THE IMPACT OF USING FACEBOOK ON CONSUMER BUYING BEHAVIOUR IN ONLINE

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Abstract

In the present day, Facebook shopping has become one of the most popular ways for the customers by which they can purchase products and services online easily. The aim of the current study is to identify the influence of Facebook on consumer's purchasing decision, behavior and buying pattern in online shopping and business outcomes.

The importance of Facebook in increasing online shopping and the critical factors that are influencing online shopping through Facebook. About 66% of the customers are seen to be highly inspired by a particular brand as well as their products after seeing their tempting images and posts on social media platforms. Hence, Facebook advertisements can also help the brands to increase the chances or probability of a user making a purchase. COVID-19 and continuous lockdowns forced the businesses to close their physical stores, and online shopping became an increasingly popular way of purchasing products and services. Primary quantitative data analysis has been conducted in order to collect and analyze the numerical data. And survey has been done

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among 55 people for an in-depth analysis and a SPSS has been done to interpret the role of Facebook on consumer's purchasing decision and behavior

In the present day, most of the customers around the globe are more likely to shop in a relaxed environment or home, and there is no rush or worry about the crowd or waiting in Que. Brand stores that have a strong online presence, including Facebook, are capable of adapting to the continuously evolving scenery and reach their target customers. It has been noted that Facebook increased to nearly 133 percent when online or window shoppers see any kind of positive reviews and customer feedback before purchasing a product.

Studies have concluded that the results showed that Facebook shopping has a positive impact on the behavior of the consumer, as it helps to provide accessibility, and also lead to and increased purchase frequency.

Keywords: Advanced targeting, social proof, User-generated content

Introduction

Facebook has become one of the most significant platforms for businesses that helps a brand as well as business to reach their target audience. Along with this, social media platforms help to increase brand awareness, and also highly impact consumer's purchasing behavior. It has been noted that, with almost around 2.9 billion monthly active social media users, Facebook has become one of the most popular platforms for businesses that help them to create direct connections with the consumers, promote their services and products, as well as increase their revenue or sales rate. However, Facebook has a great and strong impact on customer's purchasing behavior in the field of online shopping.
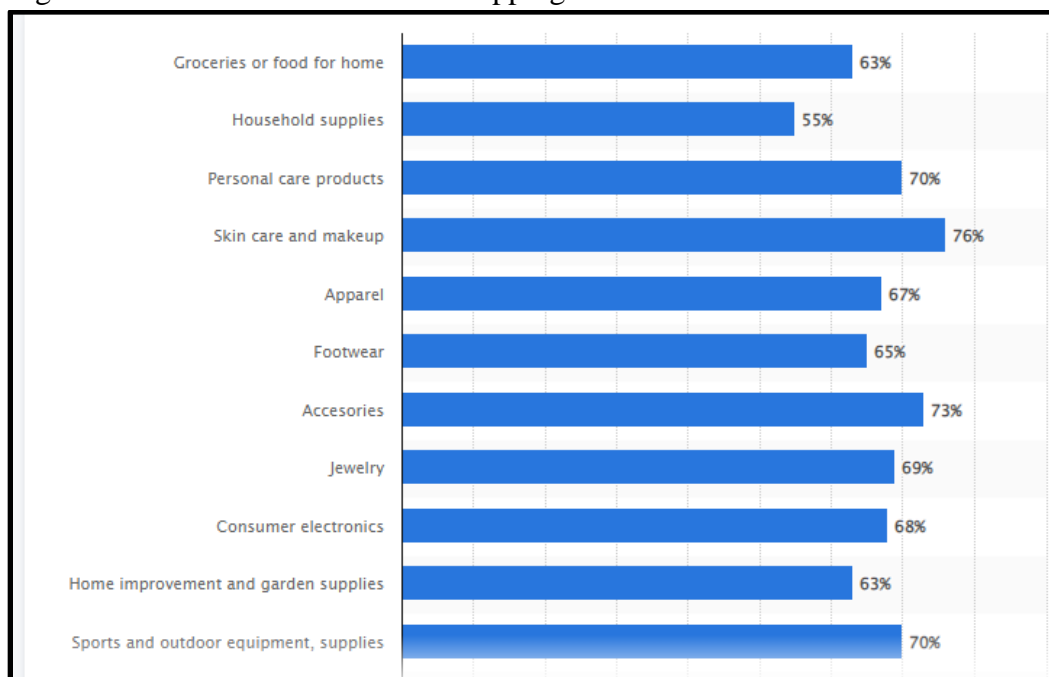

Figure 1: Impact of Facebook on consumer's purchasing behavior and decisions, in India, in 2022

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(Source: Statista, 2022)

The above statistics have shown the impact of social media's platforms on consumer's buying patterns as well as their purchasing-related decisions. It has been observed that, in India, March 2022, almost around 76 percent of the people bought beauty products, skincare products and other cosmetic products because they are attracted by their advertisement in social media platforms (Mariani, Styven & Ayeh, 2019). Along with this, almost around 70 percent of the consumers bought their personal care items due to the Facebook advertising influence or online media promotions. Privacy concerns, fake reviews, as well as addiction to online shopping are the negative impacts of Facebook shopping.

Research Aim

The main purpose of the current study is to identify the influence of Facebook on consumer's purchasing behavior

Research Objectives

- To critically evaluate the importance of Facebook in customers purchasing decision
- To critically analyze the most critical factors that can affect consumer's buying pattern and behavior
- To critically evaluate the most significant issues related to Facebook using for online shopping
- To find out the significant recommendations for overcoming the issues of online shopping

Research Questions

- What is the role of Facebook in customers' purchasing behavior?
- What are the most crucial factors that can impact a customer's purchasing decision, pattern and behavior?
- What are the most common issues with online marketing?
- What are the possible ways to reduce the negative impacts of Facebook on a customer's purchasing decision?

Literature review

Critically analyze the influence of Facebook on purchaser's buying behavior in online marketing

Online advertising is one of the most significant ways in which Facebook influences consumer's purchasing behavior. As per the suggestion of Ajiboye, Harvey & Resnick (2019), Facebook advertisements enables a brand or businesses to target their customers based on the basis of demographics, preferences and choices of the customers, interests, as well as their behavior. It helps to make it easier for the brands to know about their customers interests and reach potential customers. As per the opinion of Poturak & Softic (2019), social media advertisements include attractive images, videos, and interesting contents that encourage social media users to get connected with the brand and purchase their product or service. It has been noted that almost around 81 percent of customer's purchasing-related decisions are mostly influenced by their close persons, colleagues' or friends' online posts (Vander Schee et al. 2020).
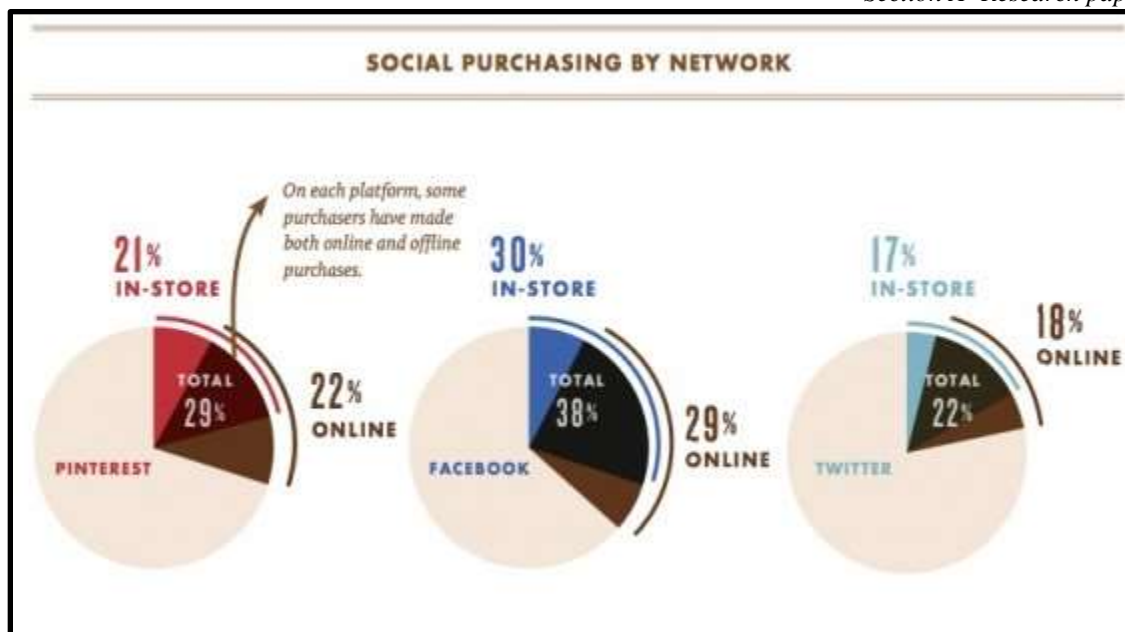
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Figure 2: Social Media Buying
(Source: Vithayathil, Dadgar & Osiri 2020)

The above figure shows the social media purchasing ways by network and On the other hand, social proof has also become another crucial factor that bias is impacting customer's purchasing behavior on Facebook. As per the suggestion of Cao et al. (2021), social proof is the most interesting concept in today's world that encourages people to make a purchase when they get to know that others have done this thing before them. It has been observed that, on social media platforms including Facebook, brands are able to showcase their customer reviews, customer feedbacks, ratings, as well as testimonials from existing customers. As per the opinion of Vithayathil, Dadgar & Osiri (20202), this increases high chances of the potential customers to make a purchase. Therefore, with the help of Facebook, consumers are 71% more likely to make a purchase based on social media referrals.

Significant factors of Facebook that influences purchaser's buying behavior

Social media platforms including Facebook provide a wider range of features as well as tools which can significantly impact a customer's purchasing related decisions and behavior, such as, targeted advertising, social proof, customized services and products, user-generated content, and influencer marketing. As per the suggestion of Djafarova & Bowes (2021), Facebook advertisements enables advertisers to target customers on the basis of their interests, behaviors, as well as locations, and this makes it simpler for the brands to reach the targeted customers. Along with this, Facebook helps to provide a platform for the social media users in which they can easily leave their purchase related feedback, comments, experiences, reviews and ratings and it works as social proof. As per the suggestion of Koay et al. (2020), this social proof can easily create a great impact on customer's purchasing pattern, decision and behavior. Therefore it can be deduced that, different types of user-generated content, including attractive photos, trendy contents, videos, and reviews, can also help a brand or business to build trust as

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well as credibility with the potential customers. Figure given below shows the major factors influences the consumer behavior towards the online shopping.
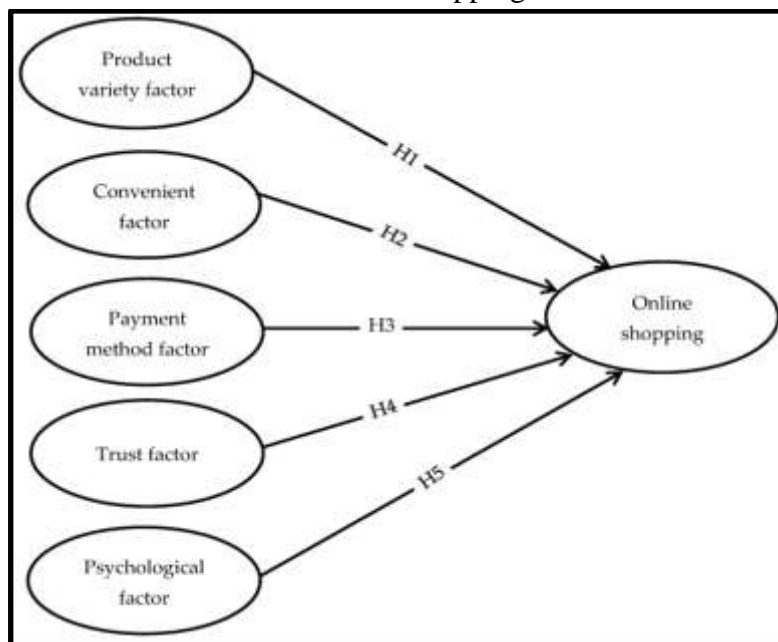

Figure 3: Factors Influencing Consumer Behavior towards Online Shopping
(Source: Gupta et al. 2021)

Methodology

Here in this current study, primary quantitative methods and SPSS have been used for identifying the impact of Facebook on consumer's purchasing decisions by conducting an online survey. As per the suggestion of Yoong & Lian (2019), online surveys help to collect numerical data and draw a statistical evaluation to come to a profound conclusion. Along with this, it helps to analyze that there is a critical and positive relationship between online media platforms usage and customer's purchasing patterns and behavior (Gupta et al. 2021). The result of the statistical analysis presented in tables, and charts, and also provides a completely visual representation of the findings. Besides this, SPSS plays a crucial role in analyzing the collected data to provide frequencies, correlations and regression analysis, means, as well as standard deviation (Lee & Chen, 2021). Therefore, it can be said that, primary quantitative data analysis through SPSS helps to provide a completely valuable perception on the impact of Facebook on people's purchasing pattern and behavior. Hence, brands can use them to make effective marketing techniques and strategies and increase their sales rate accordingly.

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Findings

What is your age?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.8	1.8	1.8
20-30	7	12.5	12.5	14.3
30-40	12	21.4	21.4	35.7
40-50	12	21.4	21.4	57.1
Above 50	24	42.9	42.9	100.0
Total	56	100.0	100.0	

Table 1: Age
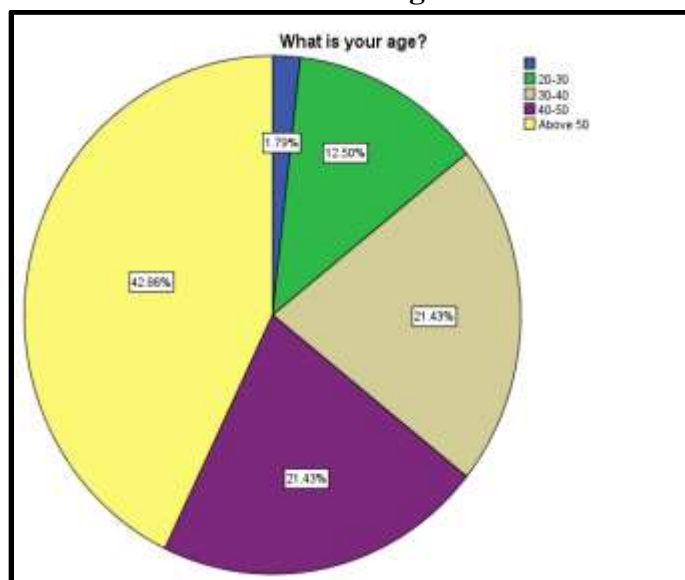
Figure 4: Age

The above table and figure are directly related with respondent's age, where maximum 72 are from 50 above age group and 7 percent are from 20 to 30 years age group.

What is your gender?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.8	1.8	1.8
Female	24	42.9	42.9	44.6
Male	7	12.5	12.5	57.1
Other	24	42.9	42.9	100.0
Total	56	100.0	100.0	

Table 2: Gender

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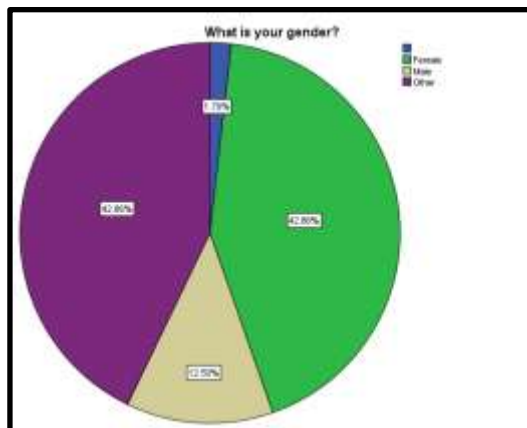
Figure 5: Gender

The above table and figure are indicating the table and figure showing respondent's gender where 42 percent are from female group and 12 percent are from male who are supported that Facebook has great impact on online shopping.

What is your occupation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1.8	1.8	1.8
	Business	7	12.5	12.5	14.3
	Service	48	85.7	85.7	100.0
	Total	56	100.0	100.0	

Table 3: Occupation

Figure 6: Occupation

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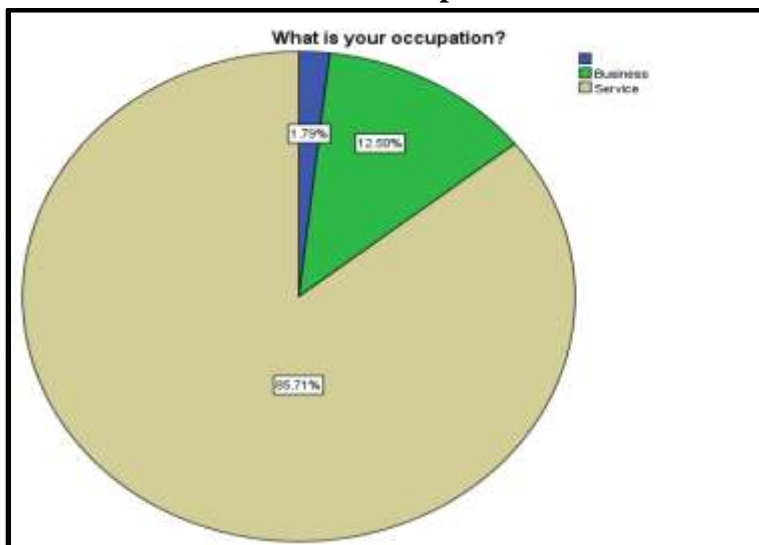
The above table and figure are representing the occupation status of the respondents where 85 percent are from service group and 12 percent are from business background.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
consumer buying behavior- DV	55	1	5	2.82	1.348	.109	.322	-1.180	.634
Facebook IV 1.1	55	1	5	2.82	1.348	.109	.322	-1.180	.634
Social media influencers IV 1.2	55	1	5	2.82	1.348	.109	.322	-1.180	.634
frequency of Facebook usage IV 2.1	55	1	5	2.82	1.348	.109	.322	-1.180	.634
Facebook advertising IV 2.2	55	1	5	2.82	1.348	.109	.322	-1.180	.634
Social proof IV 3.1	55	1	5	2.82	1.348	.109	.322	-1.180	.634
other social media platforms IV 3.2	55	1	5	2.82	1.348	.109	.322	-1.180	.634
COVID-19 pandemic IV 4.1	55	1	5	2.82	1.348	.109	.322	-1.180	.634
decision making IV 4.2	55	1	5	2.82	1.348	.109	.322	-1.180	.634
purchasing habits IV 4.3	55	1	5	2.82	1.348	.109	.322	-1.180	.634
Valid N (listwise)	55								

Table 4: Descriptive Data Analysis

The descriptive table indicates that mean value of consumer buying behavior is 2.80 and sd value is 1.34. The mean value and sd value of social media influencers are 2.82 and 1.34. Moreover, mean value and sd value of purchasing habit of the customers are 2.9 and 1.4.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	1.000[a]	1.000	1.000	.000	1.000	.	1	53	.	.[b]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.182	1	98.182	.	.[b]
	Residual	.000	53	.000		
	Total	98.182	54			

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.000	.000		.	.
	purchasing habits IV 4.3	1.000	.000	1.000	.	.

Table 5: Regression or hypothesis analysis

The overhead table shows that the regression value is 98.18 and means square value and coefficient value is 1.000 is 99 and significant value is less than 0. Thus this analysis is

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supported by the analysis. Therefore, it can be decided that Facebook 's customization of products and advanced targeting, social proof, user-generated content, personalization, as well as influencer marketing abilities all are the most critical and important factors that can greatly impact customer's purchasing decisions, patterns and behavior in the case of online marketing.

H1: There is an optimistic relation between Facebook and consumer's buying behavior

		consumer buying behavior- DV	Facebook IV 1.1	Social media Influencers IV 1.2	frequency of Facebook usage IV 2.1	Facebook advertising IV 2.2	Social proof IV 3.1	other social media platforms IV 3.2	COVID-19 pandemic IV 4.1	decision making IV 4.2	purchasing habits IV 4.3
consumer buying behavior- DV	Pearson Correlation	1	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	Sum of Squares and Cross-products	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182
	Covariance	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818
	N	55	55	55	55	55	55	55	55	55	55
Facebook IV 1.1	Pearson Correlation	1.000⁻	1	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	Sum of Squares and Cross-products	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182
	Covariance	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818
	N	55	55	55	55	55	55	55	55	55	55
	Pearson Correlation	1.000⁻	1.000⁻	1	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000

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Social media influencers IV 1.2	Sum of Squares and Cross-products	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182
	Covariance	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818
	N	55	55	55	55	55	55	55	55	55	55
	Pearson Correlation	1.000⁻	1.000⁻	1.000⁻	1	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
frequency of Facebook usage IV 2.1	Sum of Squares and Cross-products	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182
	Covariance	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818
	N	55	55	55	55	55	55	55	55	55	55
	Pearson Correlation	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
Facebook advertising IV 2.2	Sum of Squares and Cross-products	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182
	Covariance	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818
	N	55	55	55	55	55	55	55	55	55	55
	Pearson Correlation	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1	1.000⁻	1.000⁻	1.000⁻	1.000⁻
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
Social proof IV 3.1	Sum of Squares and Cross-products	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182
	Covariance	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818
	N	55	55	55	55	55	55	55	55	55	55
	Pearson Correlation	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1	1.000⁻	1.000⁻	1.000⁻
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
other social media platforms IV 3.2	Sum of Squares and Cross-products	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182
	Covariance	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818
	N	55	55	55	55	55	55	55	55	55	55
	Pearson Correlation	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1	1.000⁻	1.000⁻
COVID-19 pandemic IV 4.1	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	Sum of Squares and Cross-products	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182

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	Covariance	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818
	N	55	55	55	55	55	55	55	55	55	55
	Pearson Correlation	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1	1.000⁻
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
decision making IV 4.2	Sum of Squares and Cross-products	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182
	Covariance	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818
	N	55	55	55	55	55	55	55	55	55	55
	Pearson Correlation	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1.000⁻	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
purchasing habits IV 4.3	Sum of Squares and Cross-products	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182	98.182
	Covariance	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818	1.818
	N	55	55	55	55	55	55	55	55	55	55

Table 6: Regression table

The above table is indicating that consumer buying behavior highly depends on social media influencers and the value is 1.000. Along with this, Facebook is highly connected with social proofs which affect customer's decision making and their purchasing habit and the value is 98.18.

Discussion

It has been seen that, in the present day, most of the customers around the globe are more likely to shop in a relaxed environment or home, and there is no rush or worry about the crowd or waiting in Que. People are forgetting to go to a physical store because they can discover new products by just scrolling through a brand's website or social feeds for a purchase. As per the suggestion of Zhu, Amelina, & Yen (2022), people are less interested in waiting for longer times for a purchase, and through Facebook shopping consumers get online discounts, easy shopping, shopping secrecy, easy replace and refund, crowd avoidance and also same day delivery.

On the other hand, social media influencers are another significant way in which Facebook influences consumers and impacts their purchasing behavior. As per the suggestion of Wai et al. (2019), social media influencers are those people who have huge followers on social media and help a brand to showcase and promote their products as well as services to their followers or audiences. Along with this, influencer marketing has become one of most popular ways for brands or businesses to become well-known globally and attract new customers and increase their revenue and profitability (Bugshan & Attar, 2020). Therefore, influencers play a great role in recommending a product or service on Facebook, and followers become interested to trust their recommendation and make a purchase.

It has been reported that the frequency of Facebook usage has a significant impact on customer's purchasing-related decisions. As per the suggestion of Sun & Wang (2020), active social media users who spend a lot of time on Facebook and other online platforms are more

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interested to see promotional content and advertisements. However, almost around 53% of the customers are attracted to a brand or their products through their tweets and Facebook ads, and nearly around 78% of the customers said that companies' online media posts influence their purchases. As per the statement of Zafar et al. (2021), COVID-19 and pandemic situations have also increased the trend of window shopping. It has been reported that the standard share of internet users who made their purchases from online platforms like Instagram and Facebook has increased by close to 33% in all countries before the occurrence of coronavirus.

Along with this, after 2015, Facebook influenced almost 52% of the social media users for online and window purchases and closely 31% of the customers said that they are using Facebook, and Instagram as a simplest way to browse latest products to purchase (Liu et al. 2019). Along with this, influencer marketing is a most significant factor of Facebook's, that helps to promote and showcase latest products and services to the audiences and Facebook is an amazing platform for this influencer marketing Yang, Ren & Adomavicius, 2019).

Conclusion

From the overall study it can be concluded that Facebook as well as social media has a great impact on customer's purchasing behavior in the field of online shopping. The paper highlights that, social media advertising, social proofs, influencer marketing, as well as frequency of social platform usage, Facebook has become one of the most crucial tools for a business because it helps to create strong and direct connections with the customers and increase their sales rate. From the entire analysis, researchers come to a profound conclusion that, as social media platforms are continuously evolving, it is highly important for businesses to adapt their new and advanced strategies to become competitive in the market and take advantage of the changing market demand and continue to reach their target audience.

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Appendices
Appendix 1: Survey questions
(Source:
https://docs.google.com/forms/d/e/1FAIpQLSdty6kYJ9hru_6g44EqnjNi_eU4OgXM1pCb3mRtv
vinTQzaOg/viewform?usp=sf_link)

1. What is your age?
2. What is your gender?
3. What is your occupation?
4. The use of Face book has changed consumer buying behavior in online shopping Strongly
5. Different key factors influence consumer buying behavior on Facebook
6. social media influencers on Face book affect consumer buying behavior
7. The frequency of Facebook usage have an impact on consumer buying behavior
8. Facebook advertising influence consumer buying behavior
9. Social proof on Facebook influence consumer buying behavior?
10. There are differences in consumer buying behavior on Facebook versus other social media platforms
11. COVID-19 pandemic affected consumer buying behavior on Facebook ?
12. Social media helps the consumers in buying decision making?
13. social media platform has the greatest influence on consumer purchasing habits

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