The Impact of Social Networking on Consumer Purchasing Behaviour

Zehra Zulfikar[1*], Syed Mohd Minhaj[2], Ada Rehman[3]

[1*]Associate Professor, Delhi Skill and Entrepreneurship University, New Delhi.
Email id zehra.zulfikar@dseu.ac.in Contact no. 9990640401. ORCID I'd 0009-0002-5362-5023
[2]Assistant Professor, department of Commerce, Al-Falah university, Jamia Nagar Okhla, New Delhi – 110025, India.
Email-id syedminhaj125@yahoo.com Contact no: 8587987367. https://orcid.org/0000-0002-8240-656X
[3]Assistant Professor in the management department, Comm-IT Career Academy Alwadh Bhawan-FC 31, Sheikh sarai II, New Delhi-110017,
Email-id ada.rehman@awadh.org.in

ABSTRACT
Similar to the worldwide trend, internet marketing in Kathmandu has also experienced a spike. It is becoming more important to understand how Instagram influences customer behaviour as more and more companies use the site as an avenue for interaction. Keeping up with worldwide trends, this study looks at how social media advertisement is changing in Kathmandu, Nepal. Understanding the impact of Facebook on consumer behaviour is vital, given that it serves as a main communication route for businesses.
The study's central question is how social media ads, and Facebook ads in especially, affect consumers' decisions to buy clothing. Formal surveys and secondary data analysis are some of the methodologies used.
The results show that Facebook tools like customised alerts and customer feedback have a big impact on people's buying decisions, therefore sophisticated marketing methods are needed. Personalised ads, graphic content, compelling narrative, and partnerships with local influencers are among of the most important tactics suggested for Kathmandu businesses. Crucial components for successful communication in Nepal's ever-changing market include mobile optimisation and localisation.
Investigating how new technology and cultural subtleties affect customer behaviour is one potential area for future study. Corporations in Kathmandu may take use of social media marketing to expand and stay competing by adjusting their strategy to new trends.
Keywords: Social media marketing, Instagram, Buying behavior, Purchase intention.

INTRODUCTION

Websites like Facebook have become essential for advertising efforts globally, and social media has radically changed the way businesses engage with customers. Considering the platform's prominence and the country's increasing internet usage, this development is noteworthy in Nepal. Entrepreneurs in Nepal are finding that social media marketing, and Facebook in particular, is a great way to reach customers, advertise products, and raise brand recognition. Organisations in Nepal have an enormous potential customer base on Facebook, as the country has more than 12 million consumers. Himalayas Java and Stitches of Nepal are just two examples of the companies that have found success by using Facebook's features to engage with consumers and increase sales. This company has successfully engaged its target audience and increased traffic to its online platforms by using targeted advertising, innovative content, and user-generated content.

Even getting your name out there on Facebook isn't enough to succeed at social media marketing. Companies also need to think about things like differences in culture, regulations pertaining to data protection, and changing customer preferences. Online interactions must be conducted in accordance with Nepal's Personal Data Protection Act in order to maintain the confidence and belief of consumers. To further avoid upsetting or upsetting their target demographic, companies should create marketing materials with cultural norms and ethical concerns in mind.As the number of people with internet access grows and new technologies are developed, social media marketing in Nepal is projected to continue to thrive in the years to come. Future marketing tactics are expected to heavily use both virtual and augmented reality (AR/VR), which provide novel approaches to improve the customer experience and set brands apart from competitors. The use of online marketing in Nepal will also evolve in response to the tastes of Nepalese's younger generations. Personalised

communication, authenticity, and engaging marketing content are important to these digital natives. In Nepal's ever-changing digital world, success will go to businesses who follow these trends and use innovative marketing strategies.

In order to sum up, social media management has grown in importance in Nepal, providing companies with new avenues for customer engagement and revenue generation. Organisations can reach their marketing goals and engage their target audience more effectively by using new marketing methods and tools like Facebook. As the country's population and economy continue to develop, more chances will arise for businesses to take advantage of social media marketing in Nepal.

a. Statement of Problems and Research Questions

The use of online marketing, particularly on Facebook, has skyrocketed in favour among companies all over the world. When it comes to Nepalese social media, Facebook is king, accounting for roughly 70% of all usage. Because of this, Facebook is an essential medium for companies, especially apparel labels, to communicate with their customers. Social media marketing initiatives in Nepal have a great deal of potential due to the country's 12 million Facebook users, many of whom live in major cities like Kathmandu. Notwithstanding Facebook's prominence, studies examining the effects of social media marketing on Nepalese consumers' purchasing decisions are severely lacking. In order to engage customers and optimise marketing efforts, apparel businesses need to grasp this influence.

We can learn a lot from studies that look at how social media marketing in Nepal affected customer behaviour. Companies can improve their methods by studying things like customer-to-customer connections, the impact of different promotional efforts, and how consumers react to content. To successfully reach their target demographic, firms must have this knowledge and use it to customise their marketing campaigns.

The findings from this type of study can also apply to fields other than fashion. Advertising strategies in Nepal's many different industries can be informed by a better understanding of Facebook's efficacy. Businesses can use it to determine which channels are most effective in reaching their target audience and then spend resources appropriately. A better understanding of how social media marketing affects customer behaviour in Nepal can help companies thrive in the modern digital marketplace.

This study aims to answer the following research question:

1. Does Facebook marketing influence garment purchasing behavior based on demographic parameters such as age andgender?
2. How does Facebook marketing affect consumers' clothing purchasing intentions?
3. How does Facebook marketing affect clothing purchasing intentions in Kathmandu?

Research Objective

Determining the effect of Facebook marketing on juvenile clothing purchasing behavior is the primary objective of thestudy. These are a few of the particular goals.

1. To determine whether demographic factors like gender and age affect how effective social media marketing.
2. To analyze how Facebook marketing influences the intention to purchase clothing and, in turn, how it is affecting businesses.
3. Identify the main Facebook marketing strategy and content that can be used to influence customers most successfully.

b. Rationale of the Study

Many parties, including vendors, advertising agencies, and potential academics, have a vested interest in the results of the Nepal social media branding study. There seems to be a rising tendency towards the incorporation of social media into the marketing mix, even if its position is still relatively young in Nepal. This study confirms that marketers can't do without social media, and Facebook marketing in especial. By delving into Instagram marketing's efficacy in turning leads into customers and improving engagement with current ones, it highlights the relevance of using Facebook marketing for selling products. Organisations may use the study's findings to inform their marketing strategy by learning which Facebook promotions work and what kinds of content are most popular with consumers. Recognising the value of social media marketing and implementing these tactics into current campaigns can help marketing organisations succeed. Also, by outlining important rules and insights into studying related topics, the research is a great resource for scholars in the future.

c. Researcher Hypothesis

Two hypothesis were developed to examine the effect of Facebook marketing on customers' apparel buying behaviour and the elements that relate to these effects. They sought to determine whether there was a connection among demographic variables (such as age, sex, work, thereby and education level), Facebook use (how long people spend on the site), ad viewing number, brand perception, Instagram comments and suggestions, and the impact of ads on consumers' propensity to make a purchase. Among the noted downsides to the study are its specificity to Instagram as a promotional platform, its dependence on questionnaires for

gathering information, its narrow focus on Kathmandu as a context, and its possible failure to account for more general Nepalese contexts. Furthermore, time and resource limitations, as well as the possibility of respondent misunderstanding, non-response, or ignorance leading to inaccurate data collection, were recognised. The use of self-surveys and the study's age restriction (13–40) raise concerns about potential biases and the study's limited generalisability. The study's limitations include its overarching focus on apparel and its failure to generalise to other consumer goods. Given these caveats, it would be wise to proceed with care when extrapolating the study's results outside of the Kathmandu environment. To fully comprehend Nepalese consumer behaviour, additional research is needed to investigate a wider array of characteristics and communications platforms.

Hypothesis 1
1. **Null Hypothesis $\mu_1 = \mu_2$:** Products Launches and Reviews, Word-of-Mouth (WOM) on Facebook, Sponsorship by Celebrities, Brand Image, Advertising and Promotion, Facebook Marketing, and Facebook Groups are not significantly related to one another in terms of their predictive potential for the variation of consumer purchase behaviour.
2. **Alternative Hypothesis $\mu_1 \neq \mu_2$:** As regard to the predictive capacity in the variance of consumer purchasing behaviour, there is a significant association between the predictors (Product Releases and Reviews, Facebook messaging (WOM), celebrity endorsements, brand image, advertising and promotion, Facebook marketing, Facebook groups).

Hypothesis 2
1. Null Hypothesis $\mu_1 = \mu_2$ There is no significance relationship between its predictors (Product Releases and Reviews, Facebook messages (WOM), Celebrity Endorsement, BrandImage, Advertising and Promotion, Facebook Marketing, Facebook Groups) possesses with respect of purchasing decision.
2. Alternative Hypothesis $\mu_1 \neq \mu_2$ There is significance relationship between its predictors (Product Releases and Reviews, Facebook messages (WOM), Celebrity Endorsement, Brand Image, Advertising and Promotion, Facebook Marketing, Facebook Groups) possesses with respect of purchasing decision.

d. Operational Definition
The term "purchase behaviour" refers to the ways in which people and businesses go about getting the things they need, whether that's material items, services, ideas, or experiences. According to Kotler and Keller (2011), it is all-encompassing and includes a broad variety of elements that customers consider when making a purchase decision. The full buying process, from contemplation to completion, is encompassed in this. Conversely, a person's capability and desire to acquire a particular commodity or service is known as their purchase intention. It embodies the inclination to buy and is affected by things like advertising, price, and product quality, among others. Ads that are easy on the eyes, have reasonable prices, or have rave reviews could all influence a buyer to want to buy a product.

One type of internet advertising that has an impact on how customers act is banner adverts. Websites often use these rectangular display screens, which promote brands or products. In order to entice viewers to visit the advertiser's website, they frequently employ visual elements such as photographs and videos. By raising product or brand recognition, piqueing interest, and eventually resulting in a purchase, banner ads have the power to impact customer behaviour.

The framework for the research is made up of five sections. The context, an outline of the problem, research questions, aims, significance, hypotheses, limitations, and operational definitions are all included in Chapter 1, which serves as an overview of the study. Theoretical groundwork and a literature survey constitute Chapter 2. Population and sample size, data collecting technique, instrument validity and reliability, and analytic processes are all outlined in Chapter 3, which also covers the study methodology. Results and discussions based on data analysis are presented in Chapter 4, and the study's implications and conclusions are summarised in Chapter 5.

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

a. Literature Review
2.1.1 The effect of social media marketing on consumer purchasing behaviour
Our comprehension of how social media advertisement impacts consumer behaviour across different markets and demographics is enhanced by the studies carried out by Aji, Nadhila, and Sanny (2020), Rana (2018), Al-Azzam and Al-Mizeed (2021),
Instagram has a significant influence on the purchasing decisions of Indonesians who purchase ready-to-drink tea, according to a study by Aji, Nadhila, and Sanny. Rana's study examined the impact of Facebook ads on Kathmandu, Nepalese consumers' actions, with a focus on how these ads were perceived by different demographics.Leading to a more comprehensive knowledge of consumer behaviour within a socio-economic framework, the case study conducted in Jordan by Al-Azzam and Al-Mizeed shed light on the impact of digital marketing strategies on customer behaviour in that market. Research by Donnellan and Associates looked at

how social media affects consumers' propensity to buy, focussing on the ways in which ads are relevant and repetitive.The study conducted in Jaipur, India, by Chaturvedi and Gupta, uncovered the increasing use of social media marketing by customers, particularly those in the younger age groups, and its function in making online purchasing more convenient. In their research conducted in Pokhara, Nepal, Lalita and Sandeep found that online apparel purchasing was the most economical and time-efficient option. This suggests that social media marketing could play a role in increasing online sales.

The research conducted in Jaipur by Chaturvedi and colleagues highlighted the substantial impact of social media on the purchasing behaviour of young customers when it comes to apparel. By highlighting the function of social media in lowering time and location restrictions and cultivating brand loyalty, Hayta's study investigated the influence of social media on the purchase behaviour of young customers.

The overwhelming majority of online buyers, according to Loanas and Stoica's research, are young adults (25–29 years old), and they use their social networks to influence what they buy online. Research by Nasir and colleagues on the apparel choices of Lahori women in Pakistan shed light on the differing roles of social media and word-of-mouth in influencing consumer behaviour.Taken as a whole, the above research shed light on the complex interplay between social media marketing and customer actions across a wide range of industries and demographics. An awareness of customer tastes, online buying patterns, and the changing power of social media to sway purchases is crucial, they say.

2.1.2 Social Media for Business and Industry

The effects of social media consumption on the efficiency and productivity of SMEs were the subject of an empirical investigation by Floris and Dettori (2020). Thirty prosperous European companies participated in the study, which tracked their Facebook and Instagram usage over three years and looked for links between the two and monetary and economic results. The research's results that these frameworks' adoption had no discernible effect on improved financial or economic performance were at odds with expectations. Nevertheless, it distinguished between "social media-strong" and "social media-soft" organisations according to their usage of these sites, drawing attention to the possibility that prosperous European businesses are underutilising Instagram and Facebook. In their 2018 study, Roshan and Kumar sought to evaluate the impact of social media on the expansion of the fashion business by studying the connection between the two. Through the use of regression modelling and survey data collected from five fashion companies, a robust correlation was discovered between the expansion of the fashion industry and social media. To be more precise, the fashion industry had a whopping 20.6% growth for every one percent increase in online networking. According to the research, fashion companies and designers can greatly benefit from using social media to promote their products and interact with customers. In order to better understand how SMEs in the fashion sector communicate with their customers, Favero (2016) looked at their usage of social networks, specifically Facebook. The research found a correlation between fan count and customer interaction on Facebook pages by analysing data from 23 fashion businesses' fan sites. It went on to say that companies' emphasis on promoting products rather than fostering relationships on social media shows a change in how they view interpersonal organisation.

2.1.3 Social Media as a Marketing Tool

With an emphasis on how these sites might affect marketing strategy, Assad and Gomez (2011) studied the pros and cons of social media for businesses. They arrived at the conclusion that, although social media does provide useful information about clients and circumstances, the key to making money is in properly handling this data. Furthermore, they discovered that social media platforms offer an ideal setting for launching online marketing campaigns, encouraging consumer reviews, constructing exit barriers, and boosting viral marketing. A social network is successful if it attracts people, keeps them engaged, and caters to their individual requirements through features like personalised recommendations and polls.

B. Banerjee (2018) examined the fast-moving consumer goods (FMCG) industry's use of social media vs more conventional forms of marketing communication. According to Banerjee's main survey of fast-moving consumer goods (FMCG) businesses and their customers, social media is seen as more.

Superior to more conventional forms of advertising when it comes to targeting certain demographics, gathering comments, standing out, branding, keeping consumers up-to-date, and engaging with them as individuals. When compared to more conventional forms of advertising, the study found that social media marketing resulted in more consumer engagement, more chances for two-way communication, more content sharing, and stronger connections between the company and the consumer.

Trust was investigated by Ebrahim (2020) as it pertained to the efficacy of social media marketing on ownership and loyalty to the business. By sifting through articles published in the Journal of Relationship Marketing, Ebrahim sought to understand the role that trust plays in the correlation among social media promotion and various brand outcomes. Particularly important for social media marketing, the study sought to fill the knowledge vacuum about the function of trust in improving brand-consumer relationships. Finding out the extent to which brand comments are for Singaporean business was the goal of the social media marketing study by Chua and Banerjee (2017). They used qualitative research methods to examine the most

recent 100 brand postings from 50 different Singaporean companies that have Facebook brand pages. Despite prior study indicating that incentives enhance attention, they discovered that brand posts including inspiring factors had a lower likelihood of going viral. Presenting a unique brand has a better probability of becoming famous than presenting a spectacular one. According to the research, in order to boost interaction on social media, companies should create unique brand postings.

b.   Theoretical Framework

The purpose of Rana's (2016) research was to identify the ways in which Facebook ads affected consumers' decisions to buy apparel in the Kathmandu Valley, Nepal. In order to explore the complex relationships, the study developed a theoretical framework with six important variables that are distinct. To start, the research looked at different Facebook marketing tactics, including banner ads, official pages, contests, and warranty claims. In order to determine how effective these techniques were in influencing consumer behaviour, we used questions with multiple answers to gauge the level of customer engagement. The next important factor is brand image; various manufacturers have varied competitive strategies, which could influence how customers view such strategies. To find out how people felt about the brands that were pushed on Facebook, researchers used Likert scale questionnaires.

We also looked at Facebook ads and promotions as potential ways to boost product exposure and interaction. Promotions, sales, and discounts, which may sway customers' choices, were all part of this. In addition, the study looked at how word-of-mouth (WOM) discussions and Facebook Comments affected customer behaviour. Peer recommendations and Facebook discussions were found to have a substantial impact on purchase decisions, even when conventional advertising was not present.

In alongside marketing, Facebook groups offered other advantages, such as a community setting where companies could interact with prospective clients and gain access to data about the industry. Finally, the impact of celebrity endorsements on building trust in brands was examined. Consumers' opinions and actions could be positively influenced by endorsements from celebrities, according to the study. To provide a thorough examination, the study also took demographic characteristics into account. There was a wide range of ages represented (from thirteen to forty-one), a variety of educational backgrounds (from secondary to graduate level), a variety of occupations (from public servants to self-employed individuals), and four distinct income brackets.

In short, Rana's research shed light on the significance of taking a number of aspects into account when trying to comprehend customer dynamics as they pertain to social media marketing by shedding light on the intricate connection between Facebook marketing tactics and consumer behaviour in Kathmandu.

c.   Research Gap

Following scouring the scientific literature from a wide variety of social media marketing sources, we have uncovered a wealth of information that is directly related to our research questions and hypotheses. Similar studies to the one that is happening abroad have been conducted by a large number of researchers. In addition, they used a number of variables, such as social media usage, age, and gender, to analyse consumer spending habits. A large body of research, focussing on India in particular, has examined how social media affects consumers' decisions to purchase apparel.

No study has been conducted in Nepal that is comparable to the one in the United States to examine the effect of social media advertising on the purchasing behaviour of Kathmandu valley clothes. While Arunima Rana, a program and communication officer at the Niti Foundation, has investigated the impact of Facebook marketing on customers' purchasing decisions in Kathmandu, no studies have been located that specifically investigate the impact on Nepal's apparel industry. Given Facebook's meteoric rise in popularity, it's a commendable effort to investigate social media marketing in the Kathmandu valley. The study's overarching objective is to bridge the knowledge gap between the growing use of social media in Nepal and the marketing impact of this phenomenon on customer decision-making. A subject of research that has not yet gotten a lot of scrutiny, the effect of social media marketing on apparel purchases is the primary goal of the findings. With the results of the enquiries, an investigator will be able to fill this void.

3.   Research Planning and Design

RESEARCH METHODOLOGY

Methods of quantification were utilised in the study. The researchers set out to discover whether and how Facebook ads influenced customers' decisions to purchase clothing in an exploratory, overview-based study. Data was collected from mandatory and optional sources. The participants supplied the essential data by means of a formal survey. Included in the optional data set were scholarly articles, previously published theses, and scattered   diaries.

The well-organised survey contained a large variety of questions, such as those pertaining to placement, organisation, arrangement-related concepts, and Likert scales. The main test would have been a good place for such enquiries. After conducting the inquiry, the researcher provided the findings, conclusions, and suggestions.

a. Population and Sample Size Determination

While estimates put the number of Nepalese Facebook users between 12 and 38 million, inaccurate data regarding users' locations is difficult to come by owing to factors such as fake accounts and the refusal to provide users' physical locations. No entity, group, etc., keeps track of data like this. The data was collected from 100 participants using a 95% confidence level and a 6-point confidence interval . Since this study is primarily concerned with the apparel purchasing behaviours of teens and young adults, the participants were categorised according to age.

Table 3.1: Distribution of Samples

Age Group.	Number of respondents
13 to 17	25 (25%)
18 to 22	25 (25%)
23 to 30	25 (25%)
31 to 40	25 (25%)
Total	100 (100%)

The investigation uses quota sampling to make sure that people in Kathmandu, Nepal, ranging in age from thirteen to forty, are fairly represented. The goal of this approach is to reduce biases and increase sample representativeness. For a more complete picture of consumer behaviour and taste preferences, the study aims to collect samples from people of different ages. Researchers are aware of the possibility of biases in the sample selection process, even though quota sampling is commonly used since it can balance demographic representation. However, they see it as a fair trade-off that will allow them to study marketing tactics and purchasing habits inside the designated area as they relate to age. Researchers want to better understand market dynamics and industry strategy by delving into customer behaviour using this approach. The researcher's flexibility is shown in the study by acknowledging the necessity to make adjustments in order to enhance the quality of data and findings. Ultimately, it highlights how crucial it is to think about methodology in order to get reliable and informative results from research.

b. Data Collection Procedure

The data was collected using a survey method. The first set of numbers, often called primary data, came straight from the people who took the survey. This study's structured questionnaire was filled out using primary data based on the responses given by the selected respondents. The researcher and the respondents both employed several strategies to explain and check the questionnaire for correct completion. For this secondary data set, we combed through a mountain of books, journals, and online publications.

Questions on demographics included respondents' gender, age range, degree of education, employment position, and income bracket. A variety of social media-related themes, such as time spent, offers, etc., were intended to elicit responses from respondents using Likert scale questions. Several social media aspects impact consumers' purchase decisions; respondents were asked to rate their preferences for each.

c. Data Analysis Techniques

Thorough analysis was performed on the acquired survey responses using SPSS and Excel. The process began with data processing and entry to guarantee accuracy and consistency. The next step in extracting useful information was to run descriptive and predictive analysis. By using tests like chi-square and one-way ANOVA, inferential analysis, which includes hypothesis testing, allowed for interpretations beyond direct observations by demonstrating connections and discrepancies between variables. The dataset was organised by grouped analysis, and its distribution traits were outlined clearly through descriptive analysis utilising metrics like mode, median, and mean. The data was thoroughly reviewed, enabling extensive interpretation and multidimensional analysis. In order to guarantee that the study's conclusions were credible and genuine, the analysis process used a variety of statistical approaches and software tools.

The next step was to discover the relevant information needed for data analysis by analysing the data and using descriptive and inferential approaches. This led to strong conclusions. The study's reliability and validity were ensured by a laborious and meticulous data processing process that utilised several statistical methodologies and associated software tools.

4. RESULTS AND DISCUSSION

a. Data Analysis

The primary subjects covered in this chapter revolve around the presentation and analysis of the data collected from the research questionnaire. Data analysis and knowledge creation are the primary goals of this chapter. One hundred social media users based in the Kathmandu Valley participated in the survey.
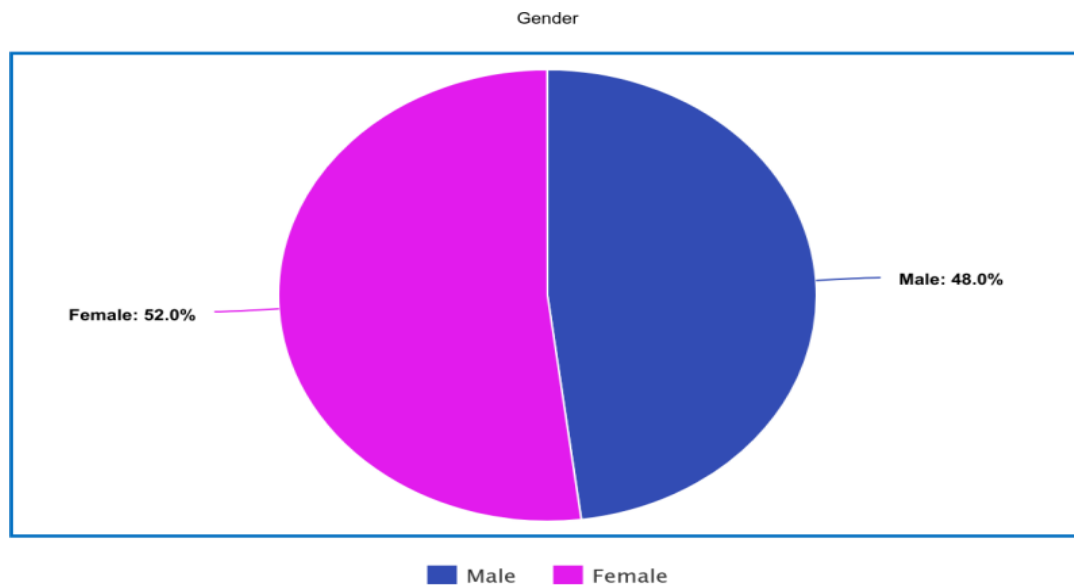
Gender

Figure 4.1: depicts the percentage distribution of total respondents during the research.

The poll results reflect the social media scene in Nepal, with a somewhat higher percentage of female respondents (52% vs. 48%). Differences between urban and rural areas, especially in the Kathmandu Valley, as well as societal conventions and cultural influences all play a role in this gender distribution. A person's ability to participate in online communities and cast a ballot is affected by these elements, which in turn affect educational possibilities and access to technology. To improve engagement and conversion rates on platforms like Facebook, marketing strategies can align with nationwide trends and target gender-specific preferences. Organisations may increase the reach and efficacy of their brand messaging by understanding and accommodating gender-specific prejudices, behaviours, and settings. With this strategy, brands can successfully cater to a wide range of customer interests and demands, which in turn increases engagement and conversion.
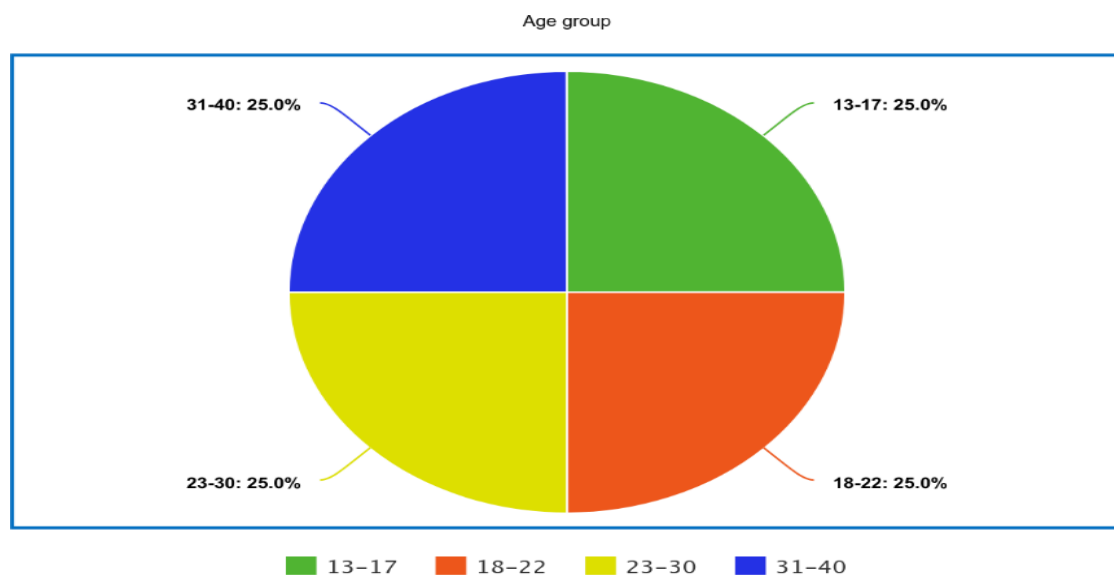
Age group

Figure 4.2: This equitable distribution will allow us to understand the responses of all four age groups.

There were a hundred people who filled out the survey; 25% of that total fell into each age bracket. Consequently, no significant difference exists in the number of responses based on age.

The findings will be generalisable because the age groups are balanced, which helps avoid biassed or distorted generalisations about any one group. Our survey method is a "mixed" one. We serve not only teens but also adults and middle-aged folks. We can examine the full spectrum of social media use attitudes and behaviours by conducting interviews with people of all ages using this method. To begin developing stronger and more successful social media marketing tactics, it is necessary to dimension the personality of a generation. Since the insights gained from such an inclusive method enable one to customise advertisements and interact with

diverse target age groups, it is useful for marketers. A stronger impact is generated as a result of requirements being addressed. In order to address this issue and develop marketing strategies that cater to the varying needs of different age groups, one method is to extend the study design. This will help us comprehend the influence of media via social media.
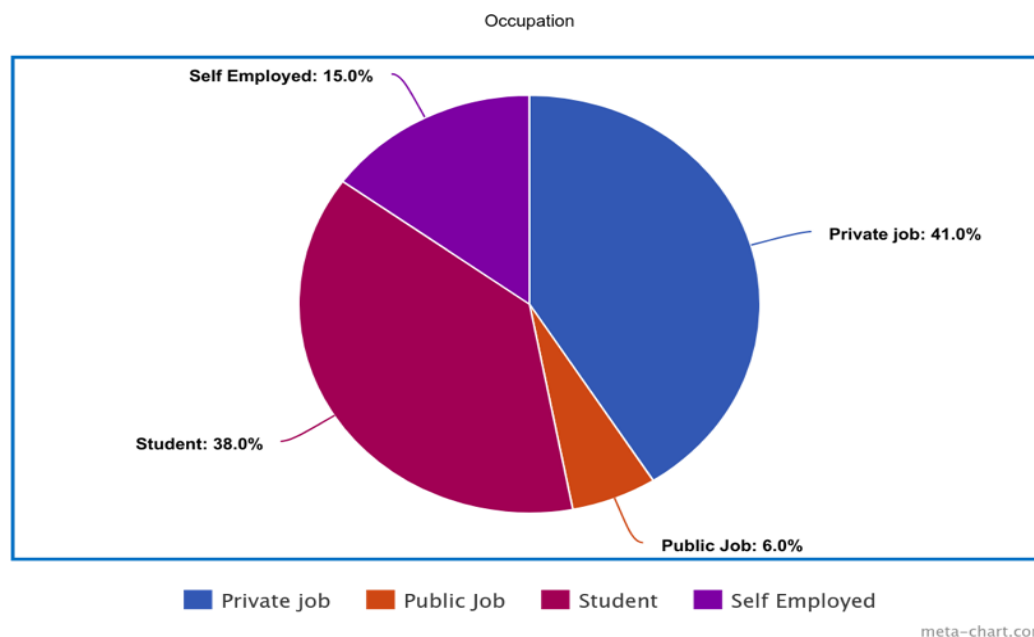.

Figure 4.3: Distribution by occupation

As seen in Figure 4.3, the diverse interests within the sample are emphasised by the split of occupations among the 100 respondents. An important indicator of Nepal's largely private-led economy is the fact that 41% of participants hold jobs in the private sector. Furthermore, the fact that younger students make up a substantial portion of the sample (38% to be exact) highlights the impact they have on the way society uses media. A lack of representation from the public or government sector is indicated by the comparatively low proportion of respondents employed in this area, at 15%. This discrepancy highlights how the private sector rules the employment market and should be considered when developing social media marketing plans. In order to increase the efficacy of their ads, marketers would do well to take note of these vocational disparities and adjust their strategies accordingly.
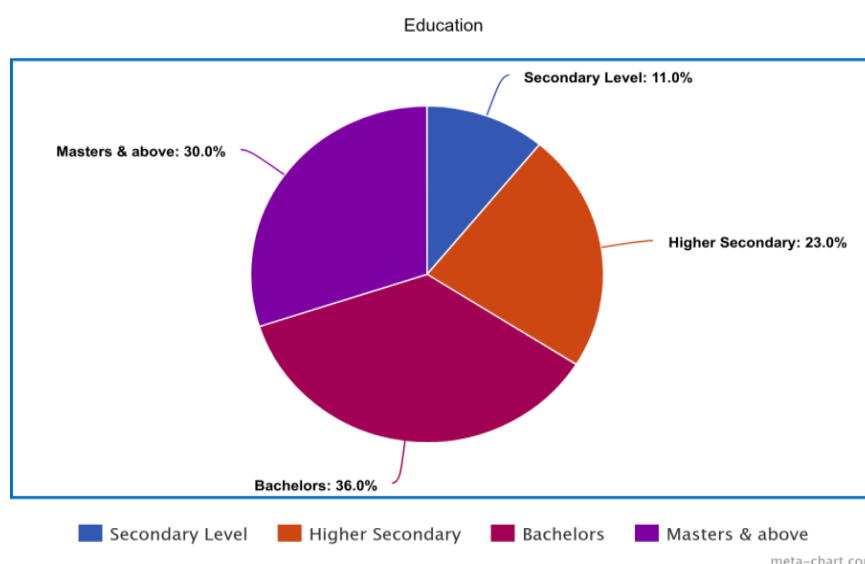
Figure: 4.4: Distribution by Education

Figure 4.4 shows the educational composition of the sample based on the survey of 100 respondents. A significant share, 36%, has Bachelor's degrees, indicating that there is a high concentration of people with college degrees. Additionally, a significant representation of higher academic qualifications is indicated by the 30% who have acquired Master's degrees. On the other hand, 23% have achieved a higher secondary level, or +2, education, while only 11% have finished secondary school. This distribution highlights how many people in the sample have completed some sort of postsecondary education, especially those with a Bachelor's degree.

The respondents' educational backgrounds greatly impact the diversity of data points in the survey results. These distinctions form the basis for variations in marketing engagement and social media usage. Social media interactions in more educated societies are more likely to display critical thinking and judgement, but in less educated societies, people utilise it more for amusement and making friends. In order to develop successful social media marketing strategies, it is essential to comprehend this variety. Marketers can cater their messaging and content to people with varying levels of education by taking their interests and areas of expertise into   account.
Content that is both instructive and aesthetically pleasing may appeal more to more educated audiences, while pieces that are more emotionally engaging may do better with less educated ones. A more targeted and efficient marketing strategy, supported by more relevant and evidence-based comments and better campaign results, is possible when the impact of educational diversity on customer demand is acknowledged.
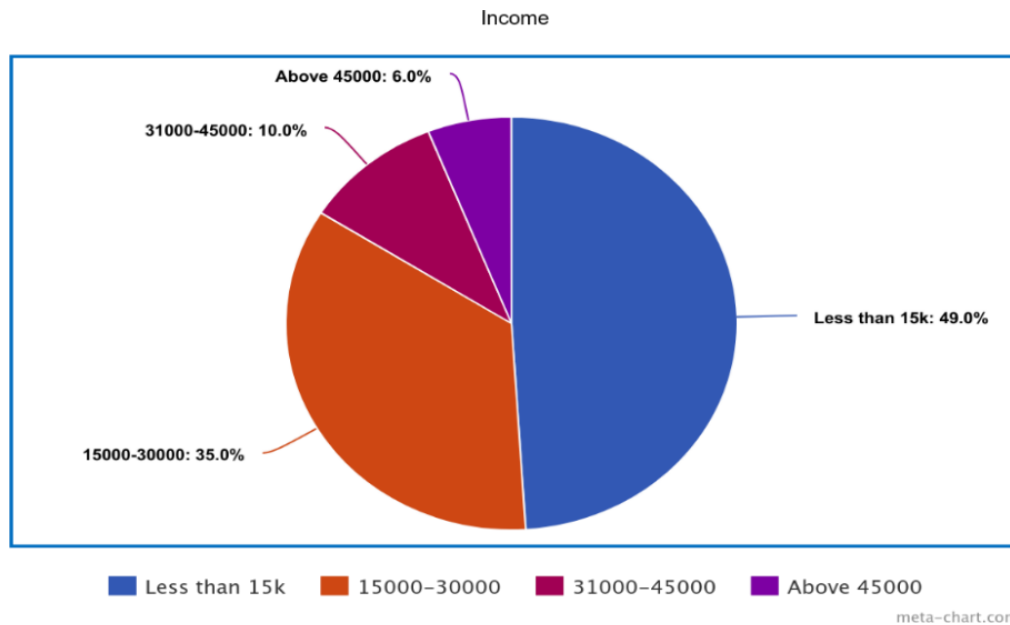

Fig 4.5: Distribution by income

Figure 4.5 shows that the majority of respondents (49%) had a monthly income of less than Rs. 15,000. The same holds true for the income bracket: 35% of respondents said they made between 15,000 and 30,000 rupees annually. Also, 10% of people who took the survey reported an income between Rs 30,000 and 45,000, with 6% claiming an income beyond 45,000. The suggested monthly income level is the sum of the individual's and their family's incomes. For example, students may have cited their own spending money or the income from their   families.
Consequently, a sizeable portion of the sample lives on less than 15,000 Rupees a month. Explanatory Study Frequency Analysis of Facebook Use Patterns.

Table 4.1: Distribution by Length of Facebook usage

Length of Use	Frequency	Percent
Less than a year	3	2.6
1 to 3 years	24	22.8
3 to 5 years	33	31
5 years & above	40	44.6
Total	100	100

Table 4 shows how much time people spent on Facebook, which can give you an idea of how often people use it. Significantly, 40% of users have stayed for more than five years, indicating a long-term commitment to Facebook. Also, 31% of Facebook users have been there for three to five years, which suggests a long-term commitment. On the other hand, 2.6% of users have been here for less than a year, which could mean that these are newbies or those who are switching from another social media site. This supports the claims made by Grewal (2019) about Facebook's evergreen appeal, and the results show that the platform is widely used by the sample. Facebook has a vital role in contemporary digital culture, as the study's audience perceives it as an essential component of their online connections and social networking.

Table 4.2: Distribution by time spent on Facebook per day

Time spent per day	Frequency	Percent

Less than 1 hour	22	25
1 to 3 hours	52	51.5
3 to 6 hours	23	20.5
6 hours and more	3	3
Total	100	100

On a daily basis, people spend an average of 4.2 hours on Facebook. Daily Facebook usage ranges from one to three hours for over 50% of respondents. A quarter of people also said they spent less than an hour a day on Facebook. Only 3% of people who took the survey said they spend 6 hours or more on Facebook; 20.5% said they spent 3–6 hours. The statistics show that most people use Facebook for 1–3 hours daily, with only a small fraction using it for 6 hours or more. Users spend their daily Facebook time interacting with friends and family, playing games, uploading, and viewing user-created content (Hanaysha, 2022). The result is that more people spend one to three hours every day on Facebook.

Table 4.3: Distribution by encounter with clothings advertisement in Facebook

Frequency of encounter	Frequency	Percent
Regularly	22	20
Often	42	43
Occasionally	21	20.5
Rarely	15	16.5
Total	100	100

Nearly half of all respondents (43% of the total) saw apparel ads on Facebook, as seen in Table 4.3. Advertisers in the apparel industry are utilising Facebook ads to connect with a wide audience. Similarly, over 40% of people who took the survey said they saw these kinds of ads often or sometimes. But only 16.5 percent of people who took the survey said they seldom see ads for clothes on Facebook. The majority of people who took the survey saw the clothing ad on Facebook quite often.

Table 4.4: Distribution by exploring the clothings advertisement in Facebook

Exploring Facebook Ads	Frequency	Percent
Yes	60	60.0
No	40	40.0
Total	100	100

Table 4.4 shows the results for the question of whether or not respondents looked at the clothing adverts on Facebook. More than 60% of people who saw Facebook ads for apparel clicked on them to learn more, the survey found. Facebook ads successfully pique the curiosity of potential customers. Of those who saw the clothing advertising on Facebook, just 40.0% said they weren't interested. Consequently, a significant portion of the sample analyses Facebook ads.

Table 4.5: Distribution by search of clothing information on Facebook

Search for clothing information	Frequency	Percent
Always	13	11.5
Often	20	20.0
Sometimes	30	31.0
Rarely	37	37.5
Total	100	100

Table 4.5 displays the frequency with which respondents used Facebook to research clothing options before buying them. Of the 100 people who took part in the poll, 37.5% stated they seldom used Facebook to research clothing options before buying something, and 31.0% said the same about sometimes. Researching clothing options on Facebook before buying is becoming more common. Having said that, it is still not where most people go to learn about apparel.

Consequently, most people who took the survey seldom use Facebook to look for fashion-related content.

Table 4.6: The influence of Facebook marketing on garment purchases.

Level of impact in clothing purchase behaviour	Frequency	Percent
Always	2	2
Often	12	17

Sometimes	44	43.5
Rarely	37	37.5
Total	100	100

Table 4.6 shows the percentage of respondents whose clothing purchases were impacted by Facebook ads. When asked how often they thought Facebook ads would influence their propensity to purchase clothing, the majority of respondents (43.5%) said it would happen periodically. Also, Facebook ads had little to no impact on the clothing choices of 37.5% of respondents. As a counterpoint, just 17% of respondents claimed that Facebook ads affected their clothes purchase preference on a regular basis, and 2% claimed that Facebook ads were always present.

This data demonstrates that the impact is minor, but there is a progressive increase in consumers admitting the influence ofFacebook marketing on their garment purchasing behavior.

As a result, Facebook marketing information has only a limited influence on garment purchasing behavior.

Table 4.7: Duration by posting on Facebook about clothings

Post on Facebook aboutFrequency clothings		Percent
Always	4	4
Often	12	11
Sometimes	38	38
Rare	46	47
Total	100	100

Out of 100 people surveyed, 47% said they never or never share feedback on Facebook about clothes purchases with friends. These numbers show that the apparel industry is still not making the most of electronic word of mouth (Hermanda, 2019). The same percentage of people admitted they would only post infrequently to Facebook friends. Contrarily, 4% of Facebook users stated they would always publish, like, share, or review after purchasing clothing, while 11% indicated they often do so.

Consequently, most people who take the survey seldom provide their friends feedback on the clothes they buy on Facebook.

Table 4.8: The distribution of clothes through popular Facebook marketing channels.

Means of clothing's Facebook Marketing Frequency		Percent
Facebook Pages	98(89.50%)	12(10.5%)
Banner Ads	47(42.5%)	63(57.5%)
Facebook Contests	38(34.50%)	72(65.5%)
Offer claims promoted in Facebook	36(32.5%)	74(67.5%)
Contests outside fb but marketed in fb	25(22.5%)	85(77.5%)
Others	0 %	0%

Table 4.8 displays the top apparel marketing tactics promoted on Facebook by young people. Facebook pages were clearly considered the most popular platform for clothes marketing by the majority of respondents (89.5%, or 98). That most apparel marketers rely heavily on Facebook ads is supported by this data (Kay, 2020). Of all the marketing tools used to promote apparel, 42.5% of people think banner advertising are the most common. After that, 34.5% were involved in Facebook contests. Similarly, 32.5% of people who took the survey said they were aware of Facebook offer claims, but only 22.5% said they were aware of contests that weren't actually hosted on Facebook but were marketed there. Respondents did not identify any more clothes marketing methods on Facebook beyond those already stated.

Conclusion: Facebook pages are the most popular way for garments to be advertised, according to most respondents.

Table 4.9: Information about clothings that users wish to be aware from Facebook.

Information that users wish toYes (%) beaware from Facebook.		No (%)
Promotions	44(40%)	66(60%)
Offers	54(49%)	56(51%)

Discounts	65(59%)	45(41%)
Feedback from User (Comments)	53(48%)	57(52%)
New Product Information	62(56.5%)	48(43.5%)

Table 4.9 shows Facebook information that users would like to know. There is a clear preference among respondents (59%, or 65 people) for receiving discount information through Facebook clothing ads. Similarly, 56.5% of people who took the survey wanted apparel brands to update their Facebook pages with information about new products. Offers like buy-one-get-one-free were among the other pieces of information that consumers wanted to know from Facebook ads for apparel (49%). A whopping 48% of Facebook users loved comments, with product promotions like featured coming in a close second at 40%. Consequently, most people would like to know more about sales.

Table 4.10: Ranking of most influential factors of Facebook marketing

Factors that have major impact on clothing purchase decision	First Preference	Second Preference	Third Preference	Fourth Preference	Fifth Preference
User's Comment	19(19.5%)	33(32.5%)	21(21.5%)	16(16.5%)	11(10%)
Number of Likes	17(15.5%)	14(12.5%)	28(26%)	30(27%)	21(19%)
Number of clothing's page Followers	5(4%)	9(8.5%)	16(14.5%)	24(22%)	56(51%)
Regular Updates and New Offers	40(36.5%)	22(20%)	22(20%)	18(16%)	8(7.5%)
Promotional Offers	27(24.5)	29(26.5%)	20(18%)	20(18.5%)	14(12.5%)

Table 4.10 shows that out of 100 people surveyed, 36.5% think that promotional offers are the most important factor when deciding what clothes to buy, followed by regular updates and news offers (24.5%). The same holds true for user comments and promotional offers; 32.5% of respondents ranked them second most influential, while 26.5% ranked them third, and 27.0% ranked them fourth. According to Kurdi (2022), half of the respondents ranked the quantity of clothing pages as the least significant when it comes to Facebook garment marketing.
Consequently, most people who took the survey said they liked receiving new offers and updates often.

4.2 Analysis of Sample Response

Table: 4.11: Analysis of impact of frequency of FB advertisement

Frequency of Facebook Advertisement	Mean	Standard Deviation
The frequency ads on FB influences my purchase decision.	0.84	0.28
More the ads appears on FB more it gets my attention.	0.91	0.3

Table 4.11 displays the mean rating for all remarks regarding the frequency of Facebook ads. A majority of respondents do not believe that the frequency of Facebook adverts effects their shopping decisions, as indicated by the average mean for the first statement being less than 3. The second statement, on the other hand, has an average mean greater than three, suggesting that people agree that the greater the number of Facebook ads, the more attentive they become.

Finding: More ads on Facebook may pique people's interest, but they won't be swayed to buy anything.

Table: 4.12: Analysis of impact of time spent on Facebook

Time spent on Facebook	Mean	Standard Deviation
I am aware of most of clothing because I spend more time on FB	0.8	0.3
Most of time I spend on FB, I check clothings information	0.7	0.3

You can see how each statement related to respondents' Facebook usage was rated on average in table 4.12. Respondents dispute the premise that their increased Facebook usage makes them more fashion-conscious, as the average mean for both assertions is below 3. The idea that they spend most of their Facebook time browsing apparel-related content is also not shared by them.

Findings: How much time did Facebook users spend browsing apparel-related topics while they weren't aware of any specific clothing-related information?

Table: 4.13: Analysis of Impact of Facebook Offers

Facebook Offers	Mean	Standard Deviation
I often know about offers on clothings from Facebook	0.89	0.28
I seek out promotional offers on clothings from FB than other media	0.8	0.29
I search for offers on clothings from FB before purchasing	0.75	0.28

Table 4.13 shows how respondents felt about the average rating of the statements that were released to Facebook offers. With a mean score of over three, the respondents are in agreement that Facebook is a common source for information regarding clothes sales. Contrarily, with average means below three for the other two claims, it's clear that people aren't in favour of using Facebook to look for sales or special offers while buying clothes.

The respondent is aware of Facebook apparel promotions frequently, according to the resul**ts.**

Table 4.14: Analysis of Impact of Facebook Comments and Recommendation

Facebook Comments and Recommendation	Mean	Standard Deviation
Facebook comments have greater influence on my clothingpurchase decision.	0.89	0.3
I trust Facebook comments and recommendation than other media	0.84	0.297
I am able to seek out details clothing information from Facebook comments	0.76	0.281
Facebook marketing like comments influence me to try new brandsof clothings	0.82	0.277

Table 4.14 displays the average rating for each statement pertaining to Facebook comments and suggestions. According to the mean, most people think that Facebook comments are more influential when it comes to purchasing clothing. They also agree that comments impact their decision to try new clothing brands. But the other statements' average means are also close to 3, so it seems like people don't think much of Facebook's promises that it can provide extensive information and that its suggestions and comments are more trustworthy than other media.

Table 4.15: Analysis of Impact of Brand Image of clothing

Brand Image of clothings	Mean	Standard Deviation
I view Facebook advertisements of only branded clothings	0.78	0.30
My perception of brand of clothings has changed with respect to their Facebook marketing	0.87	0.268
Facebook has become an effective platform to enhance brand image of clothings.	1.09	0.276

The majority of Facebook users think that ads make them want to try new clothing companies. Figure 4.15 shows the average means for the assertion concerning the Facebook clothes brand image. The average mean is more than three, with the exception of the first sentence. It appears that the respondents are not in agreement that Facebook advertising for branded clothing are the only ones they encounter. But they think Facebook ads have changed the way they view apparel companies. Additionally, they think Facebook has become a great platform for clothing firms to boost their brand's reputation. Facebook is a great tool for boosting apparel brands' reputations, according to respondents.

Table 4.16: Descriptive Results for all varibales

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Consumer purchasing behavior	100	1	5	4.07	.956
Facebook Marketing	100	1	5	3.89	.984
Brand Image	100	1	5	4.14	.921
Advertising and Promotion	100	1	5	4.01	.835
Facebook messages (WOM)	100	1	5	4.14	.975
Facebook Groups	100	1	5	4.08	.950
Celebrity Endorsement	100	1	5	4.10	.916
Product Releases and Reviews	100	1	5	4.08	.761

Valid N (listwise)	100	

One hundred people's purchasing habits and Facebook ads were the subjects of the study. With a score of 4.07 (SD = 0.956), participants demonstrated a favourable attitude towards purchase. They gave Facebook marketing a modest endorsement, with an average score of 3.89 (standard deviation = 0.984). The most important factor in consumers' decision-making was their perception of the brand, which received the highest score of 4.14 (SD = 0.92). On average, people felt positively about Facebook advertising and promos, giving them a rating of 4.01 (SD = 0.835), which indicates that they have a significant impact on consumer behaviour. Mean ratings of 4.14 (SD = 0.975) for word-of-mouth messaging (WOM) and 4.10 (SD = 0.950) for interactions within Facebook groups, respectively, also showed a favourable influence. The success of celebrity endorsements on Facebook was shown by their high respect, rating 4.10 (SD = 0.916). A similar 4.08 (SD=0.761) average for product releases and reviews shows how much of an impact this type of Facebook content has on customers' actions.

Table 4.17: Coefficient Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficientst		Sig.
		B	Std. Error	Beta		
	(Constant)	.006	.959		3.177	.002
	Facebook Marketing	.447	.106	.233	.022	.000
	Brand Image	.490	.101	.190	.077	.000
1	Advertising and Promotion	.586	.117	.158	.581	.000
	Facebook messages (WOM)	.372	.100	.067	.022	.000
	Facebook Groups	.370	.128	.138	.125	.000
	Celebrity Endorsement	.423	.121	.019	.189	.000
	Product Releases and Reviews	.440	.140	.176	.023	.000
a. Dependent Variable: Consumer purchasing behavior						

This study's regression analysis shows that Facebook marketing has a considerable impact on Kathmandu consumers' purchasing behaviour. An increase of one unit in Facebook Marketing positively affects purchasing habits, as shown by a correlation coefficient (B) of 0.447 and a p-value less than 0.05, which indicates statistical significance. This highlights the significance of carefully crafted interaction tactics and Facebook's efficacy as a marketing tool. Further confirmation that the effect is not random but rather represents a high correlation between the variables evaluated is provided by the significance level. Consistent with wider tendencies in digital marketing, these results demonstrate how social media sites like Facebook help marketers communicate with their target audiences on a more personal level. Customisable messaging, product **showcasing, and instant feedback all have a major impact on customer behaviour.**

Table 4.18: Anova Results

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	28.874	7	4.125	3.598	.001[b]
1	Residual	105.486	92	1.147		
	Total	134.360	99			

Hypothesis's 1: Whether the regression model is dependable in predicting consumer purchase behaviours with the help of the predictors is demonstrated by the significant findings in the accompanying ANOVA table. There was a significant degree of statistical significance, as the investigation discovered a Sig. value of 0.000, which is lower than the normal value of 0.05. So, when it comes to explaining and consistently predicting changes in consumer purchasing behaviour, the overall forecast model that takes into account (Product Releases and Reviews, Facebook messages (WOM), Celebrity Endorsement, Brand Image, Advertising and Promotion, Facebook Marketing, Facebook Groups) is very effective.

Table 4:19: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864[a]	.815	.155	1.071

Hypothesis's 2: The highlighted Model Summary highlights key aspects, such as the performance and exact fit of the regression model used to predict consumer purchasing decisions based on chosen predictors. The

independent variables utilised for the model can explain 81.5% of the variation in consumer purchasing behaviour, according to the R-squared (R^2) value of 0.815. With an R-squared value this high, it's safe to say that the whole spectrum of the dependent variable—consumer behaviour, in this instance, the purchasing decision—was captured by the explanatory variables: Product Launch Agents and Reviews, Facebook Messages (WOM), Celebrity Endorsements (Celebrity), Brand Image, National Advertising and Promotion, Facebook Marketing, and Facebook Groups. Predicting consumer behaviour using the given variables, the study's model would be deemed a strong and successful model.

The frequency of Facebook advertisements and the impact of Facebook marketing on clothing purchasing behavior are significantly correlated, according to the findings.

4.3 Findings

The investigation conducted by Rana (2016) explores the complex connection between Facebook marketing and Kathmandu, Nepal, consumers' purchase decisions. Using a descriptive and exploratory methodology, the study sought to provide a baseline knowledge of this relationship as a basis for further research in the area. The marketing of Facebook, brand image, promotion and advertising, word-of-mouth Online messages, Facebook groups, and celebrity endorsement are just a few of the independent factors that are included in the study. With an emphasis on apparel, these factors are evaluated in connection to the variable that is dependent, consumer buying habits.

With its official pages, page likes, contests, banner ads, and deal claims, Facebook marketing has become a versatile tool for businesses. Questions with multiple options are used in the study to determine how much customer engagement there is in different marketing tactics. Furthermore, brand image is crucial since different brands position themselves differently in the market, which affects how consumers perceive them. To evaluate the brand value attached to products being promoted on Facebook, responses to Likert scale enquiries are used. Additionally, the website's role in advertisement and promotion is emphasised, allowing advertisers to reach their target demographic and emphasise their products. As customers converse with their peers about products, the site also promotes word-of-mouth advertising. Facebook groups also give business owners a special way to interact with prospective clients by sharing management insights and industry-specific information. Celebrity endorsements also give brands more legitimacy by using people's fame and knowledge to support advertising claims.

The factor that is dependent in the study is consumer buying behaviour, which includes a range of actions associated with acquiring of commodities. The study examines how media marketing tactics, particularly Facebook marketing, impact consumer purchasing decisions and assesses buying intention with a focus on apparel.

To give a thorough grasp of customer behaviour, socioeconomic variables including gender, age, financial status, and educational level are also examined. When compared to men, women are more engaged on Facebook and show up as active users. According to the survey, the majority of respondents are younger, and contributions have been equal across all age groups. The participants have a variety of professional backgrounds, but higher education levels are noticeably more prevalent. Likewise, a wide range of professional backgrounds are represented, such as entrepreneurs, private sector work, government employment, and student status. Participants' economic levels vary, but a sizable percentage report household incomes under 20,000 Rupees.

A large number of those surveyed have been Facebook users for more than five years, and the study also shows how they utilise the site. Many responders, on average, spend between one and three hours per day on the social network. Consumers' frequent encounters with Facebook ads for apparel are indicative of the efficacy of tailored advertising tactics.

The research findings underscore the significant impact of Facebook marketing on consumer behavior, particularly in the context of clothing purchases. Respondents acknowledge the effectiveness of Facebook ads in influencing their purchase decisions, highlighting the platform's role as a vital medium for promotions. Despite encountering clothing-related ads on Facebook, respondents generally ignore them when conducting searches on the platform. However, these ads often sway consumers to make subsequent clothing purchases, indicating their effectiveness in driving sales.

Furthermore, respondents express a need for more detailed information on discounts and updates regarding deals,emphasizing the importance of ongoing communication from brands. While additional advertisement posts may capture consumers' attention, they do not always translate into increased purchase amounts. However, Facebook remains a preferred platform for accessing clothing-related information due to its wide range of offerings.

The research concludes by illuminating the intricate relationship between Facebook marketing and Kathmandu consumers' buying habits. When it comes to boosting brand imagery and influencing apparel purchase decisions, Facebook stands out as an effective tool, regardless of regional fluctuations. The results highlight how important it is for marketers to make good use of Facebook's features and adapt their approaches to appeal

to different types of consumers. Ads on Facebook reach people of all ages and backgrounds, regardless of where they live, which is great news for companies in the apparel sector.

5.   Summary of Findings

SUMMARIES AND CONCLUSION
Using a variety of socioeconomic and marketing-related criteria, the study investigated how Facebook ads affected the buying habits of Kathmandu residents when it came to apparel. It used a structured questionnaire to collect information about demographics including age, gender, income, employment, and degree of education as well as targeted Facebook advertising metrics.
There was no statistically significant relationship between the effect of Facebook ads and consumers' propensity to make a purchase, even though the four age groups surveyed ranged from thirteen to forty years old. There was near-parity between the sexes in terms of distribution, but there was no significant difference in the impact of social media marketing on apparel purchases based on gender. Among the diverse group of people surveyed, there was no discernible correlation between the influence of Facebook ads on consumers' apparel purchases and their occupation. This includes students (38% of the total), independent contractors (15%), and government employees (6%).

Income levels varied among respondents, but income didn't significantly correlate with the influence of social media marketing on clothing purchases, suggesting Facebook marketing's independence from income. Similarly, education levelsranging from bachelor's (36%) to master's degrees (30%) among respondents didn't significantly affect the impact of socialmedia marketing on clothing purchasing behavior.
Analyzing specific Facebook marketing elements, the study found frequent updates, news offers, and user comments to beinfluential, particularly in driving clothing purchase decisions. Respondents' decisions were notably swayed by Facebook recommendations and comments, underscoring the importance of interactive and engaging content in social media marketing.
The significance of recurrent exposure to commercial materials in driving buying choices is shown by the fact that 43% of respondents indicated frequently being exposed to Facebook clothes marketing, which substantially impacted their fashion purchase behaviour.

This study aimed to determine whether and how advertisement on Facebook affected consumers' decisions to buy apparel in the Kathmandu Valley. Despite the popularity of apparel ads on Facebook, the study found no link between these ads and consumers' perceptions of the advertised brand. Also, other variables may have greater influence on customer decision-making, since different Facebook ads had little effect on apparel purchases. Preferred Facebook marketing methods were found to be Facebook pages, followed by banner advertisements, suggesting consumers engage more with brands through official pages rather than ads. Analysis of Facebook marketing content revealed a preference fordiscounts, news about new products, deals, and user comments or feedback, indicating that promotional offers are effective in capturing consumer attention. While most respondents indicated that Facebook marketing infrequently influenced their clothing purchase decisions, a significant portion acknowledged its occasional influence, underscoring the growing importance of social media, particularly Facebook, in shaping consumer behavior. The consequence of advertisement on social media on apparel purchases was more heavily influenced by content relevancy, exposure frequency, and user involvement than by demographic variables such as age, gender, income, or education level, even though the sample was diverse.

5.1 Conclusion
Using socioeconomic factors such as gender, ages, profession position, income, and schooling, the study examined the impact of Facebook advertising on client buying behaviour within Kathmandu's garment industry. The effect of Facebook ads on consumers' propensity to make a purchase was unaffected by demographic variables such as age and gender, according to the findings. Results from Facebook ads were consistent across all age groups and genders, suggesting that the platform's marketing efforts were having the desired impact. There was no statistically significant relationship between the effect of Facebook ads on apparel purchases and demographic variables such as employment, income, or degree of education. Regardless of the respondents' occupation (private, public, or student), the effect of Facebook ads was the same. Facebook ads had the same impact on people of all economic levels, since there was no clear correlation between the two. Its effect on consumer behaviour was also unaffected by degree of education, indicating that it is universal.
The fact that "Facebook pages" were the most widely used and successful Instagram marketing strategy for apparel manufacturers suggests that these platforms have a considerable impact on consumers' final purchasing decisions. Equally impactful were certain aspects of Facebook advertising, including constant updates, sales, and user comments. Customers were more inclined to buy after seeing regular updates and promotions advertised on Facebook. Further evidence of the power of social proof and word of mouth to influence consumer behaviour came from comments and feedback left by actual users. More frequent exposure led to increased purchases, according to respondents, who also found the frequency of encountering Facebook marketing to be significant. The significance of constant social media advertising in driving sales and maintaining consumer involvement is

highlighted by this.
In addition, the investigation discovered that consumers' perceptions of the advertised apparel brand had no substantial effect on their decision to buy. These provides more evidence that Facebook marketing is a flexible medium for reaching consumers interested in both branded and unbranded apparel. In essence, the study shows that Facebook ads had a major impact on apparel buyers' decisions, proving that successful social media campaigns are crucial to attracting and retaining customers and increasing revenue.

REFERENCES

[1]   Ahmad, N. An empirical investigation by Karachiites on the influence of social media on the fashion industry. , Journal of Research Development and Management. 2015.7 (2422-8397), 62–69

[2]   Aji, P.; Nadhila, V.; & Sanny, L. Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. International Journal of Data and Network Science, 2020. 4(2), 91-104.

[3]   Al-Azzam, A. F.; & Al-Mizeed, K. The effect of digital marketing on purchasing decisions: A case study in Jordan. The Journal of Asian Finance, Economics and Business, 2021 8(5), 455-463.

[4]   Ansari, S.; Ansari, G.; Ghori, M. U. Impact of brand awareness and social media content marketing on consumer purchase decision. Journal of Public Value and Administrative Insight, 2019. 2(2), 5-10.

[5]   Banerjee, B. The Indian FMCG industry compares traditional and social media as marketing communication tools. Asia Pacific Journal of Research, 2018.1 (21) 154–162.

[6]   Bhatti, A.; Bano, T. Social media and consumer satisfaction effect on consumer purchase intention with the moderating role of trust. International journal of Business Management, (2019) 4,131-141

[7]   Bilal G.; Ahmed, M. A.; M. N. Shahzad. The Garment Sector's Perspective on the Use of Social Media and Social Networks in Consumer Decision Making. Multidisciplinary Science and Engineering International Journal, (2017). 5(3), 1–9.

[8]   Ceyhan, A. The impact of perception related social media marketing applications on consumers' brand loyalty and purchase intention. EMAJ: Emerging Markets Journal, (2019). 9(1), 88-100.

[9]   Chaturvedi S. D.; S. D. Gupta An analytical review of the impact of social media on the online shopping habits of individuals in Jaipur City. Journal of Commerce, Research, and Business Management, (2015). 5 (3), 1–8.

[10]   Chen, S. C., & Lin, C. P. Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. Technological forecasting and social change, (2019). 140, 22-32.

[11]   Chu, S. C.; Chen, H. T. Impact of consumers' corporate social responsibility-related activities in social media on brand attitude, electronic word-of-mouth intention, and purchase intention: A study of Chinese consumer behavior. Journal of Consumer Behaviour, (2019). 18(6), 453-462.

[12]   Dabbous, A.; Barakat, K. A. Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. Journal of retailing and consumer services, (2020). 53, 101-966.

[13]   Dolega, L.; Rowe, F.; Branagan, E. Going digital? The impact of social media marketing on retail website traffic, orders and sales. Journal of Retailing and Consumer Services, (2021). 60, 102-501.

[14]   Donnellan, J.; McDonald, M.; Edmondson, M. Impact of social media on consumer buying patterns. International Journal of Marketing Studies, (2020)12(3), 71-79.

[15]   Ebrahim, R. S. The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. Journal of Relationship Marketing, (2020). 19(4), 287-308.

[16]   Erlangga, H. Effect of digital marketing and social media on purchase intention of Smes food products. Turkish Journal of Computer and Mathematics Education (TURCOMAT), (2021). 12(3), 3672-3678.

[17]   Farooq, F. Jan, Z. The way that product reviews on social media can impact marketing. Information and Communication Technology Research International, (2015). 2, 627–637.

[18]   Favero M.; Alverz F. An exploratory study on how micro and small textile firms use social networks for communication. Brazilian Journal of Marketing Research, (2016). 15, 37–55.

[19]   Floris M.; A. Dettori. An Empirical Investigation: Is Social Media Adoption a Potent Way for Small- and Medium- Sized Businesses to Achieve High Performance? , International Journal of Marketing Studies. (2020). 12(2), 50–61

[20]   Grewal, L.; Stephen, A. T.; Coleman, N. V. When posting about products on social media backfires: The negative effects of consumer identity signaling on product interest. Journal of Marketing Research, (2019)56(2), 197-210.

[21]   Hanaysha, J. R. Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. International Journal of Information Management Data Insights, (2022). 2(2), 100-102.

[22]   Hayta, A. research into how social media affects the purchasing habits of younger consumers. Human Resource Management, Special Issue: European Journal of Research on Education, (2015). 4, 65-74.

[23]   Ionas, Esq.; Stoica, I. Social media's effect on how consumers behave. Journal of Economic Practices and Theories International, (2015). 295–303.

[24] Kay, S.; Mulcahy, R.; Parkinson, J. When less is more: the impact of macro and micro social media influencers'disclosure. Journal of marketing management, (2020). 36(3-4), 248-278.

[25] Kuncoro, H. A. D. P.; Kusumawati, N. a Study of Customer Preference, Customer Perceived Value, Sales Promotion,and Social Media Marketing Towards Purchase Decision of Sleeping Product in Generation Z. Advanced International Journal of Business, Entrepreneurship and SMEs, (2021). 3(9), 265-276.

[26] Kumar &Mehta, E.; Rdot. Facebook marketing transforms the language. ; Asian Journal of Multidimensional Research. (2016).3 (11), 47–58

[27] Kurdi, B. A.; Alshurideh, M., Akour, I.; et al The effect of social media influencers' characteristics on consumer intention and attitude toward Keto products purchase intention. International Journal of Data and Network Science, (2022). 6(4), 1135-1146.

[28] Laguna, L.; Fiszman, S.; Puerta, P.; et al. The impact of COVID-19 lockdown on food priorities. Results from a preliminary study using social media and an online survey with Spanish consumers. Food quality and preference, (2020). 86, 104-280.

[29] Lekhanya, L. using social media and social networks to promote small, medium-sized, and microbusinesses in rural areas. Journal of Scientific and Research Publications International, (2016). 3(7), 1–7.

[30] Lou, C.; Yuan, S. Influencer marketing: How message value and credibility affect consumer trust of branded contenton social media. Journal of interactive advertising, (2019). 19(1), 58-73.

[31] Khan, Mohd Altaf, & MINHAJ, S. M. (2021). Performance of online banking and direct effect of service quality on consumer retention and credibility of consumer and mediation effect of consumer satisfaction. International Journal of Business Information Systems, 1(1), 1. https://doi.org/10.1504/IJBIS.2021.10043829

[32] Khan, Mohd Altaf, & MINHAJ, S. M. (2022). Dimensions of E-Banking and the mediating role of customer satisfaction: a structural equation model approach. International Journal of Business Innovation and Research, 1(1), 1. https://doi.org/10.1504/ijbir.2022.10045447.

[33] Manzoor, U.; Baig, S. A.; Hashim, M., et al. Impact of social media marketing on consumer's purchase intentions: the mediating role of customer trust. International Journal of Entrepreneurial Research, (2020). 3(2), 41-48.

[34] Mason, A. N.; Narcum, J.; Mason, K. Social media marketing gains importance after Covid-19. Cogent Business & Management, (2021). 8(1), 187-797.

[35] McClure, C., & Seock, Y. K. The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. Journal of retailing and consumer services, (2020). 53, 10-975.

[36] Mikalef P. A. Patcli, Giannakos, M., et al Purchasing and social media word-of-mouth plans. Journal of Theoretical and Applied Electron Commerce Research. (2015). 8 (1), 17–34

[37] Nash, J. (2019). Exploring how social media platforms influence fashion consumer decisions in the UK retail sector.Journal of Fashion Marketing and Management: An International Journal, 23(1), 82-103.

[38] Nasir .S , Vet, P.& Mateen, H. Social media and buying behavior of women in Pakistan towards purchase of textile garments. Dynamics of Business Management, (2016). 2 (2), 61-69.

[39] Nekmahmud, M., Naz, F., Ramkissoon, H., et al. Transforming consumers' intention to purchase green products: Roleof social media. Technological Forecasting and Social Change, (2022). 185, 122-670.

[40] Pop, R. A., Săplăcan, Z., Alt, M. A. Social media goes green—The impact of social media on green cosmetics purchasemotivation and intention. Information, (2020)11(9), 447.

[41] Pop, R. A., Săplăcan, Z., Dabija, D et al The impact of social media influencers on travel decisions: The role of trustin consumer decision journey. Current Issues in Tourism, (2022). 25(5), 823-843.

[42] Pucci, T., Casprini, E., Nosi, C., et al. Does social media usage affect online purchasing intention for wine? The moderating role of subjective and objective knowledge. British Food Journal, (2019). 121(2), 275-288.

[43] Q. Publication, "J-B-M-C-R," vol. 11, no. I, pp. 13–23, 2024, doi: 10.61101/2319-250X.vol.11.issue1.2.

[44] Rana, A. Facebook marketing and how it affects Kathmandu consumers' purchasing decisions. Journal of Social Science and Business Research, (2018).1 (1), pp. 111–128.

[45] Ranjitha, G. Sinnor, G. An empirical study on the impact of social media websites on user-generated product and service promotion. A Journal of Multidisciplinary Research. (2015). 1(3), 12–19

[46] Sanny, L., Arina, A., Maulidya, R., et al. Purchase intention on Indonesia male's skin care by social media marketingeffect towards brand image and brand trust. Management Science Letters, (2020). 10(10), 2139-2146.

[47] S. M. Minhaj, S. and M. A. Khan, The revolutionary impact of micro-finance and role of financial institutions on agriculture income of farmers: An empirical analysis, International Journal of Business Innovation and Research, 2022, 1(1), 1. https://doi.org/10.1504/IJBIR.2022.10052373

[48] Sarwar, A. Haque, A. a. & Yasmin, F. The view of Malaysian Muslims on the use of social media as a marketing tool.Academic Research in Economics and Management Sciences, International Journal, (2015). 2 (1), 93-102.

[49] Sharma S. and A. Rehman. Indian perspective on evaluating the influence of We 2.0 on consumer buying decisions.Journal of Marketing and Technology International, (2015). 2(7), 125-138.

[50] Stubb, C., & Colliander, J. "This is not sponsored content"–The effects of impartiality disclosure and e-

commerce landing pages on consumer responses to social media influencer posts. Computers in Human Behavior, (2019). 98, 210-222.

[51] Sun, Y., & Wang, S. Understanding consumers' intentions to purchase green products in the social media marketingcontext. Asia pacific journal of marketing and logistics, (2020). 32(4), 860-878.

[52] Tao, H., Sun, X., Liu, X., et al The impact of consumer purchase behavior changes on the business model design of consumer services companies over the course of COVID-19. Frontiers in Psychology, (2022). 13, 818-845.

[53] Tien, D. H., Rivas, A. et al Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. Asia Pacific Management Review, (2019). 24(3), 238-249.

[54] Tümer, M., Aghaei, I., Öney, E., et al. The impact of traditional and social media marketing on customers' brand trustand purchase intentions in the Turkish airline market. Journal of Research in Emerging Markets, (2019). 1(4), 55.

[55] Voramontri, D., & Klieb, L. Impact of social media on consumer behaviour. International Journal of Information andDecision Sciences, (2019). 11(3), 209-233.

[56] Weismueller, J., Harrigan, P., Wang, S. et al. Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. Australasian marketing journal, (2020). 28(4), 160- 170.

[57] Wibowo, A., Chen, S. C., Wiangin, U. et al. Customer behavior as an outcome of social media marketing: The role ofsocial media marketing activity and customer experience. Sustainability, (2020). 13(1), 189.

[58] Yoong, L. C., & Lian, S. B. Customer engagement in social media and purchase intentions in the hotel industry. International Journal of academic research in business and social sciences, (2019). 9(1), 54-68.

[59] Zafar, A. U., Qiu, J., Li, Y. et al The impact of social media celebrities' posts and contextual interactions on impulse buying in social commerce. Computers in human behavior, (2021). 115, 106-178.