IMPACT OF SOCIAL MEDIA IN SMALL BUSINESS INDUSTRY: A STUDY ON FACEBOOK

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ABSTRACT

Today in the rapidly moving world scenario, we can see 'Change' in every moment. With the upgradations of new technologies, use of Android phone, I-Phone, I-Pad, etc., people's lifestyles have been changed. Digital marketing is one of the best ways where marketers can improve their businesses through Social Media. This paper is an attempt to study the impact of Social media in the Small-scale industry. This study also examined how Small Business owners are motivated to use social media applications.

In the present study, the researchers have done the research in a single area in the field of social media, i.e., facebook.com. An attempt has been made to analyze customer perceptions, their preference factors that increase the adoption rate of FB users, changing their buying pattern from traditional to online through social media, facebook.com and lastly finding the most important factors which influences more, that helps the entrepreneur to set their Decision Support System as well as to improve the obtainable Business (Hyde *et al.*, 2017).

For the analysis, Factor Analysis is applied to identify the factors that influenced Facebook users for buying the product through Facebook, also the same analysis is used to find out the maximum and minimum variance of the factors which helps the researchers to reach their destination and examined how Small Business owners are motivated to use social media applications to improve their business. For this study, researchers have collected 100 samples and given a helpful conclusion from the consumer view regarding demographic factors from the city of Kolkata, West Bengal, India.

Keywords: Demographic Profile, Social Media Applications, Customer Preferences, Psychological Factors, Small Business.

INTRODUCTION

The main aim of this paper is to determine the impact of Facebook on the growth of small businesses and how Facebook can facilitate small businesses to spread out their businesses by using Facebook applications or Facebook business page. On the other hand, with growing usage of internet as well as mobile applications, social media penetration has become an official part of our professional and personal life.

Now we are going to discuss about social media and social networking service company, Facebook, because we have done our research in facebook.com. Facebook profiles are more detailed than the other social networks. Facebook provides great marketing and business opportunities. Facebook pages help in great ways to build relationship with the targeted clients and customers in a more casual way and can prioritize them in the top of the customer's mind.

Facebook business pages are now more equipped to provide benefit to small businesses. It helps in sharing as well as targeting our businesses to billions of customers in a less expensive way than other advertisement in social media. Apparently, the increased exposure is very much necessary for the increased growth of business. Besides these, Facebook provides the platform for gathering business leads so that they can be communicated outside Facebook. Rather than these, it also helps in specific targeting and provides analysis of business by Facebook insights and increases web traffic.

Social media networks like Facebook are gateways for companies to profit and grow in the industry. Companies are increasingly becoming keen to use social media for business tenacities as part of their communication, marketing and recruitment strategy (Kietzmann *et al.*, 2011). Small business entrepreneurs use social media applications to spread their businesses by using large range of weak ties. The significance of weak ties in the network of small business owners are identified by Granovetter (1973) and Burt (1992). The purpose of weak ties is to collect information regarding business by small business owners. It helps to

communicate between customers (current and potential) in terms of feedback, product development, customer service and support leading way for business growth. However, Shabbir, Ghazi & Mehmood (2016) elaborates that market innovation is a comprehensive tool to meet the needs and wants of their target customers.

LITERATURE REVIEW

Hunt (2010) in his article has investigated that social media plays an important role for the recruitment of employees amongst companies. They have researched that Corporates are using social media like Twitter and Facebook to recruit and communicate to the talented and targeted candidates about their value propositions as well as enhance their brand equity (Bruhn, Schoenmueller & Schäfer, 2012). Employer branding is very important to recruit right candidates, and not simply the masses. If employer branding is not done, it will affect the branding process badly.

Aula (2010), in his study, emphasized the importance of social media's impact on organization's strategic reputation management. They also emphasized that reputation management should begin before the reputation crisis. Besides these, the research depicted the significant impact on maintaining ambient publicity to maintain the organization's reputation. Many organizational strategies like strategy of absence, strategy of presence, strategy of attendance, strategy of omnipresence have been depicted.

Bashar, Ahmad & Wasiq, (2012) have depicted that social media is now indispensable part of marketing mix as well as promotion mix to sustain the business rather than traditional style of pure-bricks business model. They have depicted that social media plays a greater role in buying decision making of the consumers.

Gunther *et al.,* (2014), explained that there is a new trend of using Facebook by small business users due to cost-saving as well as time-saving to promote their products. They have also depicted that Facebook helps in connecting business with weak ties and helps in the growth of business by increasing exposure to targeted customers with less expense.

Objectives

▪ To explore the factors which influences the customers to buy products through Facebook Platform.

▪ To find out to what extent the descriptive factors are influencing and motivating the users more for buying products through Facebook portal.

RESEARCH METHODOLOGY

Data collection methodology and sample plan

Research type: Pragmatic in nature

Population: Customers who have the Facebook Account and buy the product through Facebook media and all the users' demographic characteristics.

Research design: The study has been partly descriptive and partly analytical. The study is based on both primary and secondary data.

Sampling method: Multistage Sampling and Purposive Sampling technique were used to collect the data for this study. The questionnaire was distributed among only the Facebook users for online-marketing. A total of 100 questionnaires were distributed among the customers/users of different areas of Kolkata City (West Bengal, India).

Tools for data Collection: Questionnaire was based on a 5-point Likert Scale and Questionnaire consists of 20 questions and distributed among male and female online users.

Sampling Area: The urban area around the city of Kolkata, (West Bengal, India) were the sampling area of this survey.

Sampling Frame: Used the concept of Random sampling from the different areas of Kolkata.

Sample Units: Facebook Users.

Sample Size: 100

Data Collection Methodology:

The study was consisting of both primary and secondary data. They are as follows:

i) Primary data Collection: This data was collected through well-structured closed ended questionnaire from those customers who buy the products through Facebook portal.

ii) Secondary data Collection: The data from secondary sources was collected through books, journals, research studies, internet sources.

Sampling: Multistage sampling technique was used for this study. Based on the single district, it has been classified into 2 subdivisions and each subdivision has 3 blocks. Out of four sub divisions, researchers have taken only two sub divisions randomly and the lottery method data was collected for each division. That's why 100 respondents have been collected for the sample size. The District is divided into 2 Stratum: Stratum1: North Kolkata, Stratum 2: South Kolkata. Each sub division was divided into 3 blocks. Use of **Stratified**

random sampling researcher has collected data from 3 sub divisions.

Sampling design through a diagram

Figure 1: Diagram of Sample Design
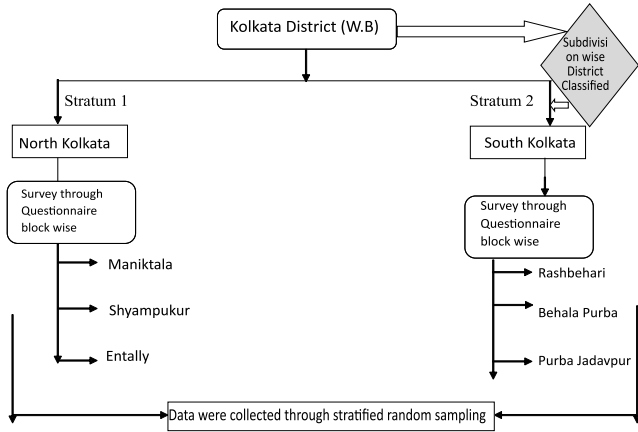
Applied Stratified random sampling technique and district is divided into three stratum random sampling.

Data Analysis Methodology

The data were collected from the survey from those who buy products through Amazon portal and will be subjected to data cleaning to identify missing value, data redundancy, sample characteristics and meet the assumptions of normality. After the data redundancy Descriptive statistics is used to summarize the respondents' demography. The researcher will safeguard that all items meet the acceptable limit level.

Reliability test on 20 variables

Table 1: Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	0.0
	Total	100	100.0

a = Listwise deletion based on all variables in the procedure.

Table 2: Reliability Statistics

Cronbach's Alpha	No. of Items
0.714	20

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.644
Bartlett's Test of Sphericity	Approx. Chi-Square	348.707
	Df	190
	Sig.	0.000

After KMO test on 100 respondents with 20 variables it has been observed that Sampling Adequacy result is 0.644. So, it is >0.50, means acceptable.

Sample Design for the objective 1

▪ To explore the factors which influencing the customers to buy products through Facebook Platform.

Table 4: Sample Design

Sample Size	100
Sample unit	Facebook Users
Test	Factor Analysis test through SPSS 19.0

Table 5: Correlation Matrix

		Activity	Out of touch	Shutdown	New People	Communication	New Products	Fb Ads	Promoted Post	User review	Trendy	New companies	Convenient	Easy use	Life style	Brand Awareness	Advertising Product	Promotional offer	New entrepreneurs	Modernity	Commercialized
Correlation	Activity	1.000	0.149	0.188	0.161	0.203	0.076	0.125	0.209	-0.037	-0.025	0.156	-0.103	-0.020	-0.090	0.094	0.151	0.048	0.064	0.180	0.048
	Out of touch	0.149	1.000	0.383	0.242	0.072	0.333	0.185	0.105	0.199	0.011	0.144	0.090	0.153	0.207	0.148	0.001	0.089	0.043	0.124	0.032
	Shutdown	0.188	0.383	1.000	0.097	0.217	0.059	0.176	-0.098	0.265	0.131	0.193	0.045	-0.112	0.160	0.130	0.086	0.182	-0.055	0.164	-0.116
	New People	0.161	0.242	0.097	1.000	0.222	0.137	0.198	0.144	0.159	0.025	0.214	0.057	-0.050	0.035	0.209	-0.008	0.123	-0.016	0.049	0.094
	Communication	0.203	0.072	0.217	0.222	1.000	0.207	0.036	-0.162	0.047	-0.023	0.195	-0.015	0.019	0.061	0.138	0.141	0.037	0.100	-0.087	0.128
	New Products	0.076	0.333	0.059	0.137	0.207	1.000	0.206	0.021	0.202	-0.069	0.163	0.239	0.092	0.209	0.178	0.054	0.080	0.288	0.175	0.187
	Fb Ads	0.125	0.185	0.176	0.198	0.036	0.206	1.000	0.036	0.097	0.031	0.180	0.033	0.090	0.149	0.156	0.039	0.170	0.036	0.269	-0.070
	Promoted Post	0.209	0.105	-0.098	0.144	-0.162	0.021	0.036	0.041	0.041	-0.147	0.088	-0.023	-0.050	-0.034	0.116	0.074	-0.012	0.253	0.196	0.067
	User review	-0.037	0.199	0.265	0.159	0.047	0.202	0.097	0.041	1.000	0.009	0.140	0.261	-0.101	0.381	0.026	0.042	0.355	0.092	0.319	0.148
	Trendy	-0.025	0.011	0.131	0.025	-0.023	-0.069	0.031	-0.147	0.009	1.000	0.051	0.058	-0.055	0.156	0.035	-0.015	0.157	-0.040	-0.014	-0.187
	New companies	0.156	0.144	0.193	0.214	0.195	0.163	0.180	0.088	0.140	0.051	1.000	0.184	0.019	0.187	0.356	0.161	0.272	0.166	0.294	0.088
	Convenient	-0.103	0.090	0.045	0.057	-0.015	0.239	0.033	-0.023	0.261	0.058	0.184	1.000	0.000	0.300	0.026	0.146	0.356	0.044	0.275	0.155
	Easy use	-0.020	0.153	-0.112	-0.050	0.019	0.092	0.090	-0.050	-0.101	-0.055	0.019	0.000	1.000	0.147	0.095	0.247	-0.151	-0.037	0.014	0.082
	Life style	-0.090	0.207	0.160	0.035	0.061	0.209	0.149	-0.034	0.381	0.156	0.187	0.300	0.147	1.000	0.156	0.155	0.284	0.040	0.315	0.329
	Brand Awareness	0.094	0.148	0.130	0.209	0.138	0.178	0.156	0.116	0.026	0.035	0.356	0.026	0.095	0.156	1.000	0.220	0.070	0.225	0.074	0.222
	Advertising Product	0.151	0.001	0.086	-0.008	0.141	0.054	0.039	0.074	0.042	-0.015	0.161	0.146	0.247	0.155	0.220	1.000	0.119	0.300	0.288	0.287
	Promotional offer	0.048	0.089	0.182	0.123	0.037	0.080	0.170	-0.012	0.355	0.157	0.272	0.356	-0.151	0.284	0.070	0.119	1.000	0.146	0.290	0.067

	New entrepreneurs	0.064	0.043	-0.055	-0.016	0.100	0.288	0.036	0.253	0.092	-0.040	0.166	0.044	-0.037	0.040	0.225	0.300	0.146	1.000	0.264	0.305
	Modernity	0.180	0.124	0.164	0.049	-0.087	0.175	0.269	0.196	0.319	-0.014	0.294	0.275	0.014	0.315	0.074	0.288	0.290	0.264	1.000	0.189
	Commercialized	0.048	0.032	-0.116	0.094	0.128	0.187	-0.070	0.067	0.148	-0.187	0.088	0.155	0.082	0.329	0.222	0.287	0.067	0.305	0.189	1.000
Sig. (1-tailed)	Activity		0.070	0.031	0.055	0.021	0.225	0.107	0.019	0.359	0.404	0.061	0.153	0.422	0.186	0.175	0.067	0.318	0.262	0.037	0.319
	Out of touch	0.070		0.000	0.008	0.238	0.000	0.032	0.148	0.024	0.455	0.077	0.187	0.065	0.019	0.071	0.494	0.190	0.334	0.110	0.375
	Shutdown	0.031	0.000		0.169	0.015	0.281	0.040	0.165	0.004	0.096	0.027	0.330	0.133	0.056	0.098	0.198	0.035	0.294	0.051	0.126
	New People	0.055	0.008	0.169		0.013	0.087	0.024	0.076	0.057	0.403	0.016	0.286	0.312	0.364	0.018	0.470	0.111	0.436	0.316	0.177
	Communication	0.021	0.238	0.015	0.013		0.019	0.361	0.053	0.322	0.410	0.026	0.442	0.426	0.273	0.086	0.081	0.358	0.160	0.193	0.101
	New Products	0.225	0.000	0.281	0.087	0.019		0.020	0.417	0.022	0.249	0.053	0.008	0.180	0.018	0.039	0.296	0.214	0.002	0.040	0.031
	Fb Ads	0.107	0.032	0.040	0.024	0.361	0.020		0.360	0.168	0.381	0.037	0.373	0.188	0.069	0.060	0.351	0.046	0.360	0.003	0.245
	Promoted Post	0.019	0.148	0.165	0.076	0.053	0.417	0.360		0.342	0.072	0.193	0.409	0.309	0.367	0.125	0.232	0.452	0.006	0.025	0.255
	User review	0.359	0.024	0.004	0.057	0.322	0.022	0.168	0.342		0.463	0.083	0.004	0.160	0.000	0.399	0.337	0.000	0.183	0.001	0.071
	Trendy	0.404	0.455	0.096	0.403	0.410	0.249	0.381	0.072	0.463		0.307	0.284	0.293	0.061	0.366	0.442	0.059	0.346	0.444	0.031
	New companies	0.061	0.077	0.027	0.016	0.026	0.053	0.037	0.193	0.083	0.307		0.033	0.425	0.031	0.000	0.054	0.003	0.049	0.002	0.193
	Convenient	0.153	0.187	0.330	0.286	0.442	0.008	0.373	0.409	0.004	0.284	0.033		0.500	0.001	0.399	0.074	0.000	0.332	0.003	0.061
	Easy use	0.422	0.065	0.133	0.312	0.426	0.180	0.188	0.309	0.160	0.293	0.425	0.500		0.072	0.174	0.007	0.067	0.358	0.444	0.208
	Life style	0.186	0.019	0.056	0.364	0.273	0.018	0.069	0.367	0.000	0.061	0.031	0.001	0.072		0.061	0.062	0.002	0.348	0.001	0.000
	Brand Awareness	0.175	0.071	0.098	0.018	0.086	0.039	0.060	0.125	0.399	0.366	0.000	0.399	0.174	0.061		0.014	0.244	0.012	0.233	0.013
	Advertising Product	0.067	0.494	0.198	0.470	0.081	0.296	0.351	0.232	0.337	0.442	0.054	0.074	0.007	0.062	0.014		0.118	0.001	0.002	0.002
	Promotional offer	0.318	0.190	0.035	0.111	0.358	0.214	0.046	0.452	0.000	0.059	0.003	0.000	0.067	0.002	0.244	0.118		0.074	0.002	0.254
	New entrepreneurs	0.262	0.334	0.294	0.436	0.160	0.002	0.360	0.006	0.183	0.346	0.049	0.332	0.358	0.348	0.012	0.001	0.074		0.004	0.001
	Modernity	0.037	0.110	0.051	0.316	0.193	0.040	0.003	0.025	0.001	0.444	0.002	0.003	0.444	0.001	0.233	0.002	0.002	0.004		0.030
	Commercialized	0.319	0.375	0.126	0.177	0.101	0.031	0.245	0.255	0.071	0.031	0.193	0.061	0.208	0.000	0.013	0.002	0.254	0.001	0.030	

Total Variance Table

The variance table explained by the initial solution, extracted components, and rotated components is displayed.

Table 6: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.476	17.382	17.382	3.476	17.382	17.382	2.470	12.348	12.348
2	1.823	9.117	26.500	1.823	9.117	26.500	1.824	9.122	21.469
3	1.721	8.606	35.106	1.721	8.606	35.106	1.725	8.627	30.096
4	1.412	7.060	42.166	1.412	7.060	42.166	1.633	8.165	38.261
5	1.256	6.278	48.444	1.256	6.278	48.444	1.555	7.773	46.035
6	1.206	6.032	54.476	1.206	6.032	54.476	1.384	6.922	52.957
7	1.063	5.317	59.793	1.063	5.317	59.793	1.367	6.836	59.793
8	0.949	4.747	64.540						
9	0.931	4.654	69.194						
10	0.832	4.161	73.355						
11	0.808	4.039	77.394						
12	0.701	3.505	80.899						
13	0.647	3.235	84.135						
14	0.599	2.995	87.129						
15	0.556	2.780	89.909						
16	0.534	2.670	92.579						
17	0.414	2.072	94.651						
18	0.397	1.985	96.636						
19	0.344	1.721	98.357						
20	0.329	1.643	100.00						

Scree Plot

The Scree Plot displays the number of Factors versus its corresponding Eigen Value when no rotation is done, the Eigen values of the correlation matrix equal the variances of the factors.

Figure 2: Scree Plot
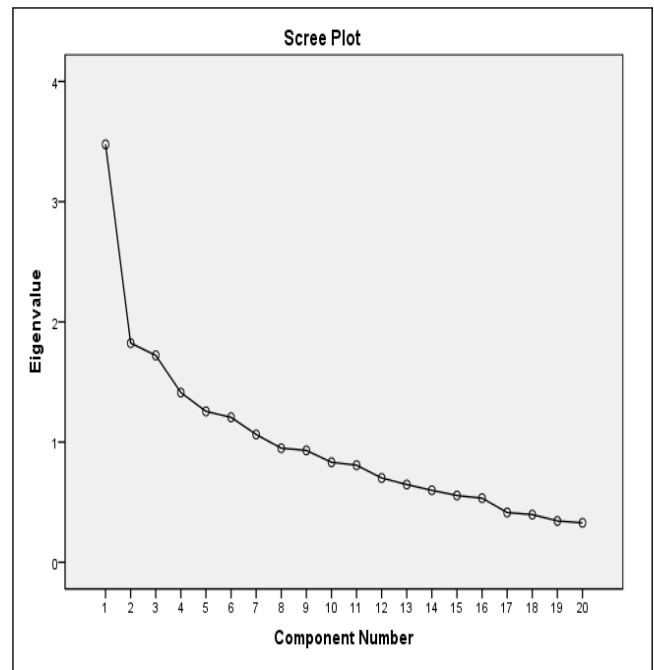
Scree plot showing 7 factors have been extracted from the graph after the factor analysis. The following matrix

showing 7 factors which are taken out from 20 variables.

Rotated Component Matrix

This table contains the rotated factor loadings (factor pattern matrix), which represent both how the variables are weighted for each factor and the correlation between the variables and the factor. Because these are correlations, possible values range from -1 to +1.

Table 7: Rotated Component Matrix

	Component						
	1	2	3	4	5	6	7
Activity	-0.188	0.120	0.131	0.079	0.720	0.128	-0.058
Out of touch	0.142	-0.117	0.058	0.708	0.257	0.037	0.163
Shutdown	0.271	-0.285	0.040	0.226	0.642	-0.249	-0.031
New People	-0.025	-0.003	0.495	0.457	0.025	-0.004	-0.299
Communication	-0.085	0.272	0.251	0.183	0.335	-0.653	-0.105
New Products	0.207	0.309	0.139	0.601	-0.046	-0.057	0.080
Fb Ads	0.141	-0.275	0.325	0.323	0.184	0.273	0.210
Promoted Post	-0.111	0.258	0.130	0.122	0.117	0.717	-0.155
User review	0.662	0.082	-0.104	0.295	0.113	-0.004	-0.198
Trendy	0.238	-0.478	0.345	-0.291	-0.015	-0.157	0.043
New companies	0.247	0.057	0.644	0.032	0.192	0.031	-0.011
Convenient	0.649	0.106	0.061	0.057	-0.180	-0.009	0.013
Easy use	-0.115	0.032	0.034	0.168	-0.084	-0.024	0.832
Life style	0.656	0.072	0.098	0.183	-0.077	-0.112	0.308
Brand Awareness	-0.023	0.191	0.728	0.107	-0.003	-0.016	0.156
Advertising Product	0.175	0.431	0.186	-0.284	0.368	-0.018	0.467
Promotional offer	0.666	-0.044	0.241	-0.104	0.133	0.033	-0.219
New entrepreneurs	0.123	0.610	0.248	-0.070	0.109	0.214	-0.031
Modernity	0.548	0.174	0.064	0.000	0.353	0.435	0.158
Commercialized	0.217	0.721	0.080	0.081	-0.098	-0.103	0.125

Descriptions of 7 Factors

1) **Customer-centric Web Design:** This factor is created by the online portals where they designed the web according to the needs of customers. The products and services are displayed according to the customer preference.

2) **Startup Platform:** Sometimes social media provides a business platform for startups and entrepreneurships. It helps them to reach to the millions of consumers with minimal investment. Thus, Social media acts as a launching ground for startup business.

3) **Brand Cognizance:** As surfing Social media has become part and parcel of the daily life. So, it has become an area where familiarity with the brand can be increased. Thus, it helps in increasing Brand Cognizance. The increasing brand cognizance will ultimately lead to brand recall and brand recognition.

4) **Product Adoption:** Social media platforms help in increasing the product adoption ratio. Through prolonged surfing and using social media platforms, customer's awareness of the product increases. This helps the Small and Medium Scale business industry to increase their product adoption and accelerate their business.

5) **Dependency-Based Buying:** The popularity of social media platforms has increased widely among its users. As a result, it has become a habitual dependency among its users. The users not only depend on but also trust Facebook. Due to this reason people often buy or purchase through commercial business links given in Facebook posts.

6) **Value-Based Post:** Sometimes commercial posts are made in such a way that it targets the consumer's values and ethics. It changes the approach from product-centric to customer-centric. It helps in projecting trust-based advertisement which helps in winning loyalty to the customer.

7) **User-Friendly:** The social media platforms are designed in a technically friendly way, so that they can be used and operated in a very easy way. The web interface is designed in such a way that various social activities as well as commercial links can be accessed very easily without any technical hazard.

Sample Design and Analysis of objective 2

▪ To find out to what extent the descriptive factors are influencing and motivating the users more for buying products through Facebook portal.

Table 8: Sample Design and Analysis

Sample Size	100
Sample unit	Facebook Users
Test	Factor Analysis test through SPSS 19.0

Table 9: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.476	17.382	17.382	3.476	17.382	17.382	2.470	12.348	12.348
2	1.823	9.117	26.500	1.823	9.117	26.500	1.824	9.122	21.469
3	1.721	8.606	35.106	1.721	8.606	35.106	1.725	8.627	30.096
4	1.412	7.060	42.166	1.412	7.060	42.166	1.633	8.165	38.261
5	1.256	6.278	48.444	1.256	6.278	48.444	1.555	7.773	46.035
6	1.206	6.032	54.476	1.206	6.032	54.476	1.384	6.922	52.957
7	1.063	5.317	59.793	1.063	5.317	59.793	1.367	6.836	59.793
8	0.949	4.747	64.540						
9	0.931	4.654	69.194						
10	0.832	4.161	73.355						
11	0.808	4.039	77.394						
12	0.701	3.505	80.899						
13	0.647	3.235	84.135						
14	0.599	2.995	87.129						
15	0.556	2.780	89.909						
16	0.534	2.670	92.579						
17	0.414	2.072	94.651						
18	0.397	1.985	96.636						
19	0.344	1.721	98.357						
20	0.329	1.643	100.000						

Total variance explained

Through the result of Factor Analysis, we can explain the total variance and the proportionate variance of each factor in our study which is stated here. From the above table, it is very clear that with the help of the 1st component **(Customer-centric Web Design)** we can explain **12.348%** of the total variance followed by 2nd component **(9.122%)**, 3rd component **(8.627%)**, 4th component **(8.165%)**, 5th component **(7.773%)**, 6th component **(6.922%)** and last one **(6.836%)**. In our study, we have explained total **59.793%** of variance.

So, from the above analysis, the first component **(Customer-centric Web Design)** having the highest influencing power on the Nature of FB Users. We can also say that the last component **(User Friendly)** of the variance table has the lowest influencing power on the Nature of FB users.

Table 10: User Friendly Variance

Sl. Number	Name of the Factor	% of variance
1	Customer centric Web Design	12.348%
2	Startup Platform	9.122%
3	Brand Cognizance	8.627%
4	Product Adoption	8.165%
5	Dependency Based Buying	7.773%
6	Value Based Post	6.922%
7	User Friendly	6.836%

CONCLUSION

From the objective 1 it has been observed that five factors have been generated out of 15 variables, they are:

1) Customer Centric Web design

2) Startup Platform

3) Brand Cognizance

4) Product Adoption

5) Dependency Based Buying

6) Value Based Post

7) User Friendly

From the objective 2 it is found that two factors with having highest influencing and lowest influencing power on Buying behavior of FB users on FB platform. These are:

1) **Customer-Centric Web Design** (12.348%) having highest influencing power and

2) **User Friendly** (6.836% **of variance**) having lowest influencing power.

LIMITATION AND FUTURE SCOPE OF THE STUDY

The study was confined in Kolkata and its surrounding areas in the field of Buying behavior and their preferences of FB users. In future, Researchers can extend their area of study to other districts or even other states. Future Researchers can also explore their innovative ideas and continue to find more influencing factors that motivates the FB users to buy products through Facebook portal and help the small-scale industry to reach their destination by promoting their products, changing their marketing strategies and by giving their ideas to the startup level companies to increase their businesses

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