Face-book Marketing and its Influence on Consumer BuyingBehaviour in Kathmandu

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ABSTRACT

Facebook is one of the leading and rapidly growing online networks. With over 845 million users, Facebook is a very effective place for businesses. There is possibility to attract new customers, build online relationships and use Facebook as an online marketing communication channel. With its highly targeted marketing features and its smooth ability to spread information across the networks of each other, Facebook becomes an important marketing place for marketers these days.Facebook is a convenient medium for customers and prospects to communicate directly to brand representative or about your brand with their friends. However, the question is,which group of people are actually receiving the information and does this information influence their buying behaviour?

This paper aims to answer this question based on a study regarding theonline activities of 200 Facebook users, by identifying and understanding the consumers buying behaviour varied with different factors like age, gender, occupation, income and how different factors related to Facebook have influenced the respondents' perception of Facebook marketing in Kathmandu valley. The secondary data comes from several reports, past research, published articles, books, newspaper, website and journals.For clarity purposes, data obtained was reported using simple percentages and frequencies. The study uses mathematical tool, SPSS and Microsoft excel to present the data into quantitative form.

Results of the analysis indicates that although marketers spend hours in building brand image, the study found that consumers are less concern about the brand image while making a purchase decision. The findings also reveals that people are more influenced by word of mouth and opinion given by the people they know on Facebook and it substantially affects their buying behaviour. The least effective Facebook marketing factor is celebrity endorsement which implicates that consumers are more affected by views of friends and family rather than endorsement done by celebrities.This calls for more conjunct efforts on the part of companies, ad agencies and advertisers to extend their brand equity and build

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their customer base. Marketers should adopt relationship marketing strategy and work on bonding with customers for positive impact with better communication and interaction. The targeted customer should be the opinion leaders and social group to facilitate more patronage of the marketed product or service.

Keywords: Facebook Marketing, Consumer Buying Behavior, Primary Data and Descriptive Statistics

1. Introduction

Facebook is a platform on the internet, which provides basic networking services: possibility to create your own profile and networking with the other users.It is one of the leading and rapidly growing online networks. With over 845 million users, Facebook is a very effective place for businesses. There is possibility to attract new customers, build online relationships, and use Facebook as an online marketing communication channel.

About 13.3 percentage of all population of Nepal have access to Internet service. And among them 1.94 Million people of Nepal are using Facebook. These data are taken in Dec 31, 2013. It means there are approx. 4,121,268 (four million, one hundred twenty-one thousand, two hundred and sixty-eight) population of Nepal are using internet and 1,940,820 (one million, nine hundred forty thousand, eight hundred and twenty) people of Nepal are using Facebook(Sahayogee, 2013). Like other companies all around the world, Nepali companies are also marching towards social media. Companies like Ncell, Nepal telecom and Dabur Nepal are some of the companies that are putting lots of effort on Facebook.

This research paper tries to answer the following research questions: How does Facebook marketing positively influence the consumer buying behaviour? And, Is there a relationship between Facebook marketing, consumer buying behaviour and various demographic variables?The research objectives of the paper are to access consumer views and perceptions on Facebook marketing, to test the association between demographic variables and Facebook marketing influenced consumers buying behaviour, to examine the association between Facebook marketing factors and consumers buying behaviour and to measure and analyze the influence of Facebook marketing on consumer buying behaviour.

2. Literature Review

In the study conducted by (Khaniwale, 2015) about consumer behaviour, he says that both external and internal factors have significant influence on consumer's behaviour which impacts their purchasing process and decision. Having an insight into these factors enables marketers to better know and predict not only the demand of their product or service, but also the purchasing motives and purchasing frequency of the product or service. More importantly, if these factors are

considered whilst developing new products, it will support in developing products with higher probability of success.

(Nufazil, 2014), conducted a research on "The impact of social media on consumers' buying decisions". Individuals pursue an active role in information search on social media comparing to mass media. Consumers analyze the past performance of product/services via social media by checking likes and dislikes for it. Consumers are of view that innovative firms use social media as their marketing tool. Public image of the company is also build through social media. Its influence on consumer's buying decisions cannot be nullified. In the paper "Social media promotions – can we restrict it under laws?" by (Chaturvedi & Gupta, 2014)explains that one cannot afford to have no existence on the social channels if the competitor is making waves with its products and services. The detonation of social media phenomenon is as mind boggling as that and the pace at which it is growing is infuriating. International companies have recognized social media Promotions as a latent marketing platform utilized them with innovations to power their advertising campaign with social media marketing.

(Solberg, Anton, & Linnea, 2013), Facebook contains both positive and negative information about companies; therefore, it is important for companies to manage their Facebook page to best serve their own interests. The most effective methods for companies to use Facebook have not been clear. Most users who have an opinion on the issue accept marketing on Facebook, but only in the right amount. There are basically two groups: those who think that companies have no place on Facebook and those who want companies to be active on Facebook. The latter group emphasizes the importance of meaningful posts without unsolicited sales messages, and would prefer to search for the companies themselves rather than being bombarded by company messages.(Veronika, 2013) in her study "Motivation of Online Buyer Behavior,"says buyingbehaviour of consumers plays one of the key roles in fulfilment of the main goals of a company. It is influenced by many external and internal factors but the company can also influence the final process of buyer decision-making process significantly by its activities. Despite that we can say that electronic trading has its special features and differences. Everybody who wants to enter the network world in order to offer their products and services there must be aware of the distinctive approach, count on it and adapt to it.

In the Effectiveness of Social Media as a Marketing Tool: An Empirical Study by (Bashar, Ahmad, & Wasiq, 2012), they imply that the buying decision also plays an important role in motivation towards brand following on the social networking platforms. The desire to engage with the brand either through dialog with the brand's representatives or with other consumers (business to consumer + consumer

to consumer communication) leads to advocacy and loyalty towards the brand and such consumer starts working as a brand ambassador of the product/service.

Similarly (Assaad & Gómez, 2011) based on their study on "Social Network in Marketing (Social Media Marketing) Opportunities And Risks" state that business can take benefit through applying Social network marketing in order to cooperate with companies to achieve their goals. One of the most important advantages of Internet based application is creating an interactive contact between stakeholders that enable businesses to get feedback directly from their customers. In parallel companies can gain benefits through social marketing: they can achieve a better understanding of the customer needs and then they can build effective associations with customers. Although social marketing is a common concept in business, there is a few numbers of people aware of its effective role in marketing.

(Baumeister, Sparks, Stillman, & Vohs, 2007)conducted a study on "Free Will In Consumer Behavior: Self-Control, Ego Depletion, and Choice"concluding that consumer behaviour offers a useful window on human nature, through which many distinctively human patterns of cognition and behaviour can be observed. Consumer behaviour should therefore be of central interest to a broad range of psychologists. These patterns include much of what is commonly understood as free will. Belief in free will is pervasive in human social life and contributes to its benefits. Evolution endowed humans with a new form of action control, which is what people understand by free will. Its complexity and flexibility are suited to the distinctively human forms of social life in culture, with its abstract rules, expanded time span, diverse interdependent roles, and other sources of opportunities and constraints.

(Bearden & Rose, 1990)state that the operation of interpersonal processes is dependent upon the individual's attending to and acting upon the beliefs, thoughts, and expectations of others in their paper "Attention to Social Comparison Information: An Individual Difference Factor Affecting Consumer Conformity". The premise underlying the present research is that the extent to which individuals are sensitive to social comparison cues relevant to their product choices and usage is a mediator of interpersonal influence. That is, the influence that others have on individual decisions is often due to the person's concern or caring about reactions to his/her behavior.

The nearest relevant information on the topic could be drawn from the study conducted by (Agarwal, Motwani & Shrimali 2014) made on "Customers' Attitude towards Social Media Marketing" with is an objective to study the influence of social media on consumers' attitude and to study the perception of customers towards social media marketing practices used by marketers. Conclusions of paper

reveal the attitude of customers' towards social media marketing. Social media not only make customers' aware about brands, but customers also prefer the brands advertised through social media while making their final purchase. The research is limited to Udaipur and is generalized to overall social media than focused on Facebook only.

Another nearest paper is by (Rehman, Ilyas, Nawaz and Hyder, 2014) made on "How Facebook Advertising Affects Buying Behavior of Young Consumers: The Moderating Role of Gender." The study was conducted on 309 Facebook users in Pakistan focusing more on the buying behaviour of young consumers, while moderating effects of gender. As per the observation, the effectiveness of Facebook marketing is a well-practiced marketing tool by marketers but extensive research on demographic characteristics of consumers, its effectiveness, effectiveness on the buying behavior are perhaps not conducted. To the best of writer's knowledge, this paper can be first of its kind in Nepalese context to fill this research gap.

3. The Methodology

The study tries to find out different aspect of Facebook marketing and its influence on customer buying behaviour in Kathmandu valley. The study focuses on understanding the consumers buying behaviour based on different factors like age, gender, income, occupation and many other variables associated. Therefore, an applied and quantitative research methodology is used for this study. In fact, we also can say it is an explanatory research where the independent variables have been ranked to define dependent factor. A non-probability convenient sampling is adopted where certain samples is included with convenience of the researcher. The respondents include people from different heterogeneous groups in Kathmandu valley: Home users and business users, Institutes (Private and Public), Students (Pokhara, Tribhuvan, and Kathmandu University).

3.1. The Basic Theory

The credit for formulation of social cultural theory goes to Thorstein Veblem (1899) and is known as veblenian model. The personality variables are governed by the social and cultural norms, which the society has and in which the consumer is living. Therefore, the social influences exert great pressure to mould and direct individual behaviour. He asserts that a man is primarily a social animal and the group of which he is a member largely influences his wants and behaviour. He argues that people have a tendency to fit in a society in spite of their personal likes and dislikes. Culture, sub culture, social class reference groups, and family are the different factor groups that influence buyer behaviour.

Thorstein Veblen saw man as primarily a social animal conforming to the general forms and norms of his larger culture and to the more specific standards of the sub cultures and face to face group to which his life is bound. His wants and behaviour are largely molded by his present group memberships and the group memberships to which he aspires(Karp, 1974, p. 61). The basic understanding is that human attitude, behaviour and perception are heavily influenced by the environment around him/her. A greater impact is formed through his/her society, culture, subculture, social classes, reference groups, face to face groups and family. Now the challenging part for the marketer is to identify which of these social levels is most important in influencing the demand for the product.

3.2. The Conceptual Model

The theoretical framework of this study is based on the research conducted by (Ioanăs & Stoica, 2014) states that social networks have a role in influencing the behavior of consumers in the virtual environment, particularly when the degree of exposure of messages and the relation created between the variety of information given and the consumer who is about to make a purchase. Another similar research by(Rehman, Ilyas, Nawaz, & Hyder, 2014) which was carried out to find the significance of any association between Facebook advertisement, Facebook environment and buying behavior of young consumers moderating effects of gender on buying behavior of young consumers below age of 30 years in Pakistan. According to their views, Facebook is an interesting marketing platform that can be easily accessed around the globe. It fulfills the social needs of people and can be used for advertising to stay connected with customers. The study found that Facebook advertising is not much useful in creating action and audience hesitate disruptive advertisement.

According to Katz et al as cited in(Roberts, 2010), the uses and gratifications theory is based on the assumptions that (1) the audience is active, (2) the media choice lies with the audience member, (3) all mediums compete with other sources of need/goal fulfillment, (4) mass media goals can be found in the message of the source, and (5) cultural value judgments should not be taken into consideration as the audience explores their own opinions.

In previous studies and theories based on marketing and its relation to consumer buying behavior it is concluded that brand image, advertisement and diverting the attention are the key factors for success of a product or brand. Although marketers spend hours in building brand image but this paper changes the modality of marketer's assumption and stereotype thinking. There are new factors to be considered for the marketing process and this paper isbased on the effectiveness of such factors stated in the given conceptual model and not used by previous theories

or studies. Rather than following what is being told and taught in marketing theories, this paper tries to explore new dimension and aspects of marketing in digitalized marketing platform such as Facebook. This paper not only explores the tools of Facebook marketing but also concludes its effectiveness in relation to different variables affecting the consumer buying behaviour.
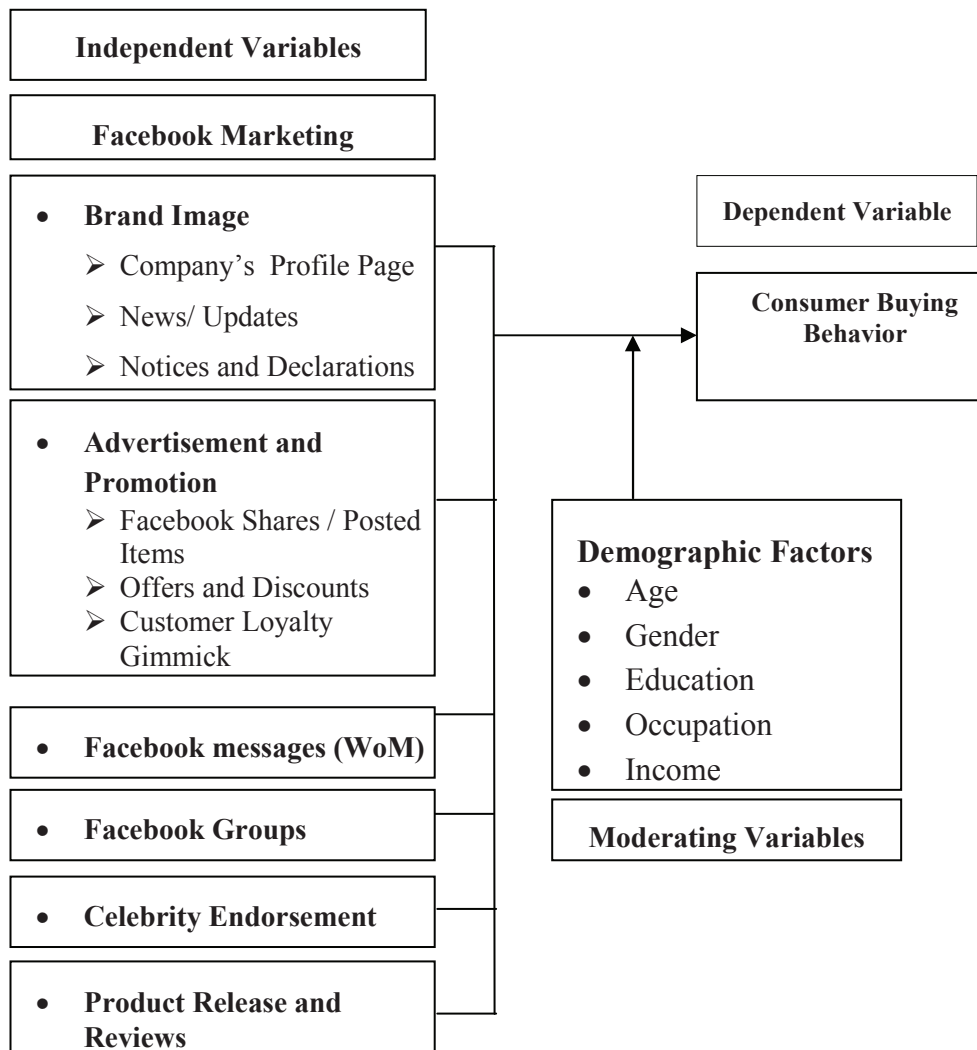
Independent Variables

Facebook Marketing

- **Brand Image**
  - Company's Profile Page
  - News/ Updates
  - Notices and Declarations

- **Advertisement and Promotion**
  - Facebook Shares / Posted Items
  - Offers and Discounts
  - Customer Loyalty Gimmick

- **Facebook messages (WoM)**

- **Facebook Groups**

- **Celebrity Endorsement**

- **Product Release and Reviews**

Dependent Variable

Consumer Buying Behavior

Demographic Factors
- Age
- Gender
- Education
- Occupation
- Income

Moderating Variables

Figure 1: The Conceptual Model

Dependent Variable: The dependent variable considered for this research study is "Consumer Buying Behavior".

Independent Variables: The independent variables are qualitative factors so multiple choice questions, ranking and Likert scale are used to measure the influence and satisfaction level of users and consumers.

Moderating Variables: Moderating variables are the demographic variables or personal statistics that include information such as age, gender, income and occupation that are considered for this research study. These moderating variables influence other independent variables.

3.3. The Data

All the consumers using Facebook are considered as the population of this study. Since it is almost impossible to include the whole population (what is the population?) in this study, a non-probability convenient sampling is adopted where certain samples is included with convenience of the researcher. From the whole population, samples of 200 Facebook users are taken for this study and they were required to fill up the questionnaires. The people selected for this study are of 18 years and above. Even though the sample size is very small in comparison to the population, yet sufficient efforts are made in order to make the sample represent the whole population.

In this study, both primary and secondary data has been used. The primary data was collected via survey of respondents using a structured questionnaire. The data was collected via respondent administered research rather than researcher administered. For this, the researcher applied convenience sampling method to choose those respondents use Facebook and have been involved in Facebook marketing directly or indirectly. A pilot study was conducted to check the reliability of adopted instruments. The study is cross checked by experts/supervisors. Apart from the preparation of the questionnaire, a supervision of the guide previous study that was undertaken is also considered. Similarly, all published articles and journals are taken as reference for the secondary data. Cronbach's alpha has been used to test the reliability of the primary data for further analysis. Cronbach's alpha over 0.70 illustrates high satisfactory internal consistency reliability referring that the data is reliable.

Descriptive analysis and inferential analysis is the base of this study. In order to carry out the analysis, SPSS tool is majorly used. The response collected from the respondents is coded and entered into the SPSS worksheet. All the different questions like 'Multiple response' and 'Likert scale' is coded as per the rules. After the coding, the appropriate analysis was done on the data collected.

4. Results and Discussion

Descriptive statistics has been used for analyzing the data. Frequency table charts, and graphs are used for descriptive analysis whereas hypothesis testing, chi square test, f-test, ANOVA test and other testing has been done for inferential analysis.

Table No. 1: Demographic Profile of the Respondents

S. No	Demographic Variables	No. of Respondents(200)	Percentage of Respondents (100%)
1	**Gender**		
	Male	117	58.5
	Female	83	41.5
2	**Age Group**		
	16 – 21	50	25.0
	22 – 27	50	25.0
	28 – 34	50	25.0
	35 above	50	25.0
3	**Education level**		
	Below SLC or equivalent	35	17.5
	Upto Intermediate /+2	33	16.5
	Upto Bachelors	67	33.5
	Masters and Above	65	32.5
4	**Profession/Occupation**		
	Student	64	32.0
	Service Oriented/ Business	61	30.5
	Household/Retired	40	20.0
	Unemployed	35	17.5
5	**Monthly Income**		
	Below 20,000	32	16.0
	20,000-50,000	53	26.5
	Above 50,000	43	21.5
	No income	72	36.0

According to the survey data summarized in table no. 1, out of 200 respondents 117 were male and 83 were female which means that 58.5% were male and 41.5% were female. The sampling was divided on the basis of age group where equal numbers of respondents, 50 samples were chosen from each category, thus 25% of each 16-21, 22-27, 28-34 and 35 above. 17.5% of the respondents were of the education level Below SLC or equivalent, 16.5% of the respondents had the education level of Upto Intermediate /+2, 33.5% of the respondents had the education level of Upto Bachelors and 32.5% of the respondents education level of Masters and Above. 32% of the respondents were students, 30.5% of the

respondents were from Service Oriented/ Business profession, 20% of the respondents were from Household/Retired background and 17.5% were unemployed. 16% of the respondents had a monthly income of Below 20,000, 26.5% of the respondents had a monthly income of 20,000-50,000, 21.5% of the respondents had a monthly income of Above 50,000 and 36% of the respondents had no monthly income.

4.1 Descriptive Statistics

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data. The data analysis presented below is based on the primary data obtained from a questionnaire designed for this study.

Table No.2 below shows the frequency distribution of respondents by of time (approx.) spent on Facebook per week.

Time (approx.) spent on Facebook per week	Frequency	Percent
less than 1 hour	14	7.0
1-3 hours	33	16.5
4-6 hours	41	20.5
7-9 hours	37	18.5
10 hours or more	75	37.5
Total	200	100

The above given table shows the frequency distribution of respondents as per the time spent on Facebook per week. The table explains that majority i.e. 37.5% of the respondents spend 10 hours or more on Facebook per week. Whereas, only 7% of the respondents spend less than 1 hour on Facebook per week.

Table No.3 below shows the frequency distribution of respondents as per time (approx.) spent on the mass media per week

Time (approx.) spent on the mass media per week	Frequency	Percent
less than 1 hour	20	10.0
1-3 hours	39	19.5
4-6 hours	52	26.0
7-9 hours	23	11.5
10 hours or more	66	33.0
Total	200	100

The table shows that majority of the respondents i.e.33% spend 10 hours or more on mass media per week and only 10% of the respondents spend less than 1 hour on mass media per week.

Table No.4 below shows the frequency distribution of respondents as per whether Facebook marketing triggers to purchase a product/service.

Facebook marketing triggers to purchase a product/service	Frequency	Percent
Yes	80	40.0
No	70	35.0
Not Sure	50	25.0
Total	200	100

The above table shows that majority i.e. 40% of the respondents are affirmative that Facebook marketing triggers to purchase a product/service whereas 25% are still not sure about it. The frequency distribution of effective marketing channels is shown in table below.

Table No.5 shows the frequency distribution by effective marketing channel/channels

Effective and influential marketing channels	Yes/No	Frequency	Percent
TV	No	18	9
	Yes	182	91
	Total	200	100
Radio	No	129	64.5
	Yes	71	35.5
	Total	200	100
Newspaper	No	60	30
	Yes	140	70
	Total	200	100
Magazine	No	51	25.5
	Yes	149	74.5
	Total	200	100
Social Media (Facebook)	No	57	28.5
	Yes	143	71.5
	Total	200	100

According to above given table, out of the various market mediums, 91% said TV is the most effective, 35.5% said radio, 70% said Newspaper, 74.5% said magazine and 71.5% said social media (Facebook) as effective marketing channel while making the purchase decision. Following table explains the frequency and percentage distribution of Facebook and its reliability of information.

Table No.3 shows frequency distribution by information available on Facebook

Rely on information available on Facebook	Frequency	Percent
Always	5	2.5
Often	32	16
Sometimes	73	36.5
Seldom	30	15
Rarely	43	21.5
Never	17	8.5
Total	200	100

As shown above, the frequency distribution of the respondents as per the reliability on information available on Facebook. Only 2.5% respondents always rely on information available on Facebook whereas 21.5% respondents rarely rely on information available on Facebook. Majority i.e. 36.5% of the respondents said they sometimes rely on information available on Facebook implying that Facebook users are still not confident about the information and content posted on Facebook..

Table No.4 shows Mean and Std. dev. of factors that influence purchase decision

Descriptive Statistics	Minimum	Maximum	Mean	Std. Deviation
Price	1	5	2.52	1.378
Product quality, features and use	1	5	2.6	1.214
Fashion and Trend	1	5	3.72	1.285
Availability and Accessibility	1	5	3.54	1.215
Social Media (Facebook)	1	5	3.64	1.173

The above given table shows the five factors that influence the buying decision. Those factors are price, product quality, features and use, fashion and trend, availability and accessibility and social media (Facebook). These factors are ranked from 1 to 5 respectively where 1 represents the least influential and 5 denotes most influential factor. It can be seen that highest priority is given to fashion and trend whereas least priority is given to product quality.

4.2 Test of Hypothesis

In order to test the hypothesis Pearson's chi square test and independent sample t-test are done and the results have been obtained. The significant value (p=0.05) is taken. The p value of less than 0.05 shows the significant relationships between the variables whereas the p value of more than 0.05 doesn't show any form of significant relationship between the variables.

Chi Square Test:

The Chi Square statistic compares the tallies or counts of categorical responses between two or more independent groups. It tests a null hypothesis stating that the frequency distribution of certain events observed in a sample is consistent with a particular theoretical distribution. Chi-square test is used to assess two types of comparison; test of goodness of fit and test of independence. A test of goodness of fit establishes whether or not an observed frequency distribution differs from a theoretical distribution.

(H_{01}):*There is no significant association between demographic factors and consumer buying behaviour.*

Table No. 5: Test on demographic variables and consumer buying behaviour

Hypothesis	Statement	t-value	P-value	Remark
H_{01a}	There is no significant association between Gender of respondents and consumer buying behaviour.	0.712	0.399	Insignificant
H_{01b}	There is no significant association between Age of respondents and consumer buying behaviour.	13.029	0.005	Significant
H_{01c}	There is no significant association between Education level of respondents and consumer buying behaviour.	6.107	0.107	Insignificant
H_{01d}	There is no significant association between Profession/occupation of respondents and consumer buying behaviour.	1.516	0.679	Insignificant
H_{01e}	There is no significant association between Monthly Income of respondents and consumer buying behavior.	0.789	0.852	Insignificant

Table No.8 shows that there is no significant association between gender, education level, Profession and monthly income of the respondent and consumer buying behaviour in reference to influence of Facebook marketing. However there is a significant association between age of the respondent and consumer buying behaviour in reference to influence of Facebook marketing.

Independent Sample T-Test:

A t-test is any statistical hypothesis test in which the test statistic follows a Student's t-distribution if the null hypothesis is supported. It can be used to determine if two sets of data are significantly different from each other, and is most

commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known.

(H_{02}): There is no significant association between consumer buying behaviour and Brand Image.

Table 6: Test on consumer buying behavior and brand image

Hypothesis	Statement	t-value	P-value	Remark
H_{02}	There is no significant association between consumer buying behaviour and Brand Image.	0.030	0.863	Insignificant

Table No.9 shows the relationship between the statement, "I consider brand image while making purchase decision of a product or service" and consumer buying behavior. The independent sample t-test shows that the p-value is 0.863 which is greater than 0.05. Thus, we do not reject H_{02} which means there is no significant association between consumer buying behavior and brand image.

(H_{03}): *There is no significant association between consumer buying behavior and advertisement / promotion.*

Table 7: Test on consumer buying behavior and advertisement / promotion.

Hypothesis	Statement	t-value	P-value	Remark
H_{03}	There is no significant association between consumer buying behavior and advertisement / promotion.	0.279	0.598	Insignificant

Table No.10 shows the relationship between the statement, "I consider advertisement/promotion while making purchase decision of a product or service" and consumer buying behavior. The independent sample t-test shows that the p-value is 0.598 which is greater than 0.05. Thus, we do not reject H_{03} which means there is no significant association between consumer buying behavior and advertisement/promotion.

(H_{04}): *There is no significant association between consumer buying behavior and Facebook messages (WoM).*

Table No. 8: Test on consumer buying behavior and Facebook messages (WoM).

Hypothesis	Statement	t-value	P-value	Remark
H_{04}	There is no significant association between consumer buying behavior and Facebook messages (WoM).	5.353	0.022	Significant

Table No.11 shows the relationship between the statement, "I consider Facebook messages (word of mouth) while making purchase decision of a product or service" and consumer buying behavior. The independent sample t-test shows that the p-value is 0.022 which is less than 0.05. Thus, we reject h04 which means there is a significant association between consumer buying behavior and Facebook messages (WoM).

(**H05**): *There is no significant association between consumer buying behavior and Facebook group.*

Table No. 9: Test on consumer buying behavior and Facebook group.

Hypothesis	Statement	t-value	P-value	Remark
H_{05}	There is no significant association between consumer buying behaviour and Facebook group.	5.461	0.02	Significant

Table No.12 shows explains the relationship between the statement, "I consider Facebook Group while making purchase decision of a product or service" and consumer buying behavior. The independent sample t-test shows that the p-value is 0.02 which is less than 0.05. Thus, we reject H_{05} which means there is a significant association between consumer buying behaviour and Facebook group.

(**H_{06}**):*There is no significant association between consumer buying behavior and celebrity endorsement.*

Table No. 10: Test on consumer buying behaviour and celebrity endorsement.

Hypothesis	Statement	t-value	P-value	Remark
H_{06}	There is no significant association between consumer buying behaviour and celebrity endorsement	0.95	0.331	Insignificant

Table No.13 shows the relationship between the statement, "I consider celebrity endorsement while making purchase decision of a product or service" and consumer buying behaviour. The independent sample t-test shows that the p-value is 0.331 which is greater than 0.05. Thus, we do not reject H_{06}which means there is no significant association between consumer buying behaviour and celebrity endorsement.

5. Concluding Remarks

After analyzing the outcomes of this study, it was found that majority spend 10 hours or more on Facebook per week whereas less people spend 10 hours or more on mass media per week that is although majority but less in comparison with

Facebook. Even though most people agreed that Facebook marketing triggers them to make a purchase of product/service but they even agreed that only sometime rely on information available on Facebook. Consumer give highest priority to fashion and trend, then are concerned about product quality. The data and information collected in this study shows magazine and social media are the other most effective and influential marketing channel after TV while making the purchase decision. The respondents more likely consider advertisement/promotion, Facebook messages (word of mouth), Facebook group, release and reviews while making the purchase decision of a product or service whereas celebrity endorsement is not well considered while making a purchase.

The managerial prospective of the study was to test whether Facebook advertisement and Facebook environment have influence on buying behavior. The results show that Facebook advertisement can be used to influence buying behavior of young consumers. Further, results show that female has more impact on Facebook advertisement as compared to Facebook environment (Rehman, Ilyas, Nawaz, & Hyder, 2014). Demographically, female respondents seem to have higher tendency of thinking Facebook marketing as more effective and influential. But comparatively there is no variation in proportion of opinion between male and female in context of impact of Facebook marketing. Respondents from 16 – 21 age group and 28 – 34 age group seem to have higher tendency of thinking Facebook marketing as more effective and influential while making their purchase decision. Different age group people have different opinion related to influence of Facebook marketing. Although, educational background have no variation on opinion about Facebook marketing still people with masters or above qualification are more inclined to Facebook marketing. In terms of profession, Students are more inclined to Facebook marketing. The study carried out by Thompson and Lougheed (2012) shows that 80% undergraduate students are using Facebook on daily basis. Respondents having above 50,000 monthly income seem to have higher tendency of thinking Facebook marketing is more effective and influential while making their purchase decision. But still monthly income doesn't show any association and variation in proportion of opinion with reference to influence of Facebook marketing.

Although marketers spend hours in building brand image but the study found that consumers are less concerned about the brand image while making a purchase decision. But as an integral marketing process, advertisement/promotion is well conceived and taken into consideration while making the purchase decision of a product or service. This study states that people are influenced by word of mouth and opinion given by people they know on Facebook and it affects their buying behavior. When people form Facebook Group with same interest they exchange

views, give out reviews and suggestions to each other which affect the perception and decision regarding a product. The reviews given by expert and market opinion leaders like magazines and other related review writers give a serious impression and impact on their perception towards the product altering their buying decisions. Consumers are more affected by views of friends and family rather than any endorsement done by celebrities posted in social media like Facebook. Companies, ad agencies and advertisers should focus on brand equity and building their customer base. Relationship marketing strategy should be adopted by bonding with customers for positive impact with better communication and interaction. The targeted customer should be the opinion leaders and social group to facilitate support for the advertised product.

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