

A STUDY ON STUDENT ONLINE BUYING BEHAVIOUR INFLUENCED BY FACEBOOK ADVERTISEMENT

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INTRODUCTION

The rapid growth of digital technology and social media has significantly transformed consumer purchasing behaviour. Facebook, as one of the world's largest social media platforms, has become a powerful advertising medium that reaches billions of users globally. Businesses increasingly leverage Facebook advertisements to target specific audiences based on their interests, demographics, and online behaviour. Students, as a dominant and highly active social media user group, are particularly susceptible to the influence of these digital advertisements. Being tech-savvy and constantly connected, students frequently encounter Facebook ads that shape their product awareness, brand attitudes, and purchase intentions. The convenience of online shopping, combined with the persuasive nature of Facebook advertising, has made e-commerce increasingly popular among the student population. However, limited research has been dedicated specifically to understanding how Facebook advertisements influence the online buying behaviour of students as a unique consumer segment. Therefore, this study aims to examine the extent and nature of Facebook advertisement's influence on student online buying behaviour, providing valuable insights for marketers, educators, and consumers alike.

Keywords: Online buying behaviour, social media marketing, E-commerce purchasing intention, Facebook advertising

Objectives of the Study

- To identify the frequency and pattern of Facebook usage among students and their exposure to online advertisements.
- To assess the level of student engagement with Facebook advertisements and its impact on online buying intention.
- To examine the relationship between Facebook advertisement exposure and actual online purchase behaviour among students.
- To identify the challenges and concerns faced by students while making online purchases through Facebook advertisements.

Statement of the Problem

In the digital era, social media platforms have become powerful marketing tools, with Facebook being one of the most widely used advertising mediums globally. Students, as a significant segment of online consumers, are increasingly exposed to Facebook advertisements that influence their purchasing decisions. However, despite the growing prevalence of Facebook advertising, there is limited

understanding of the extent to which these advertisements shape the online buying behaviour of students. Students often lack financial independence, yet they are heavily targeted by Facebook ads, raising questions about how effectively these ads convert exposure into actual purchases. It is unclear whether factors like ad relevance, frequency, visual appeal, and trustworthiness significantly affect students' intention to buy online. There is a gap in understanding how demographic variables such as gender, course of study, and monthly income/allowance moderate the relationship between Facebook advertising and buying behaviour.

Scope of the Study

The study investigates the impact of Facebook advertisements on students' online buying behaviour, focusing on undergraduate and postgraduate students from selected colleges and universities in a specific region. It excludes students without Facebook access or online shopping experience, and its findings cannot be applied to other regions due to cultural, economic, and technological differences. Conducted over a fixed time period using a cross-sectional approach, the study covers student awareness, perception, engagement, and buying behaviour related to Facebook ads, while excluding other platforms like Instagram and YouTube. It uses structured questionnaires for primary data and journals and textbooks for secondary data, following a quantitative research method. The study is strictly limited to the student consumer's perspective on Facebook advertising elements such as content, visual appeal, frequency, and relevance, and does not address advertiser viewpoints, Facebook's ad algorithm, or long-term behavioral effects.

RESEARCH METHODOLOGY

Population & Sampling : The target population is undergraduate students who use Facebook and have made at least one online purchase. Convenience or purposive sampling is recommended, with a sample size of 100 respondents.

Data Collection: Primary data collected from students via structured questionnaire/survey using Google Forms, with questions on Facebook ad exposure, purchase behavior, and buying decisions

Secondary data was gathered from **published journals, research articles, and websites** related to social media marketing, Facebook advertising, and consumer buying behaviour.

Research Design This study adopts a descriptive and quantitative research design using a cross-sectional survey method. This is appropriate because you are measuring attitudes and behaviours at one point in time across a group of students.

Tools & Analysis: Data analyzed using SPSS/Excel with statistical tools like Percentage Analysis, Chi-Square Test, and Correlation to examine the relationship between Facebook advertisements and student online buying behavior.

REVIEW OF THE STUDY:

A study conducted by **S. Manochandar et al. (2022)** analyzed the online buying behavior of students influenced by Facebook advertisements using survey data from 300 college students. The results indicated that Facebook advertisements reach users effectively and significantly influence their buying decisions, particularly among frequent social media users.

Lalit Kumar (2023) examined multiple studies on social media and student purchasing behavior. The research concluded that social media platforms strongly influence impulse buying, brand loyalty, and purchase decisions among college students.

CONCEPTS & THEORETICAL FRAMEWORK

1. Online Buying Behaviour

Refers to the process by which consumers search, evaluate, and purchase products or services through internet-based platforms, influenced by digital stimuli such as advertisements.

2. Facebook Advertising

Includes sponsored posts, display ads, video ads, carousel ads, retargeted ads, and influencer-promoted content delivered through Facebook's algorithmic targeting system.

Benefits of the Study

1. The study helps to understand how **Facebook advertisements** influence students' online buying decisions.
2. It provides insights into students' preferences, attitudes, and purchasing patterns in the digital marketplace.
3. The findings can assist businesses and marketers in designing more effective social media advertising strategies.
4. The study enhances knowledge about the role of social media in modern consumer behavior.
5. It helps students and researchers gain awareness of online marketing trends and digital advertising impact.

Advantages of the Study

1. **Improves Marketing Strategies:** Businesses can use the study results to create targeted and personalized Facebook advertisements for students.
2. **Supports Business Growth:** Understanding student buying behavior helps companies increase sales and customer satisfaction.
3. **Enhances Consumer Awareness:** Students become more aware of how advertisements influence their purchasing decisions.
4. **Useful for Academic Research:** The study provides valuable data for future research in marketing, e-commerce, and consumer behavior.
5. **Cost-Effective Promotion:** It highlights how Facebook advertising is a low-cost and efficient marketing tool compared to traditional advertising.

Disadvantages of the Study

1. **Limited Sample Size:** The study may focus on a small group of students, which may not represent all consumers.
2. **Response Bias:** Students may provide inaccurate or biased responses in surveys or questionnaires.
3. **Rapid Changes in Technology:** Social media trends and algorithms change quickly, which may affect the long-term relevance of the study.
4. **Dependence on Internet Access:** The study mainly applies to students who actively use the internet and social media.

5. **Time and Data Collection Constraints:** Collecting reliable data from students may require significant time and effort.

CONCLUSION:

The study concludes that Facebook advertisements significantly influence students' online buying behaviour. Attractive promotions, product information, and peer reviews on Facebook encourage students to make purchase decisions. Convenience, discounts, and brand awareness are key factors driving students toward online shopping. However, issues such as impulsive buying and misleading advertisements may negatively affect students. Overall, Facebook advertising is an effective marketing tool that shapes students' purchasing decisions in the digital marketplace.

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