis, regression analysis, and correlation coefficient. Aside from that, a descriptive analysis was carried out. The researchers utilized the SPSS software to evaluate the data they had

obtained. Aside from that, word clouds have been utilized by academics to assess qualitative data.

The Questionnaire's Pilot

The researchers ran a pilot survey to confirm that the questionnaire was valid. To detect possible concerns, a structured questionnaire was distributed to 30 randomly selected respondents from the initial sample. It was mostly done to see if the questionnaire met the study goals. After considering the findings of the pilot survey, the questionnaire was amended.

Results and Discussion

The goal of the researchers was to display and analyse the data collected via questionnaire in order to gain a clear understanding of the research and its factors. The researcher's next task was to determine how independent factors influenced the dependent variable. The chapter includes all of the sample's data, which were subsequently analysed with SPSS software.

Reduction with Variables

All other sub-dimensions were changed to main variables after obtaining their major values based on five independent factors and the dependent variable. The questions from question 5 to 7 explained the first independent variable "likes." The questions from question 8 to 10 explained the second independent variable "friends' likes," and the questions from question 11 to 13 explained the third independent variable "location-based checked in." The questions from question 14 to 17 explained the fourth independent variable "commenting posts," while the questions from question 17 to 19 explained the fifth independent variable "sharing." Four questions numbered 20 to 22, were used to explain the dependent variable "buying intention".

Reliability analysis can be used to determine the research instrument's internal consistency. It's a means of ensuring that any instrument used to measure experimental variables consistently produces the same findings. According to the hypotheses, a minimal alpha of 0.6 was sufficient for the early stages of the study. This study's Cronbach alpha results were all greater than 0.6.

Variables in Demography

Analyze Your Age: 95 percent of the participants were between the ages of 18 and 24, 4% were between the ages of 25 and 30, and the remaining 1% were between the ages of 31 and 35.

Analysis of Gender: The distribution of male and female responders in the 250-person sample. The male respondents made up exactly half of the sample, accounting for 50 percent of the total, while the female respondents made up the other half.

Analysis of the Number of Times People Visit Facebook in a Day

In terms of Facebook stay time, the majority of the sample prefers to spend 30 minutes to 1 hour on the site. 34 percent of the sample and 34 percent of the sample like to stay on

Facebook for 1 to 2 hours, while the remaining 20% prefer to stay on Facebook for more than 2 hours.

The Most Preferable Time to Log in to Facebook

The most popular times to log in to Facebook during the day were studied using four categories: "morning, afternoon, evening, and night." The majority of the respondents, 59.6% (n=149), chose near as their preferred log in time. A similar number of participants reported that morning and evening were their favourite times to log in, whereas a small number of participants stated that afternoon was their preferred time to check in (1.2 percent, n=3).

Types of Advertisements

That participants like to watch while on Facebook videos are the most popular form of advertising among Facebook users. The option video was chosen by more than half of the participants (n=187). Popup advertising and online banners appeared to have a low level of awareness.

Clothes Purchasing Decisions through Facebook

The majority of consumers dislike buying clothes online. The majority of the participants were opposed to buying garments online. The number of people who said yes to the question is 66 (26%), whereas the number of people who said no is 184 (73%).

Analysis of Factors

Consider deleting one of the variables from the analysis if any pair of variables has a value less than 0.5 in Correlation Matrix (by repeating the factor analysis test in SPSS by removing variables whose value is less than 0.5). For a model to be acceptable, the off-diagonal elements (the values on the left and right sides of the diagonal in the table above) must all be very tiny (near zero). Both diagonals are equal to 1 at this point, indicating that the model is rather correct.

The KMO assesses sampling appropriateness, or if the responses provided by the sample are adequate. For a decent factor analysis to continue, it must be near 0.5. Kaiser (1974) recommends a KMO value of 0.5 as a minimum (just acceptable), 0.7-0.8 as good, and 0.9 as exceptional. In the table below, the KMO measure is 0.417, which is near 0.5, and hence it is barely acceptable.

The Bartlett test can be used to determine the strength of a link between two variables. The null hypothesis that the correlation matrix is an identity matrix is investigated. An identity matrix is one in which all diagonal elements are 1 and all off-diagonal elements (see definition above) are near to 0. As a result, the null hypothesis should be rejected. It may be determined that Bartlett's Test of Specificity is significant using the same table (0.001). This indicates that the significance level is less than 0.05. The significance level is low enough to rule out the null hypothesis. This indicates that the correlation matrix is not the same as the identity matrix.

Analysis of Regression

Regression analysis was used by the researchers to show the link between the independent and dependent variables.

Summary of Independent Variables in the Model

According to the above summary result of regression analysis, the Adjusted R Square is 0.566, indicating that the dependent variable accounts for 56.6 percent of the variation, and the independent variables account for 56.6 percent of the variance. According to the table above, the significant value is 0.003, which is significantly less than the 0.05 significance level. As a consequence, it's safe to say that all of the independent variables and client purchase intent have a lot of volatility.

Coefficients of Correlation

According to the findings of the correlation coefficient study, the Pearson correlation value of E- WOM is -.55, indicating a negative association between E-WOM and client purchase intent.

Qualitative Analysis Hypotheses Testing

Researchers examined individuals' propensity to accept Facebook marketing by asking, "Are you believing in Facebook Marketing?" in question 23. "Express your thoughts." As a result, scholars might agree with Narwal and Sachdeva 's research (2013). Since the study, a link between social media advertising and consumer buying psychology has been established.

In order to have a clear view of the responders, the above word cloud may be categorised as follows. The respondents were divided into three categories, according to the researchers. Negative and neutral groups, in particular, are not significant when compared to the positive group. As a result, experts might infer that Facebook marketing has a decent chance of reaching customers since the majority of people believe in it.

“Assume one of your Facebook friends suggests a product that is offered on the Facebook page,” researchers asked in question 24. What are your plans? “Shortly express your viewpoint.” Researchers have utilised word clouds to convey the summary of the results in the same way they did in question 23.

In order to have a clear view of the responders, the above word cloud may be categorised as follows. Positive word group is important when compared to the other 02 groups. Question 24 has the same positive outcome as question 23, indicating that individuals believe in E-WOM. Finally, studies discovered that individuals embrace Facebook marketing and, as a result, believe E-WOM.

The researchers performed five in-depth interviews and found that Facebook marketing had an influence, as seen by the word cloud. According to the findings, respondents are more likely to check out and buy things advertised on Facebook. At the same time, the majority of respondents use Facebook to research product prices, quality, information, and other people's opinions. As a result, researchers might conclude that Facebook users' purchasing intentions are influenced by Facebook marketing.

Conclusion

The study's main goal was to determine the impact of Facebook marketing on the purchase intentions of young adults in the clothes business. The findings suggest that Facebook marketing has an impact on buy intentions. The dependent variable has 56.6 percent of the variation, according to the regression analysis, and the independent factors explain 56.6 percent of the variance. In other words, the independent factors do not explain 43.4 percent of the dependent variable's variance. Except for E-WOM, all independent factors had a strong positive connection with the dependent variable.

According to the data, Facebook likes, and sharing has a significant influence on the purchase intention of young people in the clothes business, implying that Likes and Sharing are the most essential two factors in Facebook marketing. Other aspects, such as "friends' likes", "location-based check in," and "comment posting," have an influence on the buy intention of young people in the clothes sector, but not as much as the two elements described above, "likes and sharing." Finally, the studied data show that there is no evidence to suggest that E-WOM has an influence on the purchase intention of young people in the clothing business, implying that it is not a significant component in apparel Facebook marketing. As a result, it is possible to infer that the researcher has addressed all three study objectives in a logical manner.

Conflict of Interest

The authors declared that they have no conflict of interest.

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