

Social Media and Its Impact on Consumer Purchasing

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Abstract: Social media marketing has also surged in Kathmandu, following the same pattern internationally. With an increasing number of businesses using Facebook as a communication channel, acquiring insight into the platform's effect on consumer behaviour becomes necessary. This study examines the evolving landscape of social media marketing in Kathmandu, Nepal, in line with global trends. With Facebook serving as a primary communication channel for businesses, understanding its impact on consumer behavior is essential.

The research focuses on the role of social media advertising, particularly on Facebook, in influencing consumer behavior, with a specific emphasis on garment purchases. Methodologies employed include structured questionnaires and analysis of secondary data.

Findings reveal the necessity for nuanced marketing strategies beyond demographic targeting, highlighting the significant influence of Facebook tools such as customer feedback and targeted notifications on purchasing decisions. Key strategies recommended for Kathmandu businesses include the use of visual content, engaging storytelling, collaboration with local influencers, and personalized advertisements. Mobile optimization and localization are identified as crucial elements for effective communication in Nepal's dynamic market.

Future research directions include exploring the impact of emerging technologies and cultural nuances on consumer behavior. By adapting strategies to evolving trends, businesses can leverage social media marketing for growth and competitiveness in Kathmandu's marketplace.

Keywords: Social media marketing, Facebook, Purchase behavior, Purchase intention.

1. INTRODUCTION

Social media has fundamentally transformed how businesses interact with consumers, with platforms like Facebook becoming crucial for marketing strategies worldwide. In Nepal, this trend is significant, given the platform's popularity and the country's growing internet usage. Social media marketing, particularly on Facebook, has emerged as a powerful tool for businesses to engage with Nepalese consumers, promote their products, and build brand awareness.

With over 12 million Facebook users in Nepal, the platform offers a vast potential audience for businesses to target. Companies like Himalayan Java and Threads of Nepal have successfully leveraged Facebook's features to connect with consumers and drive sales. By utilizing targeted advertising, creative content, and interactive features, these businesses have been able to effectively engage with their target audience and drive traffic to their online platforms.

However, success in social media marketing requires more than just creating a presence on Facebook. Businesses must also consider factors such as data protection regulations, cultural sensitivities, and evolving consumer preferences. Compliance with Nepal's Personal Data Protection Act is essential to ensure consumer trust and confidence in online interactions. Additionally, businesses must be mindful of cultural norms and ethical considerations when designing marketing content to avoid offending or alienating their audience. Looking ahead, the future of social media marketing in Nepal is promising,

with continued growth expected as internet penetration increases and technology evolves. Augmented reality (AR) and virtual reality (VR) are anticipated to play significant roles in future marketing strategies, offering innovative ways to enhance the consumer experience and differentiate brands in a competitive market. Furthermore, the preferences of younger generations, such as Generation Z and millennials, will shape the future of social media marketing in Nepal. These digital natives value personalized communication, authenticity, and engagement in marketing content. Businesses that adapt to these trends and embrace creative marketing techniques will be well-positioned to succeed in Nepal's dynamic digital landscape.

In conclusion, social media marketing has become a vital component of marketing strategies in Nepal, offering businesses opportunities to connect with consumers and drive business growth. By leveraging platforms like Facebook and adopting innovative marketing strategies, businesses can effectively engage with their target audience and achieve their marketing objectives. With continued growth and advancements in technology, social media marketing in Nepal is poised for further expansion, offering businesses new opportunities for growth and success in the digital age.

a. Statement of Problems and Research Questions

Social media marketing, especially on platforms like Facebook, has gained immense popularity among businesses globally. In Nepal, Facebook reigns supreme in the social media landscape, with nearly 70% of all social media usage. This makes Facebook a vital platform for businesses, including clothing brands, to engage with their target audience. With over 12 million Facebook users in Nepal, particularly concentrated in urban areas like Kathmandu, there's a vast potential for social media marketing campaigns to reach a wide audience. Despite its popularity, there's a notable gap in research regarding how social media marketing, particularly on Facebook, influences consumer behavior in Nepal's clothing industry. Understanding this influence is critical for clothing businesses to effectively engage consumers and optimize their marketing strategies.

Research analyzing the impact of social media marketing on consumer behavior in Nepal can provide valuable insights. By examining various aspects such as the effectiveness of different marketing strategies, consumer responses to content, and the role of customer-to-customer interactions, businesses can refine their approaches. This understanding is crucial for businesses to tailor their marketing efforts to resonate with their target audience effectively.

Furthermore, insights gained from such research can have broader implications beyond the clothing industry. Understanding the effectiveness of Facebook marketing can inform marketing strategies across various sectors in Nepal. It can help marketers identify the most impactful channels for reaching their target audience and allocate resources accordingly. Ultimately, conducting research on the influence of social media marketing on consumer behavior in Nepal can empower businesses to enhance their competitiveness and drive growth in the digital era.

This study aims to answer the following research question:

1. Does Facebook marketing influence garment purchasing behavior based on demographic parameters such as age and gender?
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 the study. These are a few of the particular goals.

To determine whether demographic factors like gender and age affect how effective social media marketing is.

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

The study on social media marketing in Nepal is crucial for multiple stakeholders like sellers, marketing firms, and future researchers. While social media's role in the marketing mix is relatively new in Nepal, there's a growing trend towards its adoption. This research underscores the significance of social media, particularly Facebook marketing, as an essential tool for marketers. It emphasizes the relevance of utilizing Facebook marketing to promote products, offering insights into its

effectiveness in converting prospects into customers and enhancing engagement with existing ones. Moreover, the study identifies effective Facebook marketing techniques and the type of content that resonates with consumers, providing valuable guidance for businesses in crafting their marketing strategies. Marketing organizations can benefit by recognizing the importance of incorporating social media marketing into their service portfolio and integrating these strategies into their existing campaigns. Additionally, the research serves as a valuable resource for future researchers by providing essential guidelines and insights into investigating similar areas of study.

c. Researcher Hypothesis

The study formulated eleven hypotheses to investigate the relationship between various factors and the impact of Facebook marketing on consumers' clothing purchasing behavior. These hypotheses aimed to assess correlations between age, gender, occupation, education level, duration of Facebook usage, frequency of viewing Facebook advertisements, brand image, Facebook recommendations and comments, and the influence of Facebook advertising on purchasing habits. The study's limitations were identified, including its sole focus on purchase intention as a component of purchasing behavior, reliance solely on questionnaire-based data collection, exclusive examination of Facebook as a social media marketing platform, and limited scope to Kathmandu, potentially neglecting broader Nepalese contexts. Additionally, potential errors in data collection due to non-response, respondent misinterpretation, or lack of awareness were acknowledged, along with constraints related to time and resources. The study's demographic restrictions, polling only participants aged 13 to 40, and the use of self-surveys may introduce biases and limit the generalizability of findings. Moreover, the exclusive consideration of clothing items further narrows the study's applicability to other consumer goods. These limitations suggest caution in generalizing the study's findings beyond the specific context of Kathmandu and underscore the need for further research to explore a broader range of variables and social media platforms to comprehensively understand consumer behavior in the Nepalese market.

d. Operational Definition

Purchase behavior involves the actions individuals, groups, or organizations undertake to acquire goods, services, ideas, or experiences to meet their needs. Kotler and Keller (2011) define it as the process through which consumers make purchasing decisions, encompassing a wide range of factors influencing their choices. This includes everything from the initial intention to purchase to the actual acquisition of the product or service.

Purchase intention, on the other hand, refers to an individual's willingness and ability to acquire a specific good or service. It reflects the predisposition to make a purchase and can be influenced by various factors such as advertising, pricing, and product quality. For example, a consumer may develop a purchase intention based on exposure to persuasive advertising, favorable pricing, or positive reviews of a product.

Banner ads, a common form of online advertising, play a role in shaping consumer purchase behavior. These rectangular graphical displays are typically placed on websites and aim to promote a brand or product. They often use images and visuals to attract attention and encourage users to click through to the advertiser's website. Banner ads can influence consumer behavior by increasing awareness of a product or brand, stimulating interest, and ultimately leading to a purchase decision.

The organizational structure of the study comprises five chapters. Chapter 1 provides an overview of the study, including background information, problem statement, research questions, objectives, significance, hypotheses, limitations, and operational definitions. Chapter 2 focuses on reviewing relevant literature and establishing the theoretical framework. Chapter 3 outlines the research methodology, including population and sample size, data collection process, instrument validity and reliability, and analysis procedures. Chapter 4 presents the findings and discussions based on data analysis, while Chapter 5 summarizes the conclusions drawn from the study and their implications.

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

a. Literature Review

2.1.1 The effect of social media marketing on consumer purchasing behaviour

The studies conducted by Aji, Nadhila, and Sanny (2020), Rana (2018), Al-Azzam and Al-Mizeed (2021), Donnellan and Associates (2020), Chaturvedi and Gupta (2015), Lalita and Sandeep (2016), Chaturvedi and associates (2015), Hayta (2015), Loanas and Stoica (2015), and Nasir and associates (2016) collectively contribute to understanding the influence of social media marketing on consumer behavior across various markets and demographic groups.

Aji, Nadhila, and Sanny's study focused on Instagram-based marketing and its impact on ready-to-drink tea consumers in Indonesia, highlighting the platform's significance in influencing purchasing decisions in this market segment. Rana's research delved into Facebook marketing's effects on consumer behavior in Kathmandu, Nepal, emphasizing demographic variations in consumer perceptions of Facebook marketing. Al-Azzam and Al-Mizeed's case study in Jordan provided insights into how digital marketing techniques affect consumer behavior in the Jordanian market, contributing to a broader understanding of consumer behavior in a socio-economic context. Donnellan and Associates' study explored the influence of social media on consumer purchasing decisions, particularly the concepts of repetition and relevance in advertising. Chaturvedi and Gupta's investigation in Jaipur, India, revealed the growing popularity of social media marketing among consumers, especially younger demographics, and its role in facilitating online shopping convenience. Lalita and Sandeep's study in Pokhara, Nepal, highlighted the efficiency and cost-effectiveness of online shopping, particularly for clothing, indicating the potential for growth in online sales through social media marketing.

Chaturvedi and associates' research in Jaipur underscored the significant role of social media in shaping young consumers' clothing purchase behavior. Hayta's study examined the impact of social media on the purchasing behavior of young consumers, emphasizing the role of social media in reducing time and place constraints and fostering brand loyalty.

Loanas and Stoica's investigation found that young adults aged 25 to 29 constitute the majority of online shoppers, relying on interpersonal networks to guide their purchasing decisions in virtual environments. Nasir and associates' study focused on women's clothing preferences in Lahori, Pakistan, revealing the relative influence of word-of-mouth communication and social networking sites on purchasing behavior. Overall, these studies collectively provide valuable insights into the multifaceted relationship between social media marketing and consumer behavior across diverse markets and demographic segments. They emphasize the importance of understanding consumer preferences, online shopping habits, and the evolving role of social media platforms in influencing purchasing decisions.

2.1.2 Social Media for Business and Industry

Floris and Dettori (2020) conducted an empirical study on social media adoption, focusing on its impact on the performance of small and medium-sized organizations. Their research, involving 30 successful European businesses, analyzed the adoption of Facebook and Instagram over three years and its correlation with financial and economic outcomes. Contrary to expectations, the study found that the adoption of these platforms did not significantly influence positive financial or economic performance. However, it classified businesses into "social media-strong" or "social media-soft" based on their utilization of these platforms, highlighting the potential underutilization of Facebook and Instagram among successful European companies. Roshan and Kumar (2018) investigated the relationship between social media and the fashion industry, aiming to understand how social media influences the sector's growth. Using regression modeling and survey data from five fashion companies, they found a strong association between social media and the fashion industry's growth. Specifically, a 1% increase in online networking was linked to a substantial 20.6% growth in the fashion sector. The study emphasized the importance of businesses and designers embracing social media as a powerful tool for promotion and customer engagement in the fashion market. Favero (2016) examined the use of social networks, particularly Facebook, by small and medium-sized businesses in the fashion industry for customer communication. Analyzing data from fan pages of 23 fashion brands, the study revealed a direct correlation between the number of fans and customer engagement on Facebook pages. Additionally, it noted that businesses tended to prioritize product promotion over relationship-building on social media platforms, indicating a shift in the fundamental concept of interpersonal organization.

2.1.3 Social Media as a Marketing Tool

Assad and Gomez (2011) investigated the potential uses and hazards of social networking sites in business, particularly focusing on their impact on marketing improvement. They concluded that while social networking sites offer valuable insights into customers and situations, effectively managing this data is essential for generating actual returns for the company. Additionally, they found that social networking provides a suitable framework for initiating online marketing initiatives, fostering customer testimonials, building exit barriers, and promoting viral marketing. The success of a social network lies in its ability to engage users and understand their needs on a personal level by encouraging active participation and paying attention to their desires.

B. Banerjee (2018) compared traditional and social media as marketing communication tools in the FMCG industry. Through a primary survey with FMCG companies and their clients, Banerjee found that social media was perceived as more

effective for reaching specific audiences, receiving feedback, getting noticed, branding, updating, and interacting with consumers compared to traditional media. The study highlighted that social media marketing offers higher levels of customer dedication, conversational opportunities, substance sharing, and improved linkages between the brand and the customer compared to traditional media.

Ebrahim (2020) explored the role of trust in the effectiveness of social media marketing on brand loyalty and equity. Analyzing data from the Journal of Relationship Marketing, Ebrahim investigated how trust influences the relationship between brand outcomes (such as brand equity and brand loyalty) and social media marketing efforts. The research aimed to fill the gap in understanding the role of trust in enhancing brand-consumer relationships, particularly crucial for marketing through social media platforms. Chua and Banerjee (2017) conducted research on social media marketing to determine the popularity of brand postings for Singaporean companies. Through qualitative research, they analyzed a sample of 50 Singaporean companies with Facebook brand pages and their most recent 100 brand postings. They found that brand posts containing motivators were less likely to go viral, contrary to previous research suggesting that incentives improve attention. Unique brand presentations had a higher chance of being well-known than those demanding remarkable quality. The study recommended that businesses produce distinctive brand posts to increase engagement on social media platforms.

b. Theoretical Framework

Rana (2016) conducted a study to understand the influence of Facebook marketing on consumer purchasing behavior in Kathmandu, Nepal, specifically targeting clothing purchases. The research established a conceptual framework consisting of six key independent variables to delve into the intricate relationships involved.

Firstly, the study examined various Facebook Marketing strategies, such as banner ads, official pages, contests, and offer claims. These strategies were assessed based on the degree of customer engagement through multiple-choice questions, aiming to understand their effectiveness in driving consumer behavior.

Secondly, Brand Image was identified as a crucial variable, with different brands positioning themselves uniquely in the market, which could impact consumers' perceptions. Likert scale questions were employed to gauge consumers' perceptions of brands promoted through Facebook.

Additionally, Advertising and Promotion on Facebook were explored as factors facilitating product visibility and engagement. This included sharing offerings, promotions, and discounts, which could influence consumer decision-making.

Furthermore, the study investigated the impact of Facebook Messages or word-of-mouth (WOM) discussions on consumer behavior. It was observed that peer recommendations and discussions on Facebook could significantly influence purchasing decisions, independent of traditional advertising.

Facebook Groups were also examined as they provided additional benefits beyond marketing, allowing entrepreneurs to access industry information and engage with potential customers in a community setting.

Lastly, Celebrity Endorsement was analyzed for its role in enhancing brand credibility. The study observed how endorsements from celebrities could positively impact consumer perceptions and purchasing behavior.

Demographic variables were also considered in the study to ensure a comprehensive analysis. This included gender diversity, age diversity ranging from 13 to over 41 years, varied education levels from secondary to advanced degrees, occupational diversity covering government jobs, private sector employment, self-employment, and students, and income levels categorized into four groups.

Overall, Rana's study provided valuable insights into the complex relationship between Facebook marketing strategies and consumer behavior in Kathmandu, highlighting the importance of considering various factors in understanding consumer dynamics in the context of social media marketing.

c. Research Gap

A great deal of material that is pertinent to the goal and hypothesis of this study has been found after reviewing the literature from numerous social media marketing sources. Numerous researchers have carried out numerous studies that are comparable to the one that is currently underway overseas. Additionally, they examined consumer purchasing behavior using a range of factors, including age, gender, and the amount of time spent on social media. Numerous studies have been done on the influence of social media on clothing buying behavior, especially in India.

Comparable studies on the impact of social media promotion on the buying habits of garments in the Kathmandu valley have not been carried out in Nepal. Program and communication officer Arunima Rana of the Niti Foundation has studied Facebook marketing and how it affects Kathmandu consumers' buying decisions, but no research examining the effects of these strategies—especially on the nation's clothing industry—has been found. Conducting a study on social media marketing in the Kathmandu valley is a worthy endeavor, especially with the increasing popularity of Facebook. The goal of this study is to close the gap between social media's increasing popularity in Nepal and its value as a marketing tool that affects consumer choices. The main focus of the findings is the effect of social media marketing on clothing purchases, an area of relatively recent research that has not yet received much attention. The investigation's outcome will allow the researcher to close this gap.

3. RESEARCH METHODOLOGY

a. Research Planning and Design

The nature of the investigation was quantitative. The purpose of the exploratory, overview-based study was to find out how Facebook advertising affected consumers' decisions to buy clothes. The information was gathered from both required and voluntary sources. Through the use of a formal survey, the respondents provided the necessary information. Research articles, earlier theses, and dispersed diaries were used to compile the optional data.

A wide range of questions were included in the structured questionnaire, including positioning queries, single- and multiple-reaction questions, arrangement questions, and Likert scale questions. These were suitable questions for the main test. The investigation's results, conclusions, and recommendations were given by the researcher.

b. Population and Sample Size Determination

In Nepal, there are about 12 to 38 million Facebook users, but due to a number of issues, including fictitious accounts and a failure to reveal location information, there is no precise data on users by location. No organization, etc., maintains a record of this kind of information. A sample size of 100 respondents was selected for data collection, with a confidence interval of 6 points and a 95 percent confidence level (<https://www.surveysystem.com/sscalc.htm>). These respondents were split into age groups because the focus of this study is on the clothing buying habits of young people.

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 study employs quota sampling to ensure equitable representation across age groups from 13 to 40 within Kathmandu, Nepal's capital. This method aims to enhance sample representativeness and minimize biases. By obtaining samples from various age brackets, the study seeks to analyze consumer behavior and taste preferences more comprehensively. Despite the common usage of quota sampling due to its ability to balance demographic representation, researchers acknowledge potential biases in the sample selection process. Nevertheless, they view it as a necessary compromise to facilitate analysis of age-related shopping patterns and marketing strategies within the specified area. Through this approach, researchers aim to gain insights into consumer behavior that can inform market dynamics and industry strategies more effectively. The study reflects the researcher's adaptability, recognizing the need for adjustments to improve data quality and insights. Overall, it underscores the importance of methodological considerations in ensuring robust and insightful research outcomes.

c. Data Collection Procedure

The survey method was used to collect the data. The initial data, also known as primary data, was obtained straight from respondents. Based on the answers given by the chosen respondents, the structured questionnaire created for this study was filled out with primary data. Essentially, methods used by both the researcher and the respondents themselves were used to

explain the questionnaire and ensure that it was filled out correctly. Numerous sources, including books, journals, and internet publications, were used to collect secondary data.

Gender, age group, education level, employment status, and income level were all covered by the demographic questions. The purpose of the Likert scale questions was to get respondents' opinions on a range of social media-related topics, including time spent, offers, and so forth. Respondents were asked to rank their preferences for a number of social media factors that affect their purchasing decisions in the ranking questions.

d. Data Analysis Techniques

The collected questionnaire data underwent meticulous analysis using SPSS and Excel, starting with data processing and entry to ensure accuracy and consistency. Descriptive and predictive analyses were then conducted to derive meaningful insights. Inferential analysis, including hypothesis testing, facilitated interpretations beyond direct observations, establishing associations and disparities between variables through tests like chi-square and one-way ANOVA. Grouped analysis organized the dataset, while descriptive analysis provided a clear overview of data distribution and characteristics using measures like mean, median, and mode. The data underwent rigorous review, allowing for multidimensional analysis and detailed understanding. Through various statistical methods and software tools, the analysis process ensured the credibility and validity of the study's conclusions.

After that, interpreting the data and employing descriptive and inferential techniques yielded solid conclusions and revealed the meaningful information required for data analysis. Using various statistical methods and related software tools, this data analysis process was cumbersome and assiduous, thus ensuring the credibility and validity of the study.

4. RESULTS AND DISCUSSION

a. Data Analysis

The presentation and analysis of the data obtained using the research questionnaire are the main topics of this chapter. This chapter's main objective is to analyze the data and turn it into insightful knowledge. 100 respondents from the Kathmandu valley who regularly used social media filled out the study's questionna

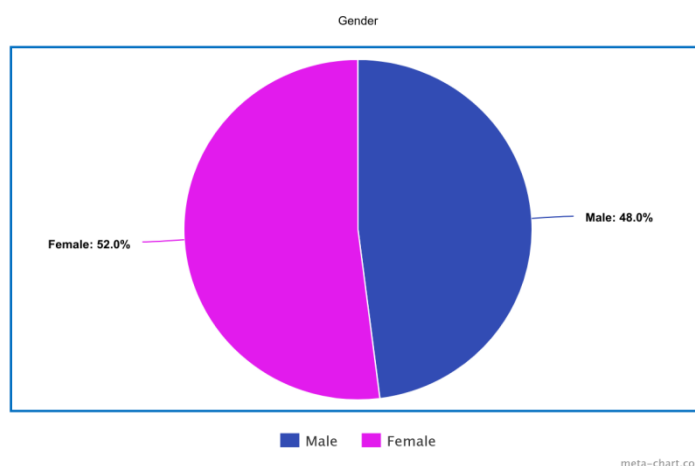


Figure 4.1: depicts the percentage distribution of total respondents during the research.

The survey findings indicate a slight majority of female respondents (52%) compared to males (48%), mirroring Nepal's social media landscape. Various factors contribute to this gender distribution, including cultural norms, social influences, and urban-rural disparities, particularly notable in the Kathmandu Valley. These factors influence access to technology and educational opportunities, impacting social media engagement and voting rates. Aligning with nationwide trends, marketing strategies can target gender-specific preferences to enhance engagement and conversion rates on platforms like Facebook. By understanding and accommodating gender-specific biases, actions, and environments, organizations can tailor messages to resonate with male and female audiences, boosting brand reach and effectiveness. This approach allows brands to address diverse consumer needs and interests effectively, leading to higher levels of engagement and conversion.

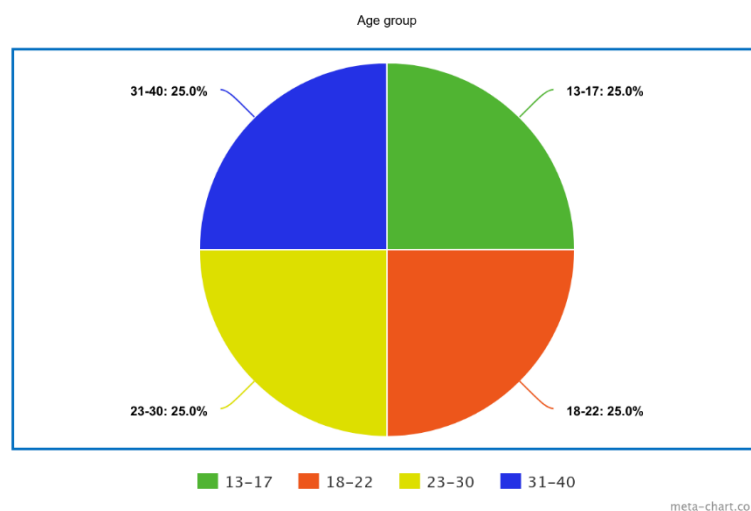


Figure 4.2: This equitable distribution will allow us to understand the responses of all four age groups.

The survey included a total of 100 respondents, with 25% in each age group.

As a result, there are an equal number of respondents from each age group.

The balancing of the different age groups helps prevent biased or distorted generalizations of any one particular group, which will, in turn, ensure the generalizability of the findings. We use what we call a 'mixed' survey. Apart from teenagers, we also cover adults and middle-aged people. Such an approach allows us to interview participants of different age groups and to analyze the whole range of social media use perspectives and behaviors. Dimensioning the personality of a generation, which is essential for creating more powerful and effective social media marketing strategies, is the first thing to consider. Such an inclusive process is advantageous to marketers since the insights from it allow one to tailor the campaigns and connect with different target age groups. Thus, needs are addressed, and therefore, a greater impact is created. Addressing the said issue, finally, broadening the research design is one of the approaches that lead to understanding media influence via social media and producing marketing strategies which are suitable to the diverse needs of the different age groups.

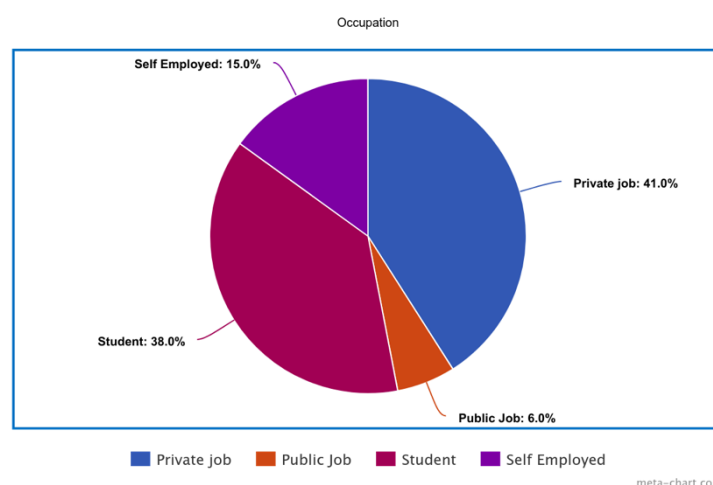


Figure 4.3: Distribution by occupation

The breakdown of occupations among the 100 respondents, as depicted in Figure 4.3, highlights the varied interests within the sample. Notably, 41% of participants work in the private sector, reflecting Nepal's predominantly private-led economy. Additionally, the significant representation of younger students, comprising 38% of the sample, underscores their influential role in shaping societal media usage patterns. However, the relatively low proportion of respondents employed in public or government service, at 15%, signals a lack of representation from this sector. This disparity underscores the dominance of

the private sector in the job market, prompting considerations for marketing strategies on social media. Recognizing these occupational differences can aid marketers in tailoring campaigns to align with the diverse needs and preferences of specific occupational groups, thereby enhancing campaign effectiveness.

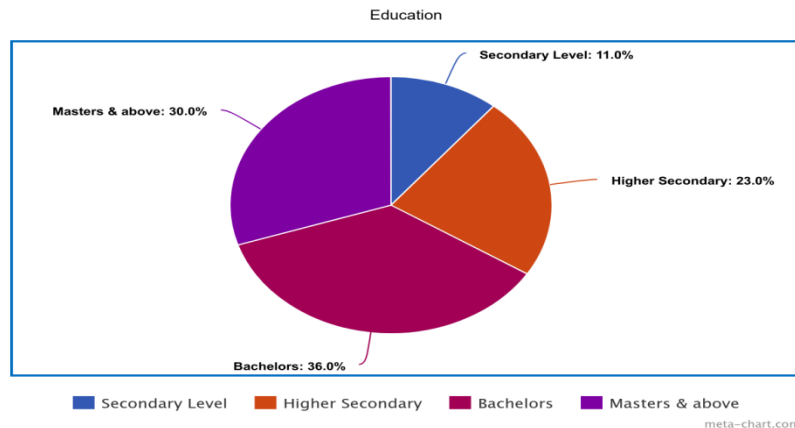


Figure 4.4: Distribution by Education

The survey of 100 respondents, depicted in Figure 4.4, reveals the educational composition of the sample. A substantial portion, 36%, holds Bachelor's degrees, suggesting a prevalence of college-educated individuals. Furthermore, 30% have obtained Master's degrees, indicating a notable representation of higher academic qualifications. Conversely, only 11% have completed secondary education, while 23% have attained a higher secondary level or +2 education. This distribution underscores the prevalence of higher education among the surveyed population, particularly among Bachelor's degree holders.

The diversity of data points in the survey results is significantly influenced by the educational backgrounds of the respondents. Variations in social media usage and marketing engagement are rooted in these differences. Societies with higher education levels tend to exhibit critical thinking and discernment in social media interactions, while those with lower educational backgrounds often use social media for entertainment and social connections. Understanding this diversity is crucial for crafting effective social media marketing strategies. Marketers can tailor messaging and content to appeal to the interests and expertise of individuals with different educational backgrounds.

For instance, educated individuals may respond better to informative content, while visually appealing or emotionally engaging posts may resonate more with less educated audiences. Recognizing the role of educational diversity in shaping consumer demand allows for the creation of more precise and effective marketing strategies, leading to more relevant and substantiated remarks and improved campaign outcomes.

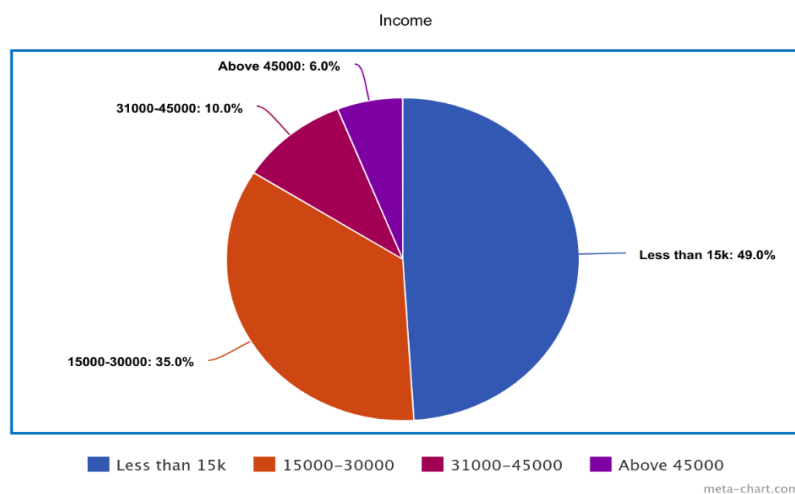


Fig 4.5: Distribution by income

The largest percentage of respondents, 49 percent, earned less than Rs. 15,000 per month, as shown in figure 4.5 above. In a similar vein, 35% of participants reported making between Rs. 15,000 and Rs. 30,000 per year. In a similar vein, 10% of respondents said their income falls between Rs 30,000 and Rs 45,000, with the lowest percentage (6%) saying their income is higher than Rs 45,000. The monthly income, which takes into account both family and personal income, is the recommended income level. Students might have mentioned their own pocket money or family income, for instance.

As a result, there is a significant percentage of respondents with an income of less than Rupees15,000.

Descriptive Analysis

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 outlines the time durations respondents spent on Facebook, indicating prevalent usage patterns. Notably, 40% of users have remained on the platform for over five years, suggesting a lasting relationship with Facebook. Additionally, 31% have used Facebook for three to five years, indicating sustained attachment. In contrast, a small percentage (2.6%) represents users with less than a year of experience on the platform, possibly comprising newcomers or individuals transitioning from other social media platforms. These findings underscore Facebook's widespread adoption among the surveyed cohort, aligning with assertions by Grewal (2019) regarding the platform's enduring popularity. The study's audience largely views Facebook as an integral part of their online relationships and social networking, highlighting its crucial role in modern digital culture.

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

The above 4.2 represents the average daily time spent on Facebook. More than half of respondents spend one to three hours every day on Facebook. Similarly, 25% of respondents used Facebook for less than an hour per day. Only 3% of respondents reported using Facebook for 6 hours or more, while 20.5% spent 3 to 6 hours. According to the data, the bulk of respondents spend 1 to 3 hours every day on Facebook, with only a small percentage spending 6 hours or more. The time spent per day on Facebook includes social interaction, games, postings, and watching various user-generated materials published on the platform (Hanaysha, 2022).

Result: More respondents use Facebook for 1 to 3 hours.

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

According to the statistics in Table 4.3 above, the majority of the respondents (43% of the total) saw clothing advertisements on Facebook. clothing marketers are increasingly using Facebook ads to reach a large audience. Similarly, almost an equal number of respondents (about 40%) reported seeing similar commercials on a frequent or occasional basis. However, just 16.5% of all respondents stated that they rarely see clothing advertisements on Facebook.

Result: Most respondents frequently come across the clothes advertisement on Facebook.

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

The data in table 4.4 reveals whether respondents clicked and explored Facebook ads for clothes. According to the research, more than half of the respondents (60.0%) click on and study Facebook's clothing advertisements when they come across them. Facebook's ads effectively generate interest among prospective buyers. Only 40.0 % of respondents showed no interest in the clothes ads on Facebook.

As a result, a large number of respondents study Facebook adverts.

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 shows how often respondents search for information about clothes on Facebook before making a purchase. Among the survey's 100 respondents, 37.5% and 31.0 % said they rarely and sometimes searched for clothing information on Facebook before making a purchase. Facebook is increasingly being used to look for garment information before making a purchase. However, it is still not the primary source of information for clothing.

As a result, the majority of respondents rarely use Facebook to seek for clothes information.

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 depicts the extent to which Facebook marketing has influenced respondents' garment purchasing habits. The majority of respondents (43.5% of all respondents) felt that Facebook marketing information would impact their garment buying intentions only on occasion. Similarly, 37.5% were rarely or least influenced in their garment purchasing preferences as a result of Facebook marketing. On the other hand, only 17% said Facebook marketing had a frequent impact on their clothing purchase preference, while only 2% said Facebook had an always-present influence on their clothing purchase preference.

This data demonstrates that the impact is minor, but there is a progressive increase in consumers admitting the influence of Facebook 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 about clothings	Frequency	Percent
Always	4	4
Often	12	11
Sometimes	38	38
Rare	46	47
Total	100	100

According to the poll of 100 respondents, 47% would rarely comment, post, or evaluate clothing purchases with their friends on Facebook. According to these statistics, electronic word of mouth is still underutilized in the garment business (Hermanda, 2019). In the same way, 38% said they would only occasionally post to friends on Facebook. In contrast, 11% agreed that they regularly post, review, and share their finds on Facebook after purchasing clothing, while only 4% said they would always post, like, share, and review after purchasing clothing.

As a result, the majority of respondents rarely remark, share, or evaluate the clothing they purchase on Facebook with their friends.

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%

The most popular Facebook marketing strategies for clothing among young people are shown in Table 4.8. It is clear that the majority of respondents (89.5%, or 98) believed that Facebook pages were the most widely used platform for clothing marketing. This proves that most clothing marketers mainly depend on their Facebook pages for advertising (Kay, 2020). According to 42.5 percent of respondents, banner ads are the second most popular tool in clothing marketing. Facebook competitions came next (34.5%). In a similar vein, 32.5 percent of respondents claimed to be aware of offer claims made on Facebook, while only 22.5 percent were aware of contests held off Facebook but advertised there. Other than the strategies mentioned above, respondents did not mention any other Facebook clothing marketing strategies.

Result: The majority of respondents believed that Facebook pages are the most popular form of garment marketing.

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

Information that users wish to be aware from Facebook.	Yes (%)	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 displays information that users want to be aware of from Facebook. The majority of respondents (59%, or 65 respondents) prefer to receive discount information from Facebook through clothing marketing. Similarly, 56.5% of respondents requested that clothing companies post new product information on Facebook. Other information that customers wanted to be aware of from Facebook marketing for clothing included offers such as buy one, get one free (49%). Facebook users liked comments by 48%, followed by product promotions such as featured (40%).

As a result, the majority of respondents desire more information on discounts.

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%)

According to the above table 4.10, 36.5% of 100 respondents rated Regular Updates and News Offers as the first criteria that they believe have the biggest influence on their clothing buying decision, followed by promotional offers (24.5%). Similarly, the majority of 32.5% and 26.5% of total respondents placed user comments and promotional offers as second most influential, while the highest of 26% and 27% selected them as third and fourth most influential, respectively. The least influential component in garment marketing on Facebook appears to be the quantity of clothing pages, with half of all respondents ranking it as the least important (Kurdi, 2022).

As a result, the majority of respondents stated that they preferred regular updates and fresh offers.

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 shows the average rating for all comments about the frequency of Facebook advertisements. The average mean for the first statement is less than 3, indicating that the majority of respondents do not believe that the frequency of Facebook advertisements influences their purchasing decisions. However, for the second statement, the average mean is more than three, indicating that respondents agree that the more advertisements shown on Facebook, the more they pay attention.

Result: If more advertising appears on Facebook, it can attract people's attention but not influence their purchasing decisions.

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

The accompanying table 4.12 shows the average rating of all statements linked to respondents' time spent on Facebook. The average mean for both claims is less than three, indicating that respondents disagree with the assumption that they are most aware of clothes because they spend more time on Facebook. Similarly, they disagree that the majority of their time on Facebook is spent looking for clothing-related content.

Result: How much time did respondents spend on Facebook when unaware of clothing and checking clothing 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 illustrates the average rating of statements released to Facebook offers and their impact on respondents. The respondents agree that they frequently learn about clothing bargains on Facebook, as their mean is more than three. On the other hand, for the other two assertions, the average mean is less than three, indicating that they disagree with seeking promotional offers on Facebook and searching for discounts on Facebook before purchasing clothing.

Results: The respondent is frequently aware of Facebook clothing promotions.

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 clothing purchase 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 brands of clothings	0.82	0.277

The average rating for every statement related to Facebook comments and suggestions is shown in Table 4.14. The average mean indicates that respondents are in agreement that Facebook comments have a greater impact on their decision to buy clothes. They also concur that remarks influence their choice to experiment with different fashion labels. The average mean for the other statements, however, is likewise close to 3, suggesting that respondents have no opinion about the claims that they can get detailed information from Facebook and that they trust its recommendations and comments more than other forms of 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

Respondents agree that Facebook marketing remarks encourage them to explore new clothes brands.

The above table 4.15 displays the average means for the statement related to the brand image of the clothing being marketed on Facebook. Except for the first sentence, the average mean is greater than three. This suggests that respondents disagree that they exclusively see Facebook ads for branded clothing. They do, however, believe that Facebook marketing has altered their perceptions of clothing manufacturers. They also believe that Facebook has become an effective medium for improving the brand image of garment companies.

Respondents agreed that Facebook is an excellent tool for improving brand image of clothings.

Table 4.16: Descriptive Results for all variables

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				

The study examined data from 100 participants regarding consumer buying behavior and Facebook advertising. Participants displayed a positive outlook towards purchasing, with an above-average score of 4.07 (SD = 0.956). Their endorsement of Facebook marketing was moderate, with a mean score of 3.89 (SD = 0.984). Brand image played a significant role, scoring highest at 4.14 (SD = 0.92), indicating its importance in consumer decision-making. Favorable sentiments were expressed towards Facebook ads and promotions, with an average rating of 4.01 (SD = 0.835), suggesting their meaningful influence on consumer behavior. Word-of-mouth messages (WOM) and interactions within Facebook Groups also had a positive impact, with mean scores of 4.14 (SD = 0.975) and 4.10 (SD = 0.950) respectively. Celebrities' endorsements on Facebook were highly regarded, scoring 4.10 (SD = 0.916), indicating their effectiveness. Similarly, product releases and reviews received an average score of 4.08 (SD = 0.761), highlighting consumers' attentiveness to such information on Facebook and its positive effect on their behavior.

Table 4.17: Coefficient Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.006	.959		3.177	.002
	Facebook Marketing	.447	.106	.233	.022	.000
	Brand Image	.490	.101	.190	.077	.000
	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

The regression analysis in this study reveals a significant relationship between Facebook Marketing and consumer buying behavior in Kathmandu. With a correlation coefficient (B) of 0.447 and a p-value less than 0.05, indicating statistical significance, each unit increase in Facebook Marketing has a positive impact on purchasing habits. This underscores Facebook's effectiveness as a marketing tool and emphasizes the importance of well-planned engagement strategies. The significance level further confirms that the observed effect is not merely due to chance but reflects a strong correlation between the variables studied. These findings align with broader trends in digital marketing, highlighting the role of social media platforms like Facebook in facilitating personalized interactions and engagement with target audiences. The ability to tailor messages, showcase products, and receive immediate feedback significantly influences consumer behavior.

Table 4.18: Anova Results

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

The ANOVA table that come with the model shows that it has significant findings of whether the regression model is reliable in predicting consumer purchasing behaviors with the help of the predictors. The study found a Sig. value 0.000 below the standard value of 0.05, showing a high level of the statistical significance. Therefore, the overall forecast model that considers as its predictors (Product Releases and Reviews, Facebook messages (WOM), Celebrity Endorsement, Brand Image, Advertising and Promotion, Facebook Marketing, Facebook Groups) possesses a high level of explanatory power and consistent predictive power in the variation of consumer purchasing behavior.

Table 4.19: Model Summary

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

The Model Summary illustrated shows important points like the performance and the precise fit of the regression model that were employed to forecast consumer buying decision on the basis of selected predictors. The R-squared (R^2) with its 0.815 value suggests that 81.5% of variability of consumer purchasing action can be foreseen by the independent variables which were used for the purposes of the model. Such a strong R-square value implies that these explanatory variables (Product Launch Agents and Reviews, Facebook Messages (WOM), Celebrity Endorsements (Celebrity), Brand Image, National Advertising and Promotion, Facebook Marketing and Facebook Groups) captured the whole range of the dependent variable (consumer behavior) which in this case, the purchasing decision. The model for the study would thus be considered a strong and effective model when predicting consumer behavior based on the specified variables.

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 study conducted by Rana (2016) delves into the intricate relationship between Facebook marketing and consumer purchasing behavior in Kathmandu, Nepal. Employing a descriptive and exploratory approach, the research aimed to establish a foundational understanding of this dynamic, serving as a precursor to future investigations in the region. The study incorporates various independent variables such as Facebook marketing, brand image, advertising and promotion, Facebook messages (word-of-mouth), Facebook groups, and celebrity endorsement. These variables are assessed in relation to the dependent variable, consumer purchasing behavior, with a specific focus on clothing.

Facebook marketing emerges as a multifaceted tool for marketers, encompassing banner ads, official pages, page likes, contests, and offer claims. The study utilizes multiple-choice questions to gauge the degree of consumer participation in these marketing strategies. Additionally, brand image plays a pivotal role, with different brands positioning themselves differently in the market, thereby influencing consumer perceptions. Likert scale questions are employed to assess the brand value attributed to items being marketed on Facebook.

Furthermore, Facebook's role in advertising and promotion is highlighted, enabling marketers to reach their target audience and showcase their offerings. The platform also facilitates word-of-mouth advertising as consumers engage in discussions about products with their peers. Additionally, Facebook groups provide a unique avenue for entrepreneurs to connect with potential customers, offering industry-specific information and management insights. Moreover, celebrity endorsements add credibility to brands, leveraging the popularity and expertise of individuals to validate marketing claims.

The study identifies consumer purchasing behavior as the dependent variable, encompassing various activities related to the acquisition of goods. With a particular emphasis on clothing, the research measures buying intention, exploring how media marketing strategies, notably Facebook marketing, influence consumer purchase decisions.

Demographic variables such as gender, age, education, occupation, and income are also analyzed to provide a comprehensive understanding of consumer behavior. Women emerge as active participants on Facebook, exhibiting higher engagement levels compared to men. The study finds an equal contribution across all age brackets, with the majority of respondents falling within the younger demographic. In terms of education, respondents span a range of educational backgrounds, with a notable emphasis on higher education levels. Similarly, diverse occupational backgrounds are represented, including government jobs, private sector employment, self-employment, and student status. Income levels vary among participants, with a significant portion reporting household incomes below twenty thousand Rupees.

Moreover, the study reveals insights into respondents' Facebook usage patterns, with a majority having been users for over five years. The duration of time spent on the platform varies, with many respondents dedicating one to three hours on average. Notably, Facebook ads for clothing are encountered frequently by respondents, indicating the effectiveness of targeted advertising strategies.

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.

In conclusion, the study sheds light on the complex interplay between Facebook marketing and consumer purchasing behavior in Kathmandu. Despite demographic variations, Facebook emerges as a powerful tool for promoting brand images and influencing clothing purchase decisions. The findings underscore the need for marketers to leverage Facebook's capabilities effectively, tailoring their strategies to resonate with diverse consumer segments. Ultimately, Facebook's universal appeal and advertising effectiveness transcend demographic boundaries, making it a valuable asset for businesses in the clothing industry.

5. SUMMARIES AND CONCLUSION

5.1 Summary of Findings

The study delved into the influence of Facebook marketing on clothing purchasing behavior among Kathmandu residents, assessing various demographic and marketing-related factors. It employed a structured questionnaire to gather data on age, gender, income, occupation, education level, and specific aspects of Facebook marketing.

Age diversity was observed across four groups spanning 13 to 40 years, with no significant correlation found between age and the impact of Facebook marketing on purchasing behavior. Gender distribution was almost equal, yet gender didn't significantly affect the influence of social media marketing on clothing purchases, indicating parity between genders. Occupational diversity included private sector employees (14%), students (38%), independent contractors (15%), and government employees (6%), with no notable association between occupation and the impact of Facebook marketing on clothing buying behavior.

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 levels ranging from bachelor's (36%) to master's degrees (30%) among respondents didn't significantly affect the impact of social media marketing on clothing purchasing behavior.

Analyzing specific Facebook marketing elements, the study found frequent updates, news offers, and user comments to be influential, 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.

Regarding the frequency of encountering Facebook marketing for clothing, 43% of respondents reported frequent exposure, which significantly influenced their clothing purchase behavior, highlighting the importance of repeated exposure to marketing content in driving consumer decisions.

The research explored the impact of Facebook marketing on clothing purchases among Kathmandu residents. It discovered that despite the prevalence of Facebook marketing for clothing, there was no significant correlation between social media marketing and the brand image of the product being marketed. Moreover, various Facebook offers had minimal impact on clothing purchases, indicating other factors may hold more sway in consumer decision-making. 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 for discounts, 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. Despite demographic diversity among respondents, factors like age, gender, income, and education level did not significantly impact the influence of social media marketing on clothing purchases, with content relevance, exposure frequency, and user engagement playing a more prominent role.

5.2 Conclusion

The study investigated the influence of Facebook marketing on consumer purchasing behavior within Kathmandu's clothing industry, analyzing demographic factors like age, gender, employment status, income level, and education level. Results revealed that age and gender had minimal influence on the impact of Facebook marketing on purchasing behavior. Regardless of age or gender, respondents showed similar responses to Facebook marketing, indicating a uniform effect across demographics. Employment status, income level, and education level also showed no significant correlation with the impact of Facebook marketing on clothing purchases. Whether respondents were employed in the private or government sector, or were students, the impact of Facebook marketing remained consistent. Income levels showed no distinct correlation, implying that Facebook marketing had a similar effect across different income brackets. Likewise, education level did not alter its influence on purchasing behavior, suggesting a uniform impact irrespective of educational background.

Regarding Facebook marketing strategies, "Facebook pages" emerged as the most popular and effective form of marketing for clothing brands, indicating their significant influence on purchasing decisions. Key elements within Facebook marketing, such as frequent updates, deals, and user comments, were identified as particularly influential. Consumers were more likely to make purchases based on frequent updates and deals offered through Facebook marketing. Additionally, user comments and feedback played a crucial role, highlighting the importance of social proof and word-of-mouth in influencing buying behavior. The frequency of encountering Facebook marketing also proved significant, with respondents reporting that more frequent exposure led to increased purchases. This emphasizes the importance of consistent advertising on social media platforms to maintain consumer engagement and drive sales.

Moreover, the study found that the brand image of the clothing being marketed did not significantly impact purchasing behavior. This suggests that Facebook marketing can effectively promote both branded and non-branded clothing items, offering marketers a versatile platform to reach their target audience. Overall, the study underscores the significant influence of Facebook marketing on consumer purchasing behavior in the clothing industry, highlighting the importance of effective social media strategies for engaging consumers and driving sales.

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