

**Project Dissertation Report on**

**"Effect of face book advertising on the buying  
behavior of young consumers:  
The moderating role of gender."**

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## **CERTIFICATE**

This is to certify that the project report titled "Effect of Facebook Advertising on the Buying Behavior of Young Consumers: The Moderating Role of Gender" submitted to Delhi School of Management, DTU in partial fulfillment of the requirement for the award of the postgraduate degree of MASTER OF BUSINESS ADMINISTRATION (MBA) is an original work completed by Mr. Vivek Jaiswal Academic Roll no. 2K19/DMBA/122 under the guidance of Prof. Dr Archana Singh.

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Dr Archana Singh  
Associate Professor

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(Head of Department)

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Ms. Sakshi Kukreja  
Research Scholar

## **DECLARATION**

This is to declare that I have carried out this project titled 'Effect of Facebook Advertising on the Buying Behavior of Young Consumers: The Moderating Role of Gender' myself in partial fulfillments of the Post Graduate Degree of Master of Business Administration from Delhi Technological University is a record of original work done under the guidance of Prof. Dr Archana Singh.

The information & data given in the report is authentic to the best of my knowledge.

Name: Vivek Jaiswal

Roll no.: 2K19/DMBA/122

Department - MBA (Finance and Marketing)

## **ACKNOWLEDGEMENT**

I would also like to extend my gratitude towards Delhi Technological University, for giving me this wonderful opportunity to learn and grow through practical implementation of my theoretical study.

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Last but not the least, I would like to thank my teacher & friends who always supported me directly & indirectly & without their trust & co-operation my project would have proved to be extremely difficult.

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## **EXECUTIVE SUMMARY**

*Facebook is one of the most used and grown social media platform that has reached a highest number of user in very less amount of time. The huge audience of 845 million has provided facebook as a platform for business. There is always a possibility for business with the help of facebook as it is free of cost and easy to operate which can be easily learned by anyone in less time and drive profit through uses. It helps people to transit and communicate information and datas at a very high speed and covers a huge audience which provides facebook as an means for marketing of various products and services. It has became an convenient channel for communication for customers to directly communicate with any brand on their facebook page which enables an two way communication. However there are several issues while reaching out to consumers and one important issue is whether this information is being received by the prospective customers or not and are they actually influencing the buying decisions?*

This research paper primarily focuses on the affects of facebook ads on the buying pattern of the targeted customers which are mainly the younger customer aged 20-35 and it also focuses on themoderating effects of facebook advertisement on the gender.

The methodology for carrying out this research was based on quantitative approach which focusedon data collection through survey questionnaires and later these data were analyzed with the help of step wise regression analysis.

The results and findings of this research proved that there has been significant effect of face book advertisement on younger customers and hence it also shows that these customershave a positive mindset towards face book ads which results in affecting the buying behaviorof these customers also the females have a negative attitude towards the face book advertisement in relation to the moderating affect of gender.

## **INTRODUCTION**

### **1.1 BACKGROUND**

The new means of communication technology has changed all aspects of technological development in the world in a positive way that has been expanded beyond the expectations. There have been various upcoming as well as latest trends in innovation technology which has helped and ease many people's life let it be teachers, students, businesses, corporate houses and many more.

The most prominent example of technological development is social networking sites which have been demonstrated as a means of livelihood these days. These social media sites were primarily made with the purpose of solving communication gap but later it managed to change its perspective and these days proving itself as a tool for communication as well as a market for various businesses.

With the help of these Medias businessman are using it as a means for reaching out the products throughout the world within a less span of time. These social media sites are being used as a means of promotion place for 99% of the businesses because of its reliability and easy accessibility.

Facebook is regarded as one of the social media site which has grown popularity among other competitor and it helps its user to have an global interaction at a click and helps to share their ideas and experiences at free of cost.

Facebook is being used by its customers daily and it has been used severely as a means of advertising platform with new features been added on it in order to help both the buyer as well as the seller in a most convenient way. It helps to find out the prospective customers with the help of their choice and preference and other details that are asked by facebook in order to keep updated.

Growing Facebook-based advertisements can be an indicator that it is becoming a more relevant source of business presentation, and companies are using it as a marketing tool to attract customers. It has only been a few years since it has become a promotional tool. To raise awareness in target markets and change consumers' minds, a combination of firms is used.

Companies devote a significant portion of their budget to marketing their goods and services. Firms attempt to positively influence customers' purchasing behavior by ads that accompany fascinating content. In today's business world, Face book ads play an important role in communicating a business message to a target audience.

The research also aims to assess the effects of emotional and environmental responses on young consumers' purchasing behavior. The thesis is intended to include new information in this field of study.



## **1.2 PROBLEM STATEMENT**

The aim of the SOP is to evaluate the effect of Facebook ads on young consumers' purchasing habits, as well as the role of gender as a moderator. I'm still looking into the impact of Facebook ads on students between the ages of 25 and 35. While Facebook advertising is increasing at an exponential rate as companies of all sizes realize the importance of advertising on social media sites, little research has been done on students' brand influences.

The aim of this study is to see how Facebook advertising affects brand liking and preference among students of various demographics. Social networking is a ten-year-old phenomenon. Until now, research has mostly focused on identifying the fundamental principles of social media and their impact on consumer behavior. The majority of social media research focuses on defining what social media is.

Advertising is what it is, and the variables that influence consumer behavior in relation to social networking are what it is. The advantages that companies reap from social media ads are scarcely described in studies. To gain a deeper understanding of the advertising benefits that companies derive from social media advertising, further research is needed. It's also important to comprehend the connection between the advantages gained and the efficacy of social media ads.

Facebook has been one of the most critical media phenomena of the last decade as a social networking platform. Organizations are involved in sharing and disseminating information, trading goods or services, and keeping in touch with current and potential customers. Facebook offers future clients, a better understanding of their customers, among other advantages.

### **1.3 RESEARCH OBJECTIVES**

The aim of this research was to evaluate and assess the efficacy of Facebook as a marketing tool. It attempted to explain the usefulness of Facebook as an advertising platform and how it contributes to the purchasing habits of young people.

A survey of students who are regularly exposed to Facebook ads through their mobile phones and computers was conducted for this report. The aim of the analysis was to see how successful Facebook advertising is in the following areas:

- a) Management of customer relationships
- b) Customers' involvement
- c) Boosting the brand's image.
- d) Building brand attributes
- e) Introducing new items and demonstrating their effectiveness
- f) For marketing objectives, among university students.

This research paper helps to figure out various questions and the solutions for these questions:

- How facebook advertisement does help young consumers to change their attitude towards several products?
- Do these customers have positive or negative impact on their buying behavior?
- Does face book marketing helps businessman to achieve success as expected or do they manipulate data for growth?

## **1.4 SIGNIFICANCE OF THE STUDY**

Given the amount of money spent on ads, understanding what advertising effectiveness is and how it is calculated is critical. Understanding what causes advertisement effectiveness, on the other hand, is much more critical, since any waste in spending can be avoided ahead of time.

This study's literature review revealed that there is a research gap in understanding how social media ads, in general, and Facebook advertising, in particular, are successful advertising mediums.

The aim of this research is to see how effective Facebook advertising is among Young consumers.

## **1.5 The limitations of the study**

The aim of the study is to see how powerful Facebook advertising is as a buying tool among young people. The research findings would be limited to the case study institution chosen because this is a case study; however, additional research of this study on a range of institutions could yield research findings.

## **2. LITERATURE REVIEW**

This chapter will address the following topics: the notion of advertising, understanding social media and advertising, user attitudes and motives toward social media, the efficacy of social media advertising, the effectiveness of Facebook as an advertising tool, and the benefits of Facebook advertising.

In addition, the chapter will provide background information on the research topic of Facebook's usefulness as a marketing tool among university students. This chapter will demonstrate how businesses share and disseminate information, trade goods and services, and maintain contact with current and potential customers.

Getting a better understanding of their customers and other Facebook benefits, as well as emphasizing that Facebook does not replace traditional marketing approaches but may be used in conjunction with them.

### **(Solberg, Anton, & Linnea, 2013),**

This paper mainly talks about the positive and negative information of various companies which has been stored on facebook and how important it is for companies to keep updated their facebookpage and best serve their customers with positivity and trust. This paper also discussed two groups of people:

1. Companies who think they don't have any place on face book.
2. Companies who want to be active on face book to best serve their customers.

### **(Veronica, 2013) Motivation of online buying behavior**

In this research paper the author discusses the motivation for online buying behavior and the mainrole of consumers for betterment of companies. Despite that we can say that electronic trading hasits special features and differences. This paper discusses the importance of activities performed by companies on social media and how it influence the buying behavior of customers in regards to moderating role of gender.

**(Assaad & Gomez, 2011)**

This paper illustrates the study of social network in marketing and the opportunities and risks associated with it. This paper discusses the importance of social media which can help any business as a means for their promotion channel and achieve companies goals.

**(Chaturvedi & Gupta, 2014)**

This paper mainly focuses on the social media platforms and their importance in modern era for any prospect business so that they can achieve value for their investment with the help of huge audience reach and to enable them for effective communications with the help of facebook.

**(Nufazil, 2014)**

The impact of social media on customers' purchasing decisions was investigated in this report. Nowadays consumers perceive searching information relatively easier than mass media. The consumers analyze the performance and review of products and services of various companies through number of likes and dislikes they get. These days the public image of the company is used with the help of social media which influence consumers buying decisions.

Advertising across online forums, social networks, blog advertising, and other forms of social networking is known as social media advertising. According to Lazer and Kelly (1973), social advertising is described as "concerned with the application of advertising knowledge, ideas, and methods to improve social as well as commercial outcomes as a means to an end. It's all about analyzing the social consequences of advertising campaigns, actions, and incidents."

According to Di Pietro and Pantano (2012), the most crucial factor influencing customers' use of social media in purchasing decisions is enjoyment. They noticed that Facebook is enjoyable and that it allows users to solicit feedback in a straightforward and enjoyable manner.

On the other hand, social networking sites should not be confused with social media. According to Kaplan and Hanlin (2010), social networking is unique in that it allows users to interact by creating personal profiles and allowing friends to access them. As a result, social media is where social networking takes place. Consumers acquire information and make purchases based on that information.

### 3. RESEARCH METHODOLOGY

The research methodology used in this analysis is discussed in this chapter. It goes through the study's conceptual model, hypotheses creation, research design, data collection methods and measuring instruments, and sampling. The questionnaire was created and clarified with the aim of determining the efficacy of Facebook as a marketing tool for young people.

The aim of the survey was to see how Facebook advertisements influence students' purchasing decisions and behavior.

- In this study the data are being collected with the help of questionnaires based on survey from 109 users of Facebook with gender equality of male and females from various cities of Nepal.
- Most of the respondent of these questionnaires were the students and below the 35 years of age.
- The survey instrument included demographic data as well as other significant variables.

The study hypotheses of this research paper are as:

**Hypothesis 1:** During a discount promotion, there is a significant association between coupons and customer purchasing behaviour.

**Hypothesis 2:** During a promotional promotion, there is a significant association between price discount and customer purchasing behaviour.

**Hypothesis 3:** During a promotional promotion, there is a significant association between free samples and customer purchasing behaviour.

**Hypothesis 4:** During a promotional promotion, there is a significant association between buy one get one free and customer purchasing behaviour.

**H5:** There is a positive relationship between the face book ads and buying pattern of young customers'.

**H0:** There is a negative relationship between the face book advertisement and buying pattern of young customers.

**H6:** There is a moderating impact on young consumers' purchasing behavior in response to Facebook advertising.

**H0:** There are no moderating effects on gender in context with face book advertisement

The study gathered data from 109 Facebook users in Nepal, both males and females, through a questionnaire-based survey. The majority of the users were students under the age of 35. The survey instrument included demographic data as well as other significant variables. Respondents were informed that their information would be used for research purposes only and would be kept Confidential.

### **3.1 RESEARCH DESIGN**

A study design is a collection of logical steps that improve the results' validity. It is described as "a design for a study with control over factors that may block the validity of the results" by Burns and Grove (2009). According to Parahoo (2006), a study design is "a strategy that specifies how, where, and how data will be acquired and processed.

"The aim of this study was to explain the relationships between variables in order to determine the effectiveness of Facebook ads. Its objective was descriptive, and the form of investigation was correlational.

It was created to think about factors that affect the efficacy of Facebook ads in a systematic way. It was carried out in a natural setting with limited intervention from the researcher. It was an online analysis that took place during the usual course of events on different online platforms.

The individual was chosen as the unit of research since the goal was to convey the benefits of Facebook marketing to individual university students. The study was conducted over a period of time, making it a cross-sectional investigation.



### 3.2 VARIABLES USED

The variables used in the research study are explained as:

#### **Dependent Variable:**

The dependent variable in this study is "Consumer Buying Behavior."

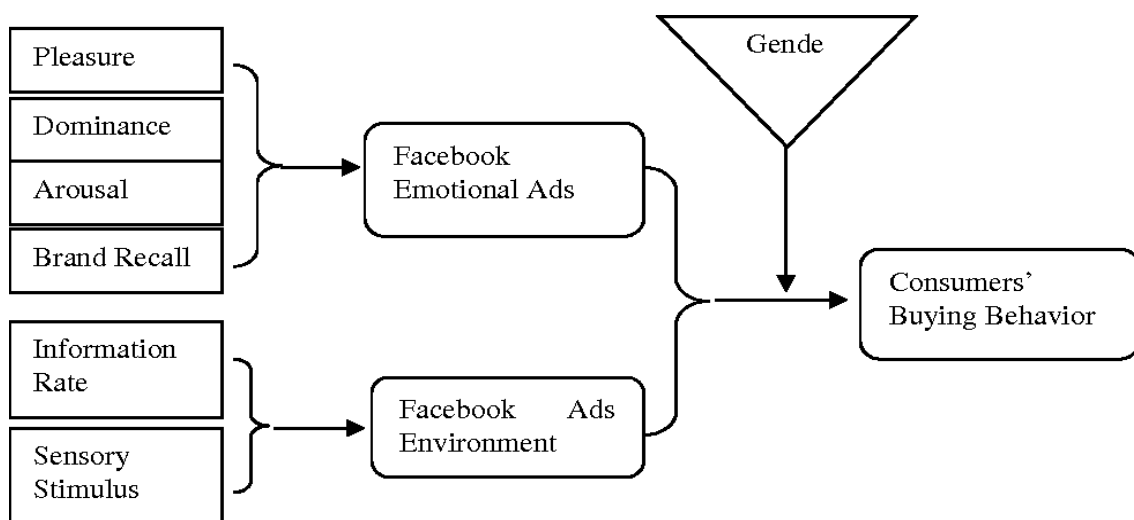
#### **Independent Variables:**

MCQs, ranking are being used in the research so these are the independent variables in the research as they are not dependent on any other factors.

#### **Moderating Variables:**

As moderating variables for the research sample, these are demographic or personal statistics such as age, income, gender, occupation, and so on.

#### **Conceptual model for the study.**



## **4. DATA ANALYSIS AND INTERPRETATION**

### **4.1 Analysis between coupon and consumer behavior**

Respondents were asked to fill out a questionnaire that was sent to them face to face. The questionnaire respondents totaled 160, with 42 percent of males and 58 percent of females. The sampling points were focused on two supermarket sites in Birgunj, Nepal. In addition, 30 people were questioned and questions were answered in person in a department store.

In addition, 30 store customers were interviewed and asked questions in person to ensure the data was accurate. To gather information about coupons, the researchers asked the following questions, which are mentioned in table one:

- A coupon allowed me to purchase a brand that I do not normally purchase;
- I typically purchase the same brand even though I have a coupon for a different brand.
- I was able to purchase the product sooner than expected thanks to a coupon.
- I was able to purchase more of the same commodity thanks to a coupon.
- I was able to purchase a product that I had never experienced before thanks to a coupon.

The study of a coupon as a promotional tool with one direction comparison using Wilks' lambda statistic suggests no substantial variations between the various purchasing habits (at a 95% confidence level). Furthermore, correlation analysis revealed that the coupon has no major effect on the basis of confirmed purchasing activity.

As a result of this finding, the first theory is disproved, and no substantial association between coupon and customer purchasing behavior during sales promotions has been discovered.

## 4.2 Analysis between price discount and consumer behavior

For this study, respondents with some kind of buying operation in various areas of Pokhara were chosen. A total of 41 questionnaires were collected in order to gain a better understanding of consumer behavior in response to sales promotions and to obtain more reliable data.

The questionnaire was split into two parts: the first looked at consumer demographics and personal details including sex, age, income, education, and monthly salary, while the second looked at people's knowledge of various marketing tools and techniques, including two promotional tools.

Likert five-point scales were used in the study, and the data was analyzed using SPSS. In terms of price reduction, the researchers used the following questions:

- If a company offers a price reduction, it could be a factor in my decision to purchase it.
- I feel like I'm having a decent deal when I buy a brand that has a discounted price.
- I was able to purchase another brand that I did not normally purchase because of the price reduction.
- I have a few favorite brands, but I usually go with the one that has the best deals.

Price discount has a clear positive correlation with purchasing behavior ( $= 0.253$ ,  $p = 0.005$ ), according to the results of the study. In addition, the significance level was less than 0.05. As a result of this discovery, the second hypothesis is accepted, and a significant relationship between price discount and consumer purchasing is discovered.

### **4.3 Analysis between sample and consumer behavior**

The information for this study came from a field study that used a real free-sample program sponsored by an Indian grocery store chain. Data was collected on six different items marketed through in-store free samples over the period of six weekends.

Consumer trial and purchase actions in relation to the free sample are among the data gathered. How much do you agree with the following points about in-store free samples, according to consumers?

- When I go grocery shopping, I look forward to getting free samples
- Free-sample-providing stores are more festive.
- The quality of stores that offer free samples is greater.
- I select my grocery store based on the number of free samples they offer, and I shop when I know there will be free samples available.

A one-tailed t-test from table Two was used to compare the proportion of samplers and no samplers who purchased various sorts of items and categories. Table 2 reveals that samplers are more likely than non-samplers to purchase the advertised goods.

### **4.4 Analysis between buy one get one free and consumer behavior**

In this study, approximately 67 respondents were asked to engage in a self-administrative survey in order to gather data in order to better understand the situation around consumer purchasing behavior.

Respondents were well-informed and capable of making continuous purchases. Respondents included university students, working professionals, and retirees from all walks of life in the city.

The efficiency of the purchase one, get one free tool was evaluated using the following questions:

- I bought another brand that I don't normally purchase because of a buy one get one free deal.
- Even when there are buy one get one free deals on other brands, I normally buy the same brand.
- I purchased the product earlier than expected due to a buy one get one free offer.
- I've purchased more of the same commodity as a result of a buy one, get one free offer.

After analyzing the data, it was shown that buy one, get one free ( $\beta = 0.205$ ,  $p = 0.018$ ) had a positive link with purchasing activity. In addition, the significance level was less than 0.05. The fourth hypothesis is offered in light of this discovery.

The research instrument was adapted from Bishnoi & Sharma (2010) and Mir (2012). A pilot study was performed to ensure that the instruments used were reliable. Data was obtained from 40 Facebook users to ensure the accuracy of the results (Males and Females). The findings of the pilot study are shown in the table below.

The results of the pilot study are shown in the table below:

**Table 1. Values of Alpha of Pilot Study**

Sr. No	Variables	Number of items	Cronbach's Alpha
1	Facebook Advertisement	14	0.89
2	Facebook Environment	7	0.65
3	Buying Behavior	6	0.75

The research used multiple regressions for statistical analysis after collecting data. The effect of independent variables on a single dependent variable is quantified using stepwise regression.

## 5. RESULTS AND DISCUSSIONS

Correlation statistics were used to assess the relationship between variables in the sample. The similarities are shown in Table 2.

	FB.Ads	FB.Env	Buying Behavior
Facebook Advertisement	1		
Facebook Environment	0.734**	1	
Buying Behavior	0.562**	0.347**	1

\*\* Correlation is significant at the 0.01 level (2 - tailed)

According to the correlation study in the table above, Facebook advertising is highly positively correlated to the Facebook environment ( $r = .734$ ), as well as purchasing behaviour ( $r = .562$ ). Similarly, purchasing activity is positively associated with Facebook environment ( $r = .347$ ).

**In step 1**, Facebook advertisements have a positive impact on purchasing behavior, while the Facebook community has a negative impact. Consumers seem to be hesitant in the Facebook community because certain unwanted photos could have negative consequences.

**In step 2**, where the effects of Facebook advertisements on customer purchasing behavior are studied. Facebook advertising has a positive and statistically significant impact in this process. The Facebook climate has a favorable yet statistically negligible effect on the purchasing behavior of young consumers. Furthermore, female customers have negative feelings about the Facebook world. Females tend to avoid Facebook environments because they are more interested in social networks than males.

## Results of Hierarchical Regression Analysis

	Beta Step.1	Beta Step.2	Beta Step.3
FB Ads	.717**	.546**	.308**
FB Env	-.144**	.043	.161
Gender		-.518**	-1.050**
First Interaction Term (FB. ads * Gender)			.320**
Second Interaction Term (FB. Env * Gender)			-.148
R <sup>2</sup>	.325	.437	.445
Adjusted R <sup>2</sup>	.320		.436

\*\* P < 0.01, \*P < 0.05

- **In step 3**, For moderation, the effects of two variables, Facebook advertising and Facebook climate, are interacted with gender.
- It can be deduced that consumers, especially female consumers, seem to be wary of the Facebook climate, believing it to be an inconvenient place to share personal information.
- It's also possible that customers believe Facebook doesn't misrepresent the value of youth. Another explanation is that customers might believe that certain phony advertisers are deceiving them.

The first interaction term (Facebook advertising product and gender) has a positive and important impact on young consumers' purchasing behaviour. The second interaction term (Facebook environment and gender) has a negative but statistically insignificant effect on the purchasing habits of young people.

As a result, it can be deduced that gender has moderating effects on Facebook advertising but none on Facebook climate.

It can be deduced that consumers, especially female consumers, seem to be wary of the Facebook climate, believing it to be an inconvenient place to share personal information. It's also possible that customers believe Facebook doesn't misrepresent the value of youth. Another explanation is that customers might believe that certain phony advertisers are deceiving them.



## **DISCUSSION**

This study looked into the impact of Facebook ads and the The impact of the Facebook environment on young consumers' purchasing behavior, with gender as a moderator. Although Facebook ads have a positive effect on young consumers' buying habits, the Facebook climate has a negative impact, according to the findings.

The results of the study have important consequences for marketing research, and they add to the increasing body of knowledge about how to use Facebook for business promotion. The study looked into the gender moderating effect and discovered that women have a moderating effect on Facebook ads but none on Facebook environment, while men have a moderating effect on both variables.

The goal of the study was to see if Facebook ads and the Facebook environment had an impact on purchasing decisions. The findings imply that Facebook adverts can be used to influence young people's purchasing decisions. Furthermore, the findings show that females have a higher influence on Facebook ads than on the overall Facebook environment.

According to the report, 80 percent of undergraduate students use Facebook on a regular basis. Females were more likely than males to use Facebook. Females were also found to be more stressed when using Facebook than males. Furthermore, females were more interested in relationship-building behaviors on Facebook than males.

- So in this research we examined the effects of Facebook ads on buying behavior of young consumers with moderating gender. The results of this study suggests that Facebook ads have significant positive effect on buying behavior of young consumers while Facebook environment has significant negative impact on buying decisions of young consumers.
- The study shows that Facebook is being used mostly for free promotions by many business and trying to manipulate buying pattern of young consumers.

- This study mainly focuses on the moderating effect of gender which shows that males have more positive effects on buying decision through.
- Females, on the other hand, have a negative effect on both the facebook advertising and the facebook community in terms of purchasing decisions..
- The sole goal of this study was to see how much Facebook advertising has influenced the purchasing habits of young people.
- The findings suggest that Facebook marketing can be utilized to influence the purchasing decisions of young people. Furthermore, the findings reveal that females have a stronger impact on Facebook advertisements when compared to the Facebook environment.

## 6. CONCLUSION

As a consequence of all of the research and debate, the following conclusions have been drawn.

<b>Hypotheses</b>	<b>Result</b>
<b>Hypothesis 1:</b> There is a significant relationship between Coupons and consumer buying behavior during sales promotion	<b>Rejected</b>
<b>Hypothesis 2:</b> There is a significant relationship between Price discount and consumer buying behavior during sales promotion	<b>Accepted</b>
<b>Hypothesis 3:</b> There is a significant relationship between free sample and consumer buying behavior during sales promotion	<b>Accepted</b>
<b>Hypothesis 4:</b> There is a significant relationship between Buy one get one free and consumer buying behavior during sales promotion	<b>Accepted</b>

- Overall, sales promotion tools play an important role in convincing buyers to buy any marketed product, allowing dealers and retailers to increase profit and market share. Different marketing methods, such as price cuts, demos, and buy one, get one free, were found to positively influence consumer behavior in this study. Promotional methods, such as coupons, on the other hand, are ineffective.
- The study looked at the impact of Facebook ads and the Facebook climate on young people's purchasing decisions, as well as the moderating effects of gender. The data was collected using a questionnaire-based survey, and the data was analyzed using stepwise regression.
- Although Facebook ads have a positive effect on young consumers' buying behaviors, the study's results indicate that the Facebook climate has a negative impact. Females have a moderating effect on Facebook ads as well, but none on Facebook communities. Furthermore, all of the variables in the sample are positively correlated.
- Following an examination of the survey's findings, it was determined that the majority of

people spend 10 hours or more per week on Facebook, while fewer people spend 10 hours or more per week on mass media, which is still a majority but less than Facebook.

- Even though the majority of people agreed that Facebook marketing encourages them to buy a product or service, the information available on Facebook is limited. Fashion is given top priority by consumers. According to the findings of this report, magazines and social media are the second most powerful and influential marketing channels after television in influencing buying decisions.
- Respondents are more likely to consider advertisement/promotion, Facebook messages (word of mouth), Facebook groups, releases, and ratings when making a purchasing choice for a product or service, while celebrities are less likely to be considered.

When making a purchase, endorsement is not taken into account.

- The study's goal was to see how Facebook advertising and the surrounding environment affected young people's purchasing decisions, as well as how gender played a role in this.
  - In this study we used questionnaire based survey from which 109 participants were targeted from various cities of Nepal.
  - These data were collected through MCQs and ranking based questions. After the data were collected we used a regression tool named as multiple regression for data analysis which used step wise regression analysis.
  - The study's findings show that while Facebook advertisements have a positive impact on young consumers' purchasing habits, the Facebook climate has a negative impact.
  - Females also have a moderating impact on Facebook advertisements but none on the Facebook community.
-

- Furthermore, all of the study's variables are positively connected with one another.
- Despite the fact that advertisers spend hours honing their brand image, customers are less concerned about it when making a purchasing decision, according to the report.  
Advertising/promotion, on the other hand, is well-thought-out and taken into account when making a purchasing decision about a product or service as part of the marketing process.
- People's buying decisions are influenced by word of mouth and views shared by people they meet on Facebook, according to this survey. When people with a shared interest enter a Facebook community, they express their thoughts, provide input, and make suggestions to one another, all of which affect one's view of a product and decision.

## **6.1 RECOMMENDATION FOR FUTURE RESEARCH**

- This was a one-faculty study to see how powerful Facebook is as a marketing tool for young people, but further research is required and important for the reasons mentioned below.
- As mentioned in the limitations section of this chapter, this study is limited to Nepalese and Indian students; therefore, a similar study should be conducted in various faculties and universities throughout the country to produce more accurate and generally accepted results.
- Furthermore, by formulating the questionnaire based on his own opinion, judgments, interpretation, belief, and intelligence quotient, the researcher exerted some degree of imposition on the respondents as to what is essential or not.
- As a result, relying simply on cross-sectional data while collecting quantitative data is less trustworthy than utilizing one or more qualitative procedures first, followed by a quantitative method.

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## Sources Overview

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