



THE USAGE PATTERN OF SOCIAL NETWORKING SITES ON FACEBOOK'S ADVERTISING INFLUENCING PURCHASE INTENTION AMONG SOCIAL MEDIA USERS IN TIRUCHIRAPPALLI CITY.

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Introduction

Social media is an online interaction site where people interact to build, share and change their idea and comments regarding any information. The development and reputation of social media has shaped a novel world of association and communication. Social media contains a wide range of online communications including blogs, company-sponsored discussion boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, moblogs and Social Networking Sites (SNSs). The term social media has prone to be used interchangeably with the term "Web 2.0", and can be acknowledged by certain principal groups (Constantinides & Fountain, 2008): Using social media, people easily can communicate with their friends. Social media can be categorized into five clusters, which include blogs, Social Network Sites (SNSs) such as Facebook and Twitter, communities' content such as YouTube, collaborative projects like Wikipedia, and virtual worlds like Second Life. Using in various types of social media has become an indispensable activity, as most of the research has shown that such a movement is constructive as it augments communication, social connection, and even progresses technical skills (Ito, Horst, and Bittani, 2008).

Significance of the study

A social network can mostly be defined as a set of elements which represents some relationship or even lack of relationship amongst the users (Brass, Butterfield, and Skaggs, 1998). Users or actors in a social network (people, organizations or other social entities) are connected relationships, such as friendship, affiliation, financial exchanges, trading relations or information exchange. An online social network (OSN) is an extension of the traditional social network on the Internet, which is actually online software that people practice to create social networks. OSN includes various online technologies such as blog, Twitter, Facebook, Mashup, instant message, video conference, virtual world, semantic websites, etc (S. M. Lee & Chen, 2011). OSNs use computer support as the basis of communication amongst its members (Andrews, Preece, and Turoff, 2001). Drawing on Boyd and Ellison (2007), OSNs are well-defined as web-based services that (1) permit individuals to generate a public or semi-public profile inside a constrained system, (2) specify a list of other users with whom they are associated, and (3) view and navigate their list of connections and those made out by other users within the system. In some contexts such as the marketing literature, the terms 'online social network' and 'virtual community' are often used synonymously. Virtual communities are observed as consumer groups of varying sizes that interconnect repeatedly and for some period in a systematized method over the Internet through a common site or mechanism to accomplish individual as well as collective areas of the users, (Dholakia, Bagozzi, and Pearo, 2004; Ridings, Gefen, and Arinze, 2002).

Review of Literature

The behavior of consumers concerning firm, brand and product posts on Facebook are knowingly biased by the gratified posted on Facebook (Huang and al., 2013). Products that are redesigned correspondingly captivate added online conversation than the new launched ones, and over the time high ratings will tend to decrease the substandard ones in the future (Feng and Papatla, 2012; Hu and Li, 2011). Bernritter et al. (2016) found that consumers are possible brand of products that they careful as "warm" or tend to feel delighted with non-profit organizations. Regarding the quality of a product, either it is measured actual high quality or very low-quality customers' assessments will be created more than neutral quality products and services (Chen et al. 2011). Online business on social media channels requires very good content, in which "good" is defined as highly entertaining or very informative to target customers, predominantly Facebook (Shao and Ross, 2015). This belief is less significant if Facebook users have been accustomed with Facebook entertainment. Marketers must take the characters of target consumer into deliberation. Engagement of consumers is well-ordered by extraversion and directness to involvements (Kabadayi and Price, 2014).

Packard and Wooten (2013) found that companies would learn about and comprehend their consumers because what people see will lead to more activity on Facebook. The content shared on Facebook must be smart adequate for everyone who is marked as the possible target customers. Their awareness of the content will define the behavior of consumers as well. People tend to more reserved in cheering the advertising content on

social media than in person for the fact that content share on Facebook may cause them to be destructively predictable by other people; thus, word of mouth campaigns are not efficient to focus on concerning Facebook marketing (Eisingerich et al., 2015; Barasch and Berger, 2014).

Posts whose content does not associated to commercial component and which include communicative parts affect consumers' consciousness most (Swani et al., 2013). Consumers also reach and interconnect better with multisensory and collaborating posts that include photos. They find it more eager to leave a feedback or expression, such as like leaving clarifications and sharing (Vries et al., 2012; Minton et al., 2015). Consumers also incline to share the kind of contented which they got from other consumers and friends rather than from the companies or brands itself (Chen and Berger, 2016). The sharing of contented about firm, brand and product on Facebook is ~~regard~~ as "a mixture between brand- promotion and self-promotion" (Smith et al., 2012). Gensler et al. (2013) quantified that companies may upsurge the sales technique of products and get more possible customers using an assortment of methods to attract a higher number of expressions and comments on the advertising posts on Facebook. 20 million people choose to like at least one Facebook brand page per day and nearly 50% of social media users follow brand pages (Jeanjean, 2012). According to Williamson (2011), companies over the world have ~~invest~~ at least 4.3 billion USD in social media pages.

Social network sites (SNSs) or Online Social Networks (OSNs) are considered the core of network resource for organizations that link strategic value and business performance (Zhou, Wu, and Luo, 2007). On larger social network sites, individuals are normally not looking to meet new people but are more interested in managing relationships by maintaining contacts with old friends who are already part of their extended social network (Boyd and Ellison, 2007). To sum up, social network sites can be seen as alternative communication tools which support existing relationships and activities in a fun and colorful way that can deepen the users' experiences (Palmer and Koenig-Lewis, 2009). Many social network web sites have emerged; attracting especial groups of users based on their demographics and some tend to communities with specific shared interests (Palmer and Koenig-Lewis, 2009). There is now a lot of evidence that social network sites have become mainstream and it has been reported that globally, these sites account for one in every 11 minutes spent online (Jones, 2009). 54 percent of internet users between 16 and 24 have set up their own page or profile on a social networking site (Palmer and Koenig-Lewis, 2009). Social network sites have audience more than any other social media tools, today. Facebook reaches 710 million users (H. Hanafizadeh and Behboudi, 2012). Meanwhile, if Facebook were a country, it would be the third largest nation in the world, lagging behind only China and India. Half of those "citizens" log in every day and using the site on a daily basis (Zarrella and Zarrella, 2011). The average user has 130 friends and is connected to 80 community pages, groups, and events each one spend an average of 46 minutes per day on Facebook (Facebook.com, 2011). Also, 100 million people take a social action on YouTube every week and 800 million unique users visit this site each month (Youtube.com). Social network sites offer opportunities to connect with these hard-to-reach audiences drifting away from traditional media. It can be implied that usage of social networking is increasing at a tremendous

speed, and it is influencing how people share knowledge across the globe. Social Networking Sites (SNSs) is a brand new topic for researchers due to its relative novelty, and some researchers in different contexts tried to study this new phenomena. The impact of social networks is increasingly pervasive, with activities ranging from the economic (e.g., shopping) and marketing (e.g., brand building, advertising) to the social (e.g., cultural and physiological impacts) and educational (e.g., distance education) (e.g. Mangold & Smith, 2011; Palmer & Koenig-Lewis, 2009; S. Pookulangara and K. Koesler, 2011; Teo, Chan, Weib, and Zhang, 2003). However, despite its importance in the new information era, no comprehensive literature review has been conducted in the field of social networks except for a review paper conducted by Hanafizadeh, et al. (2012) on social networking business impacts literature. Nevertheless, there is a need for conducting this kind of research works, because it will serve as a roadmap for both academics and practitioners. It will also specify the existing state and direction of research topics, and should be of interest, and this study presents a literature review of research works in Social Networking Sites (SNSs). The review covers 132 journal articles published from 2005 to 2011. The reason for choosing this time period is that the topic is fairly new and most of the research on Social Networking Sites (SNSs) was conducted focusing on the concept and criteria and the implications.

Social Networking Sites (SNSs) are the most deliberately used Internet-based applications that individuals use to generate their account and update their profiles by sharing information and view others' information within the online community. People are implementing Social Networking Sites (SNSs) as a dominant standard of socialization and self-identity development (Urista, Dong and Day 2009) instigating an exponential upsurge in the number of active Social Networking Sites (SNSs) users. Primarily, Social Networking Sites (SNSs) were used for making friends online, fostering interactive relationships and constructing business networks, (Utpal V. K. J. 2017).

Due to its inspiring superiority, greater reach and huge accessibility, youngsters began utilizing these websites for academic purposes, like sharing assignments and online discussions, extending their reach to mass gatherings for political propagandas, and voicing for social causes, and entertainment like streaming online, playing games and listening songs (Orchard, Fullwood, Galbraith, and Morris 2014; Shin and Shin 2011). However, excessive Social Networking Sites (SNSs) usage is also found to adversely affect their academic performance (Sharma and Shukla 2016) and interpersonal relationships (Kuss and Griffiths 2011). Despite impact of SNSs usage, predominantly Facebook has been widely studied among adolescents; there is limited empirical evidence of young adults' Social Networking Sites (SNSs) usage patterns (Santarossa and Woodruff 2017). Also, Social Networking Sites (SNSs) usage levels have been assessed majorly in terms of the number of hours spent on these sites. This calls for an examination of recent Social Networking Sites (SNSs) usage such as Instagram, WhatsApp, Twitter and other patterns, to gain a comprehensive understanding of the students' Social Networking Sites (SNSs) engagement especially in a developing nation like India where different factors associated with SNSs usage like motives to use these social media platforms, most frequently used websites, general social media usage patterns, online friendships and more factors need to be considered besides the

number of hours spent on these sites. Self-esteem is one important factor that has been studied extensively in this regard and is found to be negatively associated with Social Networking Sites (SNSs) usage (Jan, Soomro and Ahmed 2017). However, lesser empirical evidence is available in light of the association of Social Networking Sites (SNSs) use and self-esteem among college students in Indian context. Therefore, the present paper discusses the impact of Social Networking Sites (SNSs) usage patterns on young minds, investigates the differences in Social Networking Sites (SNSs) usage based on gender, employment status and different education levels of students, and association between self-esteem and Social Networking Sites (SNSs) usage with self-esteem. Social Networking Sites (SNSs) are web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system (2) articulate a list of other users with whom they share a connection (3) view and traverse their list of connections and those made by others within the system (Boyd and Ellison 2007). It is still a matter of debate whether Social Networking Sites (SNSs) are advantageous or detrimental to the mental health of youngsters. These sites can be profitable as it provides an opportunity for the youth to display their creative potential and get reinforcement for their productive activities and innovations, enhances accessibility to information sources, augment interactions with others thereby strengthening their interpersonal skills, develops their competence levels to perform better than others and reduces barriers in communicating with people from different ethnic backgrounds and varying socio-economic strata (Madaiah, Seshaiyengar, Suresh, Munipapanna and Sonnappa 2016). However, Social Networking Sites (SNSs) can be disadvantageous also depending upon how it is used by the youngsters. For instance, these sites can impede their academic performance if used recklessly (Kuss and Griffiths 2011); lower their learning capabilities due to divided attention and decreased concentration levels (Napolean 2016) and reduce face-to-face interactions with others as a result of huge accessibility of every minute update about their lives (Cummings, Butler and Kraut 2002) adds on to the negative impact of SNSs on young population. In India, Facebook is reported as the most accepted Social Networking Sites (SNS) among college students with Twitter as the second most preferred site, further revealing that Social Networking Sites (SNSs) are predominantly used for communication purposes (Lavanya and Karthikeyan 2016). Akakandelwa and Walubita (2018) investigated the use of social media and its perceived impact on social life of students in Zambia and reported that WhatsApp (83.3%) is the most famous Social Networking Sites (SNSs) followed by Facebook (78.0%) and Twitter (12.8%). Another study conducted on Indian medical college students reported that 67% participants use Social Networking Sites (SNSs) on regular basis, 78% participants utilize Social Networking Sites (SNSs) primarily for chatting and 40% students' academic grades were adversely affected. Also, greater than 30% of users expressed difficulty in passing their time without Social Networking Sites (SNSs) accessibility (Madhusudan, Chalubaraj, Suresh, Santhosh and Suresha (2016). Cummings et al. (2002) stated that increased use of Internet and online networking has displaced the other means of communication leading to diminished quality of interpersonal relationships; especially friendships. Similar findings were reported by a qualitative analysis (Reema and Gopal 2014) showing individuals also prefer other activities on Social Networking Sites (SNSs) like watching videos, gaming and playing music. Also, mostly participants expressed Social Networking Sites (SNSs) use during

night time, more interactions with opposite sex, and difficulties in carrying their routine activities. On the other hand, Wellman, Haase, Witte and Hampton (2001) reported that Social Networking Sites (SNS) usage for online interactions has supplemented the real-life interactions causing people to spend more time with others. Eid and Al-Jabri (2016) reported that Social Networking Sites (SNS) tools are used for exchange of knowledge and association among students. Kindi and Alhashmi (2012) identified that the two most significant purposes behind regular utilization of Social Networking Sites (SNSs) among undergraduate students in Oman were discovering informational sources and sharing news with others. Students experiencing lower life satisfaction utilize Social Networking Sites (SNSs) to maintain existing relationships, expand their social networks and enhance their personal well-being (Ellison, Steinfield and Lampe 2007). The previous research studies have reported different trends of SNSs usage among males and females. Vijender and Bulbul (2015) identified that males and females differed insignificantly in Social Networking Sites (SNSs) usage depending on social connectivity, entertainment, recognition and information dimensions. Tham and Ahmed (2011) reported that female college students spend more time on Social Networking Sites (SNSs) than male students. However, no significant differences were found between males and females in regards to number of friends on Facebook (Biernatowska, Balcerowska and Bereznowski 2017). Mazman and Usluel (2011) conducted a study to assess gender differences in social networks and found that females utilized Facebook to remain in contact with existing people, accomplishing educational motives while males use Social Networking Sites (SNSs) for establishing new social ties with others. Tüfekçi's (2008) also reported that females use Social Networking Sites (SNSs) for maintain bonds with school friends and other friends living nearby homes, on the other hand, males use these sites for finding new people and interact with those who share common interests.

Objectives of the study

1. To study the demographic profile of the sample respondents.
2. To analyze the usage pattern of social media integration among e users in Tiruchirappalli City.

Research Methodology (Black yet to change)

This research is descriptive in nature and portrays, "The usage pattern of social networking sites on (Facebook) social media use integration among e users in Tiruchirappalli city. Primary data was administered to collect data through a well-structured questionnaire using Rensis Likert's five-point scales from 125 sample respondents using Convenience sampling technique by adopting survey method. Secondary data has been obtained from the website, journals, articles, newspapers, magazines, and unpublished thesis. The collected data has been analysed with the help of statistical packages namely SPSS 20 by using statistical tools such as Reliability Test, Percentage Analysis, Cross Tabulations, Chi-Square test, Student "t" test and Factor Analysis.

ANALYSIS AND INTREPRETATIONS

Reliability Test:

The most widely used measure to assess the internal consistency of constructs is Cronbach's alpha. The generally agreed upon value of Cronbach's alpha is 0.70, although it may decrease to 0.60 in case of exploratory research (Hairetal.2006; pp.137). The reliability test has been depicted in the table given below

TABLE : 1**RELIABILITY TEST**

Cronbach's Alpha	No. of items
.854	10

Inferences:

The valid number of responses is 125. The reliability statistics table gives the overall scale as .854. As the Cronbach's Alpha value is more than .6. Thus, the reliability analysis shows positive, and the data collected is to the expected level, therefore the usage pattern of social networking sites (SNS) on Facebook's advertising influencing purchase intention among social media users are reliable.

Demographic Profile

For the purpose of this study the demographic profile of the sample respondents were measured with factors like Gender, age, educational qualification marital status, family size, monthly income and family type.

TABLE : 1**Demographic profile of the sample respondents**

Demographic factor	Particulars	Frequenc y	Percentage %
Age	Upto 25 years	55	36.2
Gender	Male	67	44.1
Marital status	Unmarried	66	43.4
Educational qualification	Degree and Diploma	58	38.2
Occupation	Private	56	36.8
Monthly income	Rs 50001- Rs 100000	59	38.8
Family type	Nuclear Family	66	43.4

Number of dependent	Upto 2	54	35.5
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Source: Primary data

The above table depicts the percentage analysis of 125 sample respondents based on their demographic profile such as age, gender, marital status, educational qualification, occupation, monthly income, family type and number of dependent. The results show that 36.2% (55) of the sample respondents show majority on the age of the sample respondents, 44.1% (67) on gender of the sample respondents, 43.4% (66) on marital status of the sample respondents, 38.2% (58) on educational qualification of the sample respondents, 36.8% (56) on occupation of the sample respondents, 38.8% (59) on monthly income of the sample respondents, 43.3% (66) on family type of the sample respondents and 35.5% (54) on number of dependents of the sample respondents.

CHI SQUARE TEST: Age and Social Networking Sites (SNS)

The Usage of different Social Networking Sites (SNS) among the selected e users.

The usage of different Social Networking Sites among the selected e users has been identified for the purpose of analysis and interpretations.

TABLE: II

The usage of Social Networking Sites drawing the e user's attention

Age (in years)	Different Social Networking Sites							Total	Chi-square Value	'p' value
	Facebook	Twitter	Whatsapp	Instagram	LinkedIn	Google+	Youtube			
Upto 25	19 (34.5%)	7 (12.7%)	8 (14.5%)	12 (21.8%)	2 (3.6%)	1 (1.8%)	6 (10.9%)	55 (100.0%)	4.826 _a	>0.01
26-50	13 (25.0%)	6 (11.5%)	11 (21.2%)	11 (21.2%)	2 (3.8%)	3 (5.8%)	6 (11.5%)	52 (100.0%)		
ABOVE 51	4 (22.2%)	2 (11.1%)	3 (16.7%)	3 (16.7%)	1 (5.6%)	1 (5.6%)	4 (22.2%)	18 (100.0%)		
Total	36 (28.8%)	15 (12.0%)	22 (17.6%)	26 (20.8%)	5 (4.0%)	5 (4.0%)	16 (12.8%)	125 (100.0%)		

Source: Computed from Primary Data

Source: Primary Data

Note: ** denotes significant at 1% level.

Inference

The calculated Pearson Chi-Square test value shows 4.826, which is lesser than the table value 21.026 with the degrees of freedom 12, and the Chi-square test shows that the significance value is .964, which is greater than 0.05. Hence the null hypothesis is accepted and alternative hypothesis is rejected. It is concluded that there is no significant association between age and usage of different social networking sites.

CHI SQUARE TEST: Gender and Social Networking Sites (SNS)

The Usage of different Social Networking Sites (SNS) among the selected e users.

The usage of different Social Networking Sites among the selected e users has been identified for the purpose of analysis and interpretations.

Hypothesis:II

Null Hypothesis: There is a no significant association between gender and usage of different social networking sites.

Alternate Hypothesis: There is a significant association between gender and usage of different social networking sites.

Gender	Different Social Networking Sites							Total	Chi-square Value	'P' value
	Facebook	Twitter	WhatsApp	Instagram	LinkedIn	Google+	YouTube			
Male	15 (22.4%)	11 (16.4%)	12 (17.9%)	11 (16.4%)	4 (6.0%)	4 (6.0%)	10 (14.9%)	67 (100.0%)	4.826 ^a	>0.01
Female	21 (36.4%)	4 (6.5%)	10 (17.2%)	15 (25.9%)	1 (1.7%)	1 (1.7%)	6 (10.3%)	58 (100.0%)		
Total	36 (28.8%)	15 (12.0%)	22 (17.6%)	26 (20.8%)	5 (4.0%)	5 (4.0%)	16 (12.8%)	125 (100.0%)		

Inference

The calculated Pearson Chi-Square test value shows 9.063, which is lesser than the table value 16.919 with the degrees of freedom 6, and the Chi-square test shows that the significance value is .170, which is greater than

0.05. Hence the null hypothesis is accepted and alternative hypothesis is rejected. It is concluded that there is no significant association between gender and usage of different social networking sites.

Factor Analysis

Factor Analysis is a modus operandi that is used as a technique to diminish a huge number of variables into a smaller numbers of factors. This method removes maximum common variance from all the variables and settles them in a common score.

Factor analysis on Facebook advertising influence on purchase intention.

Bartlett's Test of Sphericity (Approx. Chi-Square)	.000
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.555

Bartlett's Test of Sphericity is used for testing the appropriateness of the factor model. The test is based on a chi square transformation of the determinant of the correlation matrix. The chi-square value shows that the variables are appropriate for factor analysis. A higher value of Kaiser-Meyer-Olkin statistic indicates (0.555) and a significance value of 0.000 chi square value reflects that the sample is adequate to explain the correlation between the pairs of variables with the other variables.

Communalities table

Variables	Extraction
Advertisements on FB help make me loyal to the promoted products	.944
Advertisements on FB make me less loyal to Brands.	.943
I am likely to buy some of the products that are promoted on FB.	.819
I purchase products that are promoted on FB.	.811
Advertisements on FB have a positive influence on my purchase decisions.	.718
Advertisements on FB do not increase purchase intent of featured brands.	.647
I would buy the products that are advertised on FB if I had the money.	.639
I will buy products that are advertised on FB in the near future	.638
I buy products that are advertised on FB	.626
I use many of the products that are promoted on FB.	.614
Advertisements on FB have a negative influence on buying decisions	.614
I do not intend to acquire products that are promoted on FB.	.603
Advertisements on FB affect my buying actions positively.	.597
Advertisements on FB affect my purchase behaviour negatively.	.584
I desire to buy products that are promoted on FB	.549
I plan to purchase the products that are advertised on FB.	.532

I do not purchase products that are featured on FB.	.505
Advertisements on FB affect my purchase behaviour positively	.490

Extraction Method: Principal Component Analysis.

Inferences

The amount of variance a variable shares with all other variables included in the analysis can be inferred from the communalities table. Variables with higher extraction values show higher association with other variables. Variables such as advertisements on Facebook help make them loyal to the products, advertisements on Facebook make them less loyal to brands, they likely to buy some of the products that are promoted on Facebook, they purchase products that are promoted on Facebook, advertisements on Facebook have a positive influence on their purchase decisions, advertisements on Facebook do not increase purchase intent of featured brands, they would buy the products that are advertised on Facebook if they had the money, they would buy products that are advertised on Facebook in the near future, they buy products that are advertised on Facebook, they use many of the products that are promoted on Facebook, advertisements on Facebook have a negative influence on buying decisions and they did not intend to acquire products that are promoted on Facebook share high variance with other variables which reflects that they can be easily associated with a common factor. Variables such as advertisements on FB affect their buying actions positively, advertisements on Facebook affect my purchase behaviour negatively, they desire to buy products that are promoted on Facebook, they plan to purchase the products that are advertised on Facebook, they did not purchase products that are featured on Facebook and advertisements on Facebook affect their purchase behaviour positively show very low extraction.

Rotated component matrix

Rotated component matrix ^a							
	Component						
	1	2	3	4	5	6	7
Advertisements on FB make me less loyal to Brands.	.960						
I buy products that are advertised on FB			.775				
I use many of the products that are promoted on FB.				.375			
I do not purchase products that are featured on FB.							.039
Advertisements on FB affect my purchase behaviour positively		.510					
Advertisements on FB help make me loyal to the promoted products	.960						
Advertisements on FB affect my purchase behaviour negatively.		.153					

I purchase products that are promoted on FB.					.843		
Advertisements on FB affect my buying actions positively.	.239						
I will buy products that are advertised on FB in the near future		.518					
I desire to buy products that are promoted on FB		.283					
Advertisements on FB do not increase purchase intent of featured brands.					.115		
Advertisements on FB have a positive influence on my purchase decisions.			.717				
I would buy the products that are advertised on FB if I had the money.		.705					
I do not intend to acquire products that are promoted on FB.						.742	
I am likely to buy some of the products that are promoted on FB.					.793		
I plan to purchase the products that are advertised on FB.		.704					
Advertisements on FB have a negative influence on buying decisions.							.711

Extraction method: principal component analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Factor	Factor interpretation % of variance explained	Loading	Variables included in the factor
F1	Loyalty	.960	Advertisements on FB make me less loyal to Brands
		.960	Advertisements on FB help make me loyal to the promoted products
		.239	Advertisements on FB affect my buying actions positively.
		.510	Advertisements on FB affect my purchase behaviour positively
		.153	Advertisements on FB affect my purchase behaviour negatively.
F2	Purchasing attitude	.518	I will buy products that are advertised on FB in the near future
		.283	I desire to buy products that are promoted on FB
		.705	I would buy the products that are advertised on FB if I had the money.
		.704	I plan to purchase the products that are advertised on FB.
F3	Positive results	.775	I buy products that are advertised on FB
		.717	Advertisements on FB have a positive influence on my purchase decisions.

F4	Adaptability	.375	I use many of the products that are promoted on FB.
F5	Promotion	.843	I purchase products that are promoted on FB.
		.115	Advertisements on FB do not increase purchase intent of featured brands.
		.793	I am likely to buy some of the products that are promoted on FB.
F6	Unwilling	.742	I do not intend to acquire products that are promoted on FB.
F7	Negative results	.039	I do not purchase products that are featured on FB.
		.711	Advertisements on FB have a negative influence on buying decisions.

Inferences:

The eighteen variables are reduced to seven factors. All together the seven factors explained sixty five per cent of the total variance. The table lists the factors in the order in which they were extracted. The five factors are **loyalty, purchasing attitude, positive results, adaptability, promotion, unwilling** and **negative results**. Attributes such as Advertisements on Facebook make them less loyal to brands, advertisements on Facebook help make me loyal to the promoted products, advertisements on Facebook affect my buying actions positively, advertisements on Facebook affect my purchase behaviour positively and advertisements on FB affect my purchase behaviour negatively reflects the **loyalty** factor. Attributes such as they will buy products that are advertised on Facebook in the near future, they desire to buy products that are promoted on Facebook, they would buy the products that are advertised on Facebook if they had the money and they plan to purchase the products that are advertised on Facebook reflects the **purchasing attitude** factor. Attributes such as they buy products that are advertised on Facebook and advertisements on Facebook have a positive influence on their purchase decisions reflects the **positive results** factor. Attribute such as they use many of the products that are promoted on Facebook reflects the **adaptability** factor. Attributes such as they purchase products that are promoted on Facebook, advertisements on Facebook do not increase purchase intent of featured brands and they likely to buy some of the products that are promoted on Facebook reflects the **promotional** factor. Attributes such as they do not intend to acquire products that are promoted on Facebook. Attributes such as they do not purchase products that are featured on Facebook and advertisements on Facebook have a negative influence on buying decisions reflects the **negative results** factor.

Total variance explained

Total Variance Explained									
Component	Initial Eigenvalue			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.510	13.945	13.945	2.510	13.945	13.945	2.232	12.398	12.398
2	2.285	12.694	26.639	2.285	12.694	26.639	1.919	10.660	23.058
3	1.945	10.807	37.446	1.945	10.807	37.446	1.781	9.894	32.952
4	1.485	8.248	45.694	1.485	8.248	45.694	1.658	9.212	42.164
5	1.442	8.011	53.705	1.442	8.011	53.705	1.593	8.850	51.014
6	1.157	6.425	60.130	1.157	6.425	60.130	1.392	7.734	58.748
7	1.050	5.834	65.964	1.050	5.834	65.964	1.299	7.216	65.964
8	.966	5.365	71.329						
9	.874	4.856	76.185						
10	.728	4.044	80.229						
11	.697	3.873	84.102						
12	.618	3.432	87.534						
13	.582	3.233	90.767						
14	.524	2.911	93.678						
15	.453	2.516	96.194						
16	.403	2.239	98.433						
17	.280	1.554	99.987						
18	.002	.013	100.000						

Extraction Method: Principal Component Analysis.

Inferences:

This analysis shows that 65.964 percentage of variables showing the factors influencing the Facebook advertising on purchase intention are explained and there are other unknown attributes which are to be explored.

CONCLUSION

Facebook might prove to be a transient craze, it is one of the earliest and largest online social networking communities geared precisely for the users. It signifies a novel form of communication that attaches the users socially in an online environment. The online social environments, such as Facebook, will endure to progress as the users may comprise more personality characteristics in order to have a broader perception of the Facebook use. Social media has fastened the pace at which people communicate, socialize, learn, and conduct business. Users on Social Network Sites have started to share on social media and in the virtual environments with

technology in day to day life of all the social networks. The long term impact of the social media revolt are not reflected yet neither on the society nor on the individuals, as an intensive reflection is very dynamic. As the effect of social media is subtle and progresses over time, Wilcox (2012) recommends "Ultimately, the way to check this is by raising the mindfulness, as it is not about investing energy in Facebook, but rather to know about what it may do to the user". Here it can be reminisced in this article that the user's decision to utilize online networking through social media sites and for purchases intention, or face risks via online purchasing behavior reflects the impact of the e consumers in their normal day - to- day purchases.

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