



## **IMPACT OF FACEBOOK ADVERTISING ON BUYING BEHAVIOUR OF MILLENNIAL**

**Dr.N.GIRI** Assistant Professor Department of Commerce Nallamuthu Gounder Mahalingam  
College Pollachi - [giribalaji.guru65@gmail.com](mailto:giribalaji.guru65@gmail.com)

### **ABSTRACT**

The frittering on advertising worldwide has been increasing more and more. In terms of personalization, no one can hit Facebook's advertising dais. Facebook advertising has become a marketing "must have" for businesses athwart the globe. In recent years, social media is playing a crucial role in people's lives. It is for this reason researcher wants to study how the most popular social media like Facebook influences buying behavior of millennial in purchasing behaviour.

The main aim of this research is to study Impact of Facebook advertising on buying behavior of millennial. Exploratory research design has been carried out by using Non-probability convenience sampling method by selecting a sample of 100 UG students. Primary data has been collected by using data collection instrument as questionnaire. Findings confirm that advertising on facebook has positive influence on purchases of millennial who reside in Coimbatore District. Findings will help marketers to design ads attractively as per buying behavior of respondents.

*Keywords: Facebook, Advertising, Buying behavior, Millennial*

### **INTRODUCTION**

The frittering of advertising worldwide has been increasing gradually. In terms of personalization, none can beat Facebook's advertising dailies. Most ads on Facebook are either about a company's product or its services. Facebook advertising has become a marketing "must have" for businesses across the globe. Facebook is very dissimilar from the search engine marketing that one may be used to. Facebook is based on demographics and "passive" interests rather than active search interest. This means that, even though your customer may not be searching for an inquiry that you could target with an advertisement, you can still target them based on their demographics and interests.

Facebook, despite facing stiff antagonism in the advertising pitch from other social media platforms (like Twitter, YouTube, etc.), still leads as the finest social media advertising platform by a broad margin. With millions of users logged into Facebook every day, and with new users joining the network all the time, this network offers marketing and advertising opportunities like no other.

### **REVIEW OF LITERATURE**

- 1) **Fazal Ur Rehman (2013)** studied the "Effects of Facebook advertisement and Facebook environment on buying behavior of young consumers, while moderating effects of gender". The study used quantitative approach to collect data through questionnaires based survey. The collected data were analyzed through step wise regressions. Results indicated that Facebook advertisement and Facebook environment have significant effects on buying

behavior of young consumers, while gender has moderating effect on Facebook advertisement and no moderating effect on Facebook environment.

- 2) **Javeria Nazeer (2017)** studied “The behavior of social media users towards targeted advertising on their homepage”. It measured the behavioral adaptations and changes in user’s outlook towards these advertisements. There is a rise in advertisements of online social networks, and perception of users regarding targeted messages on admired network like Facebook is not known to greater extent. Marketers should be enabled to reach users with relevant advertisements and personalized messages.

### **Foundation of Study**

In recent years, social media is playing a vital role in people’s lives, and Facebook advertising has notably influenced Millennials in India, as India is an emerging economy and a prime market with huge potential to take advantage of the fastest-growing digital marketing industry. As a result, the researcher wishes to investigate how social media platforms such as Facebook influence students' purchasing behaviour when purchasing specific products.

### **Research Problem**

Research problem is as given as under: “To study Influence of Facebook advertising on buying behavior of Millennial” in Coimbatore District.

### **Research Objectives**

The main objectives of the study are given below:

1. To identify whether Millennial take notice of advertisements placed on Face Book medium.
2. To understand whether advertisements on Face Book influence Millennial to patronize the advertised products.
3. To offer appropriate suggestions to marketers/ producers.

### **Testing of Hypothesis**

**H<sub>0</sub>:** There is no significant relationship between income and the impact of Face book advertising on the buying behavior of millennial.

Chi-square table showing income-wise testing of the influence of Face book advertising on the buying behavior of millennial

### **Sample Design**

- Sampling Method: Convenience Sampling Method
- Sample size: 100 respondents.

### **Data Collection Method**

Primary data has been collected with the help of questionnaire. Secondary data has been collected from journals, books, and websites etc.

**Table -01**

### **Data Analysis & Interpretation**

<b>Particulars</b>	<b>No. of Respondents</b>
<b>No. of days students are checking Face book account</b>	
Many time in a day	36
Once in a day	10
3-4 time in a day	34
Once in a week	01
Whenever need arises	19
<b>Do students notice ads in Face book account?</b>	
Yes	88
No	12
<b>Products purchased through Social Networking Sites</b>	

Belt	04
T-shirt	59
Watch	21
Others	16
<b>Social networking sites is a wonderful innovation</b>	
Strongly agree	22
Agree	49
Neutral	11
Disagree	16
Strongly disagree	02
<b>Total</b>	<b>100</b>

**Source: Primary Data**

**Interpretation:**

1. Majority 36% of students check Face book account many times in a day.
2. Majority 88 % of respondents notice Face book advertisements.
3. Majority 59% of respondents purchase T-shirts more through social networking sites.
4. From the above table, it can be seen that Majority 49% respondents agree that Social networking sites are a wonderful innovation.

**FINDINGS**

Following are the major findings of the study:

1. Majority 89% of millennial are male.
2. All respondent are below 24 years of age.
3. Majority 36% of respondents are having income between 25000-35000
4. Majority 80% of respondents stay in joint family
5. Majority 37% of students check face book account many times in a day
6. Majority 92% of respondents notice face book advertising
7. Majority 59% respondents purchase mostly T-shirts advertised on Face book.
8. Majority 52% of respondents spent 31- 60 minutes per day on face book.
9. Majority 59% of respondents i.e. students spend less than 5001 per year for online purchases through Face book.
10. Majority 56% of respondents use online payment for their purchases.
11. Majority 48% of respondents think advertisement on Face book is reliable.
12. Majority 87% of respondents easily recognize brand features on FB.
13. Majority 65% of respondents reflect loyalty on Face book.
14. Majority 76% respondents strongly agree that information provided by face book is accurate.
15. Majority 53% of respondents agree that they trust the brands that are advertised on face book.
16. Majority 68% of the respondents agree that shopping on face book makes their life easier.

**SUGGESTIONS**

1. Since the majority of the respondents use Face book as a social media platform, marketers can design their advertisements attractively, which will influence a large number of customers.
2. Marketers should place more advertisements for t-shirts, watches, boxer shorts, and other similar items because social media users notice such advertisements and are prompted to purchase.
3. Marketers should place reasonably priced products on social media because most millennial desire such products because they are price-sensitive.

## CONCLUSION

As millennial are more frequent users of social media these days, and they tend to notice ads placed on Face book, it can be concluded from this research that advertising in social media like Face book does impact millennial purchase behavior. Millennial are influenced by reasonably priced products like t-shirts, watches, etc., and there is integrity among millennial regarding a well-placed, eye-catching advertisement that motivates them to procure. However, it is suggested that many businesses believe that simply creating a Face book page and posting content on a regular basis will result in an increase in sales, which is not always the case. Advertisements should be carefully created and must be interactive and stirring in order to appeal to Millennial. Marketers, therefore, should take into consideration these things when designing Face Book advertisement for its products. This research has taken only one social networking site into consideration, i.e., Face book. As a result, future studies should consider other social networking sites such as Instagram, among others. Future research can also be taken into consideration.

## REFERENCES

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