

**Impact of Social Media Marketing on Purchase behaviour of  
Youths in Kathmandu.**

A Dissertation Submitted to the Office of the Dean, Faculty of Management in partial  
fulfillment of the requirements for the Master's Degree

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**CERTIFICATION OF AUTHORSHIP**

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled **Impact of Social Media Marketing on Purchase behaviour of Youths in Kathmandu**. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor has it been proposed and presented as part of requirements for any other academic purposes.

The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

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## ABSTRACT

*This research was conducted with the main aim to understand “The impact of the social media marketing on purchase behaviour of youths in Kathmandu”. This study was concentrated only on Facebook as a social media for marketing because of the greater popularity of Facebook than any other social media. So, the social media marketing inferred in this study is Facebook marketing. The study aims to identify the various means of social media marketing particularly Facebook marketing tools that can be used in the marketing of the apparels. Moreover, it also seeks to find out the popular type of Facebook marketing tool that has major impact on the customer’s apparel purchase intention which is a part of the purchase behaviour. The data for the study was collected from different primary and secondary sources. Primary data was collected using the structured questionnaire which was filled up by adopting self-administered and researcher administered technique for accurate data from the respondents. Structured questionnaire included various demographic, single choice, multiple choice, ranking, Likert and open questions. Data were analysed from the statistics to interpret the findings and the results. The secondary source of data includes reviewing the numerous published journals and research papers by different scholars in the similar area of research.*

*The study reveals that the demographic factors particularly age, gender, occupation, education and income level did not influence the impact of social media marketing on the apparel purchase behaviour. Similarly, it was found that the type of Facebook marketing that was popular among the respondents was Facebook pages followed by Facebook advertisements had significant relation with the impact on apparels purchase behaviour. Similarly, the user’s comments and recommendation also known as e-word of mouth had the significant impact on apparel purchase intentions.*

*Moreover, it was also found that frequency of appearance of Facebook ads does have impact on the apparel purchase behaviour. However, it has also been concluded that the use of social media for searching information about the apparels is still not consider the first choice but the findings show that it is in gradual increase. It had also been found that users wish to be aware if discount information followed by new product information and offers about apparels through the social media marketing. Finally, it had been concluded that the Facebook marketing as a type of social media*

*marketing and its various components did have various level of impact on the apparel purchase behaviour of the youth.*

*As per the findings, it had been recommended to the marketers to use Facebook pages and banner ads as a part of popular means of social media marketing. It had also been recommended to use marketing concepts without considering the demographic factors using the notion of mass advertisement. The marketers need to attract the users to explore their social media advertisements. They should also focus on generating positive comments on the social media which has been found to have major impact on purchase behaviour.*

**Keywords:** *Social media, Social Media Marketing, Facebook, Purchase Intention, Purchase Behaviour, Apparels.*

**ABBREVIATION**

Ads:	Advertisements
Adverts:	Advertisements
ANOVA:	Analysis of Variance
Approx.:	Approximately
E-wom:	Electronic world of mouth
FB:	Facebook
GRP:	Graduate Research Project
MBS:	Master in Business Studies
SPSS:	Statistical Package for Social Science

# CHAPTER - 1

## INTRODUCTION

### 1.1 Background of the Study

With the advancement of the web into a stage structure correspondence, socialization, and learning movement, online life and person to person communication locales had picked up notoriety as the major systems administration instrument for shopper cooperation. Internet based life has become a medium that interfaces individuals with expanding quantities of advanced media choices and frequently works as a significant stage for fortifying kinship as well as for publicizing messages.

The terms "Social Media" essentially alludes to the wide scope of Internet-based and versatile administrations that permit clients to take an interest in online trades, contributes client made substance, or join online networks. It goes about as a method for connections among individuals where they make, share or potentially trade data and thoughts in virtual networks and systems.

Social media life has brought numerous desires for the business part and particularly for advertisers. The world has been persistently changing with new thoughts, new considerations, new developments and new innovation. The customary perspective towards showcasing has changed by time and innovation. Cutting edge's advertisers think that it's simple to sell their item on the web. Anyway, an advertiser needs a medium to acquaint their items with the objective purchasers and to convince them to purchase. For this online life promoting has assumed an essential job.

Social media promoting is an umbrella term that can be portrayed as the usage of web-based social networking stages as showcasing instruments. Similarly, as the web-based life has changed the manner in which individuals can trade photographs and recordings, share new stories and take an interest in online conversations, post their thought on blogs, it has also influenced the purchasing behaviour of the people. As the presence of people in the social media is increasing, the marketers are capitalizing on this opportunity by marketing their products and services through these social media websites. Anyway, not every informal organization impacts the same on the purchasing conduct of buyers.

Person to person communication locales, particularly companionship situated destinations like Facebook, bolster and reinforce fellowships as they arrive at basic interests' bunches as well as heterogeneous populace through the way toward sharing lives. At in excess of a billion clients, Facebook is frequently alluded to as a "Companion Network" and has the most noteworthy number of dynamic web clients. On Facebook, clients make singular profile where they can share individual data, for example, messages and photographs with individuals who they include as their companions.

Starting at 2004, the market leader Facebook is the primary informal organization to outperform 1 Million enrolled accounts around the world. This means this platform has a huge number of users that can be reached by the marketers. Furthermore, the showcasing through Facebook for an item or administration can be focused according to client's advantage, age group, location and distinctive different measurements an accessible in it which is a lot less expensive than paper/sound video notice.

Subsidized in 2004, Facebook is one of the goliaths of web-based social networking. It is the main site where the most clients invest more energy than in some other informal communication locales. Facebook is a stage on the web, which give essential systems administrations, probability of making organizations with various vital highlights. Made by Mark Zuckerberg(with Chris Hughes, Dustin Moskovitz and two other Harvard University Students) Facebook's fundamental crucial to enable individuals to share and make the world more open and associated.

Facebook promoting alludes to the way toward picking up purchaser's consideration through a Facebook site. It has become a famous apparatus for advertising and promoting brands to arrive at thousands or a huge number of individuals on the double. Facebook has become "the greatest relationship-promoting supplier" for certain brands. This has created from brands creating relationship with shoppers by associating through purchaser's client produced substance on Facebook. Facebook has a bigger web-nearness for brand advertisers when contrasted with legitimate sites and email showcasing in light of the fact that the sheer number of clients in Facebook surpasses the individuals who visit the official sites and read special messages.

More consumers are moving to Facebook while purchaser traffic in legitimate sites is easing back down for different reasons. An essential guideline of Facebook showcasing is that individuals offer, peruse and by and large connect more with a substance when it's surfaced through companions and individuals they know and decided to trust. These social associations upgrade the manners in which advertisers arrive at customers.

In the context of Nepal, Facebook is the most famous social site. It has around 12.38million users in Nepal as of January 2021. This is a significant increment when contrasted with in 2011 when there were just 0.85 million Facebook users from Nepal. As indicated by Facebook Ad platform, among 12.38million Facebook users, 59.7 rates are male and 40.3 rate are female. Likewise in Kathmandu, capital city of Nepal have 845,767 populations which is 2.85% population of Nepal along. It is crowded city where people have busy schedule and engage in social media mostly. With this popularity the local marketers are increasingly attracted towards Facebook to market their products and services using various marketing techniques like Facebook pages, Facebook advertisements etc. The products marketed in the Facebook ranges from food, electronic to apparels.

Apparels or clothing is one of major product that is increasingly getting marketed through Facebook media in Nepal. With the increase in the number of clothing business, the competition is ever increasing and so is need to make their presence flit. For this, Facebook has been the major means to market their products and reach wide range of customers. No cost associated with menu of the marketing means provided by Facebook like Facebook brand pages, picture sharing, etc. Is also one of the major reason Facebook has become first low cost choice of the marketers to reach wide range of customers. The famous apparel stores ranging from boutiques like Odhni boutique to local jersey stores have their Facebook pages and Facebook ads in order to market their apparels. Thus, the importance of social media marketing is ever increasing in Nepal as it is in the entire world.

## **1.2 Statement of Problem and research questions**

Social media advertising especially Facebook promoting has been utilized by numerous organizations around the globe. It has even become a piece of dynamic for



the consumer to go to interpersonal organizations for direct data, gave by the two brands and their friends. Internet based life the same number of accept causes them find new items, get right criticisms from their companions about an item before they chose to get it. Advertiser use Facebook as a showcasing instrument by posting declarations about new assortments, occasions and advancements and speaking with customers. For clothes, Facebook is useful showcasing apparatus as it can contact different crowd over the web based life stage, increment brand mindfulness through different special occasions and contributions with a restrictive cost and gather remarks and audits from customers in regards to their items through a brand page divider.

According to latest data published by [gs.statcounter.com](http://gs.statcounter.com), 69.8% of total social media marketing in Nepal is covered by Facebook alone where 9.54% , 4.9%, 11.88%, 2.56% and 0.36% by Twitter, YouTube, Pinterest , Instagram and Tumblr respectively. From above mentioned data we can clearly know the domination of Facebook in social media marketing in Nepal. More and more stores, companies, Nepali brands are now on Facebook promoting their services and product as well as connecting to their current and prospect consumers. Looking at apparel segment, this drift is ever increasing. It has become an essential part of marketing strategy of every apparel outlets to market their apparels through Facebook in terms of Facebook pages, profiles or targeted advertisement banners. There have also been many instances where suppliers do not have a physical store but deliver the apparels only through online interactions. This has reduced the costs for the suppliers and at the same time helped them to make their marketing effort more effective.

As mentioned above the Facebook users in Nepal is around 12.38million as of January 2021. A busy city Kathmandu, which have 2.85% population of Nepal along. Use social media mostly. Despite the increase in the popularity of Facebook advertisement in apparel industry, there has been limited study on the impact of such social media marketing in the purchasing decisions of the impact of such social media marketing in the purchasing decisions of the consumers. It is important for these marketers to understand the influence of feedback as a social media on the consumers. To address this problem, research regarding the impact of social media marketing on the consumer purchase behaviour is to be carried out so that the apparel industry can understand whether their effort on marketing through Facebook is in fact influencing

the decisions of their ultimate consumers or not. Moreover the importance of customer to customer interaction through online posting and content sharing through Facebook will also be revealed this study.

In the same way, this research also help other marketers to understand where Facebook as a means for social media marketing stands and whether they need to include is as a part of their marketing mix or not. Similarly the result of this study also holds significance in any apparel supplier's marketing strategy.

Research question to be addressed in this research paper are:

1. Is there any relation between demographic factors like age, gender in the impact of Facebook marketing on apparels purchase behaviour?
2. What different feature if Facebook marketing has impact on apparel purchase intention of consumers?
3. Does the Facebook marketing as part of social media marketing impacts the apparel purchasing intentions of consumers in Kathmandu?

### **1.3 Research Objectives**

The main objective of the study is to understand the impact of Facebook marketing in apparel purchasing behaviour of youths. Following are some of the specific objectives.

1. To analyze whether demographic factors like age, gender mediate the impact of social media marketing.
2. To examine the features of Facebook marketing as social media that impacts the apparel purchase intention.
3. To determine the major type and content of Facebook marketing that can be best used to influence consumers.

### **1.4 Rational of the Study**

The Study on social media marketing is significant to many stakeholders like sellers, marketing agencies and future researcher in several ways. In context of Nepal, the idea of using social media as a part of the marketing mix is relatively new which has been used only by limited number of business but it is in gradual rise. So this study

will add up to the importance of the use of social media as a marketing tool for marketers.

The finding of this study had been of importance to the apparels business. They basically understood the significance of Facebook marketing to promote their products.

Among the prospects, they could understand whether the efforts in developing Facebook marketing did really convert the prospects into actual consumers or not and whether their presence on Facebook is of any help to the prospects and customers. On top of that they had also know the various tools of Facebook marketing that are more effective in attracting the customer's attention and the content that needs to be included in it.

The research also holds a significant value to the marketing agencies that develop marketing mix and plans for their clients. Through the findings of this research they could understand the value of the Facebook as a part of social media marketing. Not only that they had also get an insight on what information do the customer find it attractive in the Facebook advertisements as well as which type of Facebook marketing should be done. They should thus be aware whether they need to include the social media marketing as a part of their service to their clients. Moreover they had also understood the need to include these types of marketing plans for their existing marketing campaigns as well.

Additionally, this exploration is likewise noteworthy for future specialist as it helps future analyst who are investigating on a similar report territory by giving essential rules.

## **1.5 Researcher Hypothesis**

### **Hypothesis generated for the purpose of the study are as follows**

- Ho1: There is no significant relationship between age and effect of Facebook marketing on apparel purchase behaviour.
- Ho2: There is no huge significant relationship between gender and effect of Facebook marketing on apparel purchase behaviour.
- Ho3: There is no significant relationship between occupation and effect of Facebook marketing on apparel purchase behaviour.
- Ho4: There is no signification relationship between instruction level and effect of Facebook advertising on apparel purchase behaviour.
- Ho5: There is no significant relationship between training level and effect of Facebook showcasing on apparel purchase behaviour.
- Ho6: There is no significant relation between length of use of Facebook and impact of Facebook marketing on purchasing behaviour.
- Ho7: There is no significant relation between exploring Facebook advertisements and impact on apparel purchasing behaviour.
- Ho8: There is no signification relation between brand image and impact of Facebook marketing on apparel purchasing behaviour.
- Ho9: There is no significant relation between time spent on Facebook and impact of Facebook marketing on apparel purchasing behaviour.
- Ho10: There is no significant relation between Facebook comments and recommendations and impact on apparel purchase behaviour.
- Ho11: There is no significant association between frequency of Facebook advertisement and impact of Facebook marketing on apparel purchasing behaviour.

## 1.6 Limitation of the Study

The Limitations of the study include:

- i. The purchase intention as a part of purchase behaviour has only been tested in this study.
- ii. The study is based on the primary data collected using questionnaire method only while other methods have not been used.
- iii. Only Facebook has been considered in this study as social media for marketing.
- iv. The scope of study is limited to Kathmandu so it may not represent the entire Nepalese context.
- v. There might be errors in data collected due to non-response errors as well as respondent's misinterpretation or unawareness.
- vi. The time and resource limitation are another limitation of the study.
- vii. The respondents are only between are group of 13 to 40 for study on youth.
- viii. Biases may be inherent as the information is obtained from self-survey.
- ix. So it may not represent the entire Nepalese context.
- x. The study has taken only apparel product.

## 1.7 Operational Definition

### A) Purchase Behaviour

Purchase behaviour additionally named as purchasing conduct fundamentally is looking at the manner in which an individual purchases products and enterprises for the fulfilment of their needs. Kotler and Keller (2011) express that shopper purchasing conduct is the investigation of the methods of purchasing of products, administrations, thoughts or encounters by the people, gatherings and associations so as to fulfil their necessities and needs. Buy conduct has various elements as a piece of it which have some degree of impact on the buying choices of the clients. So it includes factors from purchase intention to actual purchase.

**B) Purchase Intention**

Purchase intention is characterized as an individual's status and ability to purchase a certain product or service. There are various factors that can impact the purchase intention of a customer like advertisement, price, Produce itself, etc...

**C) Banner Ads**

Banner Ads are the rectangular realistic presentation that extends over the top or base of a site or down the privilege or left sidebar. Flag promotions are picture based as opposed to message based and are well-known types of site adverting. The motivation behind flag publicizing is to advance a brand and additionally to get guests from the host sites to go to the sponsor's site.

**1.8 Organizational Structure of the Study**

The study had been segregated into five different chapters.

**Chapter I: Introduction**

This chapter contain background, statement of problem and research questions, research objectives, rationale of the study, significance of the study, research hypothesis, limitation of the study, operational definition

**Chapter II: Literature review and theoretical framework**

The second chapter contains the literature review if both current and past researchers done by various scholars around the world. It also contains the theoretical framework and develops the model followed by the introduction chapter.

**Chapter III: Research Methodology**

Chapter three presents the research plan and design, population and sample size, data collection procedure, Instrument of data, reliability and validity test, data analysis methods.

**Chapter IV: Results and Discussions**

The fourth chapter deal with the presentation, analysis and interpretation of data. It includes the findings of the study. It includes the summary of the entire findings from the data analysis.

**Chapter V: Summary and Conclusion**

This chapter that defines exactly what major insights have been drawn from the entire study and how it can be utilized by the concerned parties.

## **CHAPTER - 2**

### **LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

#### **2.1 Background**

The researcher has reviewed various related studies about purchase intention of apparels. Firstly, review on social media marketing.

#### **2.2 Theoretical Review**

##### **2.2.1 Impact of social media marketing on consumer buying behaviour**

Rana(2018) made a study on Facebook marketing and its influence on consumer buying behaviour in Kathmandu. The major aims to identify and understanding the consumer buying behaviour varied with different factors like age , gender ,occupation, income and how different factors related to Facebook have influenced the respondents 'perception of Facebook marketing in Kathmandu valley. They uses secondary data comes from several report, past research, published articles, books, newspaper, websites, and journals.

Its results show that marketers spend hours in building brand image but the study found that consumers are less concerned about the brand image while making a purchase decision. But as an integral marketing process. Advertisement/promotion is well conceived and taken into consideration while making the purchase decision of a product or service. This study state that people are influenced by word of mouth and opinion given by people they know on Facebook and it affects their buying behaviour. When people from Facebook Group with same interest they exchange views, give out reviews and suggestions to each other which affect the perception and decision regarding a product. The reviews given by expert and market opinion leaders like magazines and other related reviews writers give a serious impression and impact on their perception towards the product altering their buying decisions. Consumers are more affected by views of friends and family rather than any endorsement done by celebrities posted in Social Media like Facebook. Companies, ad agencies and advertisers should focus on brand equity and building their consumer base. Relationship marketing strategy should be adopted by bonding with consumers for positive impact with better communication and interaction. The targeted customer



should be the opinion leaders and social group to facilitate support for the advertised product.

Donnellan, et al (2020) made an investigation on Impact of Social Media On consumer buying patterns. This study tested hypotheses on repetition and relevance, separately and jointly, with respect to obtaining a positive decision-making experience. Test subjects were given single and mixed ads via a video presentation then surveyed through Survey Monkey. Test subjects came from similar academic universities in New Jersey USA and Changzhou China.

The result reflects that ad repetition has a positive effect on consumer buying pattern. Academic and business will benefit from these findings that past theories of MEE will hold up in today's fast paced society. Papers on this topic were reviewed and assumptions were disproved (Donnellam 2016). Global brand teams developing new strategies to achieve both short-term and long-term sustainability will have a more cost-efficient method of advertising using interactive or intelligent banner ads that are tailored specifically for the customer giving them apposite experience. The finding from this paper reflected that survey participants would purchase Smartphone brands that they do not currently own. Additionally, those Smartphone that were used less such as Google, LG, HTC, and Huawei surveyed well in the study results from both US and China.

Chaturvedi and Gupta (2015) made a study on social media on online shopping behaviour of apparels with the major objective to study the effect in social media on buying behaviour in Jaipur city and to do analytical review of the same. They have used secondary date and have tried to review the studies based on online shopping behaviour which are done in Jaipur. They adopted qualitative approach to contribute new knowledge on this area of study.

The major outcome of this study is that e-shopping is more convenient because it is time saving, Less expensive, more number of available alternatives and possibly products and services. Mostly age group of 21-30 years are mainly involved in online shopping. It has been observed from the analysis that online shopping is preferred by the females rather than males in Jaipur City. Only educated people more use the social media and only they are affected by their marketing. Similarly most of the

respondents are interested to shop apparels and Accessories online. Among all, cost, convenience seller information and product assurance are the few factors which motivate consumers to go online for purchase. From the outcome they have concluded that online marketing through social media is gaining popularity among people specially the younger generation in today's scenario. The online purchasing of apparels has a potential to grow, and this can be done through boosting effectively by social media because this is the only medium of sales promotions which is low cost and has maximum reach. (Chaturvedi and Gupta, 2015)

Lalita and Sandeep (2016) made an examination on the impact of internet based life on web based shopping conduct of clothes with the significant target to consider the impact in online networking on purchasing conduct in Pokhara city and to do systematic audit of the equivalent. They have used secondary data and have tried to review the studies based on online shopping behaviour which are done in Pokhara. They adopted qualitative approach to contribute new knowledge on this area of study.

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From the outcome they have concluded that online marketing through social media is gaining popularity of apparels has a potential to grow, and this can be done through boosting effectively by social media because this is the only medium of sales promotions which is low cost and has maximum reach.

Chaturvedi, et.al (2015) made a study on effect of social media marketing on the youth consumer behaviour for apparels with the main objective to analyze the youth consumer behaviour for apparels in Jaipur city of India. They have conducted both primary and secondary survey to collect the data and have adopted exploratory and

descriptive research design. Through the essential information gathered utilizing poll and optional information through books, sites, diaries and distributions, the results of the examination are over half of the young utilize long range interpersonal communication sites(Facebook) on consistent schedule 27% adolescents utilize miniaturized scale blogging website. A large portion of the Youth are concur that through online networking destinations they can search out Apparel related data initiatively 66% youth agree that clothing related data looking is simpler by means of social media in similar to other media channels. As indicated by examination the majority of the young do concur that commercials/websites posts/FB pages/client surveys via social media impact them to attempt new brands 60% of the adolescent's underlying buy inclinations have been influenced/changed subsequent to looking through important data by means of internet based life destinations. As per investigation 79% youth have acknowledged that their family/Friends/family members and so forth are likewise utilizing online networking before buying clothes. While 21% youth said that their family/companions don't utilize internet based life locales before buying clothes.

Through these results it has been presumed that adolescent purchasing conduct is changing quickly and advertisers need to change their methodologies as per the situation. Clothing retailers must utilize internet based life for advancing their item into advertise with appropriate arranging and in orderly way and change their limited time procedures. As per the factor/purchasing conduct of youth, on the grounds that principally youth utilize the person to person communication destinations the most.

Hayta (2015) conducted a study on the effect of social media on young consumer's buying behaviour with the major objective to know about social media which affects many lives in recent years and bring a new dimension to Internet and determine the effect of social media networks on purchasing behaviours of consumers. A primary survey was conducted to collect the field data and quantitative approach has been used to come to a conclusion of the study. The major outcome of the study after conducting survey on 688 university student is the participant attitudes towards buying behaviour and social media relations differs by age groups particularly the difference occurs between those in the age groups of 19-20 and 23-24 and those in the age group of 21-22 and 23-24. It was also found that participant attitudes towards

buying behaviours and social media relations cause a significant difference with regard to educational level. The study also suggested that participants enrolled in an associate degree program are affected by social media in their buying behaviours more than those in an undergraduate program.

On the basis of the outcome it has been concluded that social media minimizes and even removes time and place restrictions and thus minimizes the economic restrictions for business. Today, while large-scale businesses use social media with the purpose of drawing attention, standing out amongst other competitors and creating brand commitment, small-scale business businesses can target to use social media opportunities effectively in order to make their names and create brand awareness. (Hayta, 2015)

Loanas and Stoica (2015) made a study on social media and its impact on consumer behaviour with keeping major objectives to break down the effect of web based life on customer conduct. They have done a primary survey to collect the field data and have adopted quantitative approach to contribute new knowledge on this subject matter. In the wake of investigating the gathered information from 116 subjects, the significant result of the examination was that most purchasers who purchase online were youthful, between 25-29 years. The customers that normally purchase from online were youthful, working in an organization, a large portion of them are females and have at any rate a record on informal community. Before buying an item on online they generally educated themselves from gatherings, Company's sites. Facebook records or companion audits. Additionally most shoppers are not actually clandestine with respect to data posted by different customers who had purchased a similar item which they wish to buy, yet they are genuinely impassive, they just believe them to be significant, they don't impact their buying propensities and they read them in a rush.

From the result they have presumed that interpersonal organizations have a job in affecting the conduct of shoppers in the virtual condition, especially when the level of presentation of messages and the connection made between the assortment of data given and the buyer how is going to make a buy. In conclusion from an organization's perspective, It should effectively back track blended showcasing strategies so as to

support deals and accordingly the net turnover and piece of the overall industry. (Ionas, 2015)

Nasir, et. al (2016) conducted a study on the social media and buying behaviour of women towards purchase of textile garments with major objective to understand the most powerful source of marketing communication chosen by women. They conducted a primary survey with only women respondents from a sample of 200 and have also used secondary data. They adopted quantitative approach to contribute n knowledge on this area of study.

Their major output of this research is that majority of the respondents were aware of new arrivals from friends and family and they were also influenced to make purchase based on same. The least influencer was social media both for awareness and purchase decision. The comparison of taking opinion from friends/family and social networking sites reveals that women are still reluctant in talking online opinion regarding clothes.

From the findings they have come to a conclusion that word of mouth has greater impact than social networking sites. The reason behind this is the reliability of word of mouth. Although social networking sites have high reach but even then it is less effective than word of mouth among the females in Lahore. (Nasir, 2016)

### **2.2.2 Social Media for firms and Industry**

Floris and Dettori (2020) made study on Social Media Adoption that was an empirical investigation which shows a powerful Means to reach high performance in Small and medium sized firms. It was an empirical investigation on 30 successful European business that have registered relevant revenue growth in the 3-year period, findings show that Facebook and Instagram adoption is neutral with reference to the achievement of positive financial and economic performance.

Result of this investigation show that Facebook and Instagram adoption is neutral with reference to the achievement of positive financial and economical performance. If these social media are used, the firms can be grouped as social net-strong and social net-soft. When these social media are not used, the firm are labelled social net-far. However, the results are particularly interesting because they show a reduced use of

facebook and Instagram within the sample, even though the sample comprises successful European firms that have registered relevant revenue growth in the last 3-year period. This seems to suggest that the power of Facebook and Instagram to improve and create customer relationships is not adequately appreciated by the analysed firms. These tools are underused and undervalued.

Roshan And Kumar (2018) made a study on the impact of social media on fashion industry with keeping major objective to investigate the impact of social media on fashion industry as social media has witnessed a remarkable development within past decade. They have done a primary survey to collect the field data from 5 fashion organizations and 130 respondents and have used regression model to contribute new insights on this area of study.

Significant discoveries from this exploration show that social media and style industry are exceptionally associated on one another. Also, Social media and design industry have a significant relationship which implies if there is an expansion in online networking by 1% it will prompt an increment in style industry by 20.6%.

From the result they have inferred that for brands and architects joining the social media bandwagon. The advantages are various. Other than being a free tool for advertising, social media is likewise interfacing possible purchasers to advertisers. The energy with which the two shoppers and fashioners have grasped online networking is overpowering. Without a doubt, social media is the most sweltering pattern in this day and age and we have each motivation to put stock in the force and effect of internet based life for design industry. (Kumar, 2018)

Favero(2016) made an investigation on utilization of social network in the correspondence procedure by smaller scale and little style organizations are utilizing social network especially Facebook as stage to speak with their consumer. He has done a qualitative research by taking the data from the fan pages of 23 fashion companies. During the survey first hand data was collected by observation method. The exploration was held in field condition assessing the genuine daily schedule of the clients.

Significant result of this examination is that there is immediate association with the quantity of fans and normal reaction (like, remarks and partaking) in Facebook pages

of design organizations. Thus the expansion in distributions in Facebook mirrored the expansion in client reaction. The pinnacle rate client cooperation with the fan page happens in Sunday. Out of the major comments and interaction in the Facebook pages, most of comments were positive followed by buying interests and tagging other friends.

From the outcome he has concluded that Facebook has been used focusing on the disclosure of the products. It has likewise been recognized that the organizations overlook the fundamental idea of interpersonal organization, which is the advancement of relationship, and spotlight on the item. Fan pages become virtual lists and inbox messages are the immediate deals channel. (Favero. M.B. Alverz, 2016)

Khatti V, et al (2015) conducted a research on the use of social media and social networks as the promotional tool for rural, small, medium and micro enterprises with the major objective to establish and develop and understanding of the effect se in developing and social media and social networks technologies have in developing and sustaining in rural SMMEs. He has conducted a primary survey from 184 owners/managers of SMMEs with a structures questionnaire. The research was descriptive and cross sectional research design was used.

The major outcome of this research is that majority of the respondent never through of using social media and social network for promoting their business as they pointed out the lack of electricity or internet in their areas. Majority indicated that they used social media and social networks to socialize with family and friends only. So social marketing promotional tools for rural SMMEs is not yet receiving adequate attention and the benefits are not clearly understood.

From the outcome he has concluded that use social media is rapidly growing in south Africa in both the business and social sectors, owners/managers in rural S. Africa should be made aware of the value of social media and social networking in promoting their business, especially on Facebook and Twitter. Cost benefits and advantages of using social networks as marketing promotional tools for products and services must be clearly understood. (Lekhanya, 2016)

### **2.2.3 Social Media as marketing tools**

Assad, Gomez (2011) made a study on social network in marketing (social media marketing) opportunities and Risks. The objective of this research is to find how social software can be used to improve the marketing and to survey how social software can be used effectively in enterprise.

Finding of this research they conclude that social networking site are the source of almost inexhaustible views of client and situation, and the challenge is to control this information in an appropriate manner and in a meaningful way for the company and that brings real benefits for them. Social networking is also a suitable framework for core activities in marketing on the internet. Strategically, establishing communities around products and service has been a well-known method of building brand loyalty, establishing exit barriers, and facilitating viral marketing through self-emergent customer testimonials. One of the key success factors of social network in involving its customers and determining their needs on a personal level through encouraging customer to participate enthusiastically and listening their desire.

B. Banerjee (2018) made an examination on Traditional vs Social Media as a marketing communications tool with the significant goal to embrace a similar investigation between traditional media and social media as a tool of marketing interchanges in the FMCG part. She has done a primary survey to collect the data using questionnaire with the companies as well as the consumers of those FMCG companies. Secondary data collected from journals and websites has also been used in the survey.

Major outcome of this research is that FMCG companies dealing with cosmetic, packaged foods. Confectionary, coffee growing are of the conclusion that social media is more compelling than traditional media in terms of targeting market, getting feedback, Exposure , branding, updates and customers engagement than traditional media. Similarly survey with customers also show that they saw social media as a tools of showcasing that offer a serious extent of client commitment, higher open doors for discussion, higher chance of substance sharing, acquiring better association with the brand and consumer contrasted with traditional media.



From the result she has inferred that Social media is substantially more redone and customized contrasted with customary media of interchanges and in FMCG area in India, Traditional media of correspondence increases an amazing understanding than social media. Be that as it may, FMCG area in India has gradually begun grasping social and it will before long rise as a powerful advertising specialized tool. (B., 2018)

Chua and Banerjee (2017) made a study on marketing via social networking sites with the main objective to study the brand-posts popularity for brands in Singapore. They have performed a qualitative research by identifying a set of 50 businesses in Singapore with the brand pages in Facebook and their recent 100 brands posts for each of the business to contribute new knowledge on this field of study.

Major outcome of this study is firstly, brand-posts that give motivators were probably not going to get well known. Despite the fact that earlier investigations recommended that arrangement of motivations advances interest, such a wonder as was not recognized. Actually, it was discovered that brand-posts that gave impetuses were less loved than those that didn't. Maybe, the arrangement of impetuses made clients dubious about the dependability of brand-post brought about expanding prominence just up to an ideal level, past which there was a negative affiliation.

From the result they have concluded that dependent on the data for branch in Singapore the brand-posts that give motivating force were probably not going to get mainstream. In any case, distinctive brand-presents were more probable on become well known opposite those that needed striking quality. It was additionally discovered that there was an ideal degree of intelligence for

Brand-presents on become famous in Facebook. In this manner, business is prescribed to contribute distinctive brand-post to augment odds of drawing in preferences, remarks and offer. Brand-posts ought to be intelligent. Be that as it may, the passages ought not to expect clients to participate in tedious exercises, for example, noting a study. (Chua, 2017)

Bilal, et. al(2017) made an investigation on the job of social media and social networks in shopper dynamic with the significant expect to look at the job of such web-based social networking and systems in setting of the clothing business. The technique for information assortment for this exploration included the study of

understudies and personnel of University of Gujrat, Pakistan by dispersion of a self managed poll among them. Investigation method utilized is calculated relapse.

Significant result of this examination is that Facebook positively affects the consumer purchasing behaviour. Google, will all the offices gave by it is monstrously well known wherever on the planet and is even viewed as the second objective person to person communication site. Anyway with regards to MySpace, LinkedIn, Orkut, the pattern in Pakistan's little urban areas demonstrates that there is little inclination towards them. Individuals are adhered to the person to person communication locales, for example, Facebook as they have gotten acclimated with utilizing them and discover their interface more User inviting interestingly with different destinations.

From the result they have presumed that the buyers in Pakistan are especially enthused about the client of a couple of internet based life stages which incorporates Blogs and YouTube. Likewise customers for the most part incline toward the long range interpersonal communication destinations of Facebook and Google alongside their very own choices. The outcomes additionally featured the way that the utilization of their online media affects the buy choices of the clients. This implies individuals utilize the online interpersonal organizations and web based life locales as hotspots for acquiring data about various organizations, their brands, items and administrations. (Bilal, 2017)

Kumar and Mehata (2016) conducted a study in Facebook marketing change the face of world with the major aim to study the impact of Facebook on promoting situation and to examine the open doors made accessible for business because of the social site. They have used secondary source of data and have adopted qualitative approach to contribute new knowledge on this area of study.

Major outcome of this study is that use of Facebook by business helped to maintain brand loyalty better than before. It reduced the cost for advertisement. Facebook likewise end up being an extension between the clients and business and improved the serious condition. Then again it could likewise get negative impact on the business through negative remark by purchasers.

From the aftereffect of this examination they have surmised that Facebook is very helpful for the business to improve the market execution and piece of the overall

industry by bowing pertinent, encouraging action, choosing a strong image, simplifying their pages and learning what works for their target audience. (Kumar R. M., 2016)

Shivathanu and Pillai (2017) conducted a study on use of social media to attract and engage new customer base with objective to identify the antecedents of online to collect the data and exploratory approach was used to arrive to a conclusion. After undertaking survey from among 300 customers, the major outcomes of the study is that consumes with a high level of opinion seeking behaviour tend to search for information and advice from others when making a purchase decision. Consumers perceived risks associated with online shopping have a critical effect on their decision making. Consumer risk perceptions and concerns regarding online shopping are mainly related to the aspects involving the privacy and security of personal information security of online transaction systems and uncertainty of product quality.

From the outcome is has been concluded that the key determinant of the future success for many SNS providers will rest on the ability to monetize the product/service provided. Based on customer's need a manager can draw meaningful insights to understand the factors which influence online purchase using social media (SNS). It is clear that the largest SNS providers have incredibly large user based, which can be leveraged in terms of base through social media. (Sivathanu, 2017)

Khattri and Sharma (2015) made a study on evaluation of the scope and influencers of social media marketing with the major aim to study the evolving scope of this market in India with an objective to find out the factors which influence the marketing strategies in this area. They have conducted a primary survey to collect data and used exploratory research design followed by a descriptive research design to add new knowledge to this area of study.

The major findings of this study are that the maximum number of respondents who were regularly online was using Facebook, twitter and YouTube as the social websites. Maximum numbers of the respondents were mostly influenced to buy laptops followed by automobiles, clothes and electronic items though social media marketing. Influence to purchase a brand, brand awareness and consumer participation was the three results from social media marketing.

From these findings they have concluded that social media marketing is an upcoming and amongst the best tools available for brand building this organizations must use social media marketing to lower their costs and building a brand that sustains in the consumer's mind and ultimately influences them to buy the brand.

Sarwar, et. al(2015) made a study on the usage of social network as a marketing tool with the major objectives to explore the buyer's opinion of using social networks as marketing tool towards purchasing goods through online. They have conducted a primary survey using a structured questionnaire and have adopted an exploratory approach to contribute new knowledge to this area of study.

The major finding of the study is the respondents mostly use social networking sites such as Facebook, Twitter and Myspace to interact with vendors. They also prefer to use social networking sites for purchasing goods online which is a reliable source to them. Moreover, most of the respondents were persuaded to buy a product through the promotion made using this social networks site. Most of them believe that they might be safe while buying online from the promotion made in social network sites. Based on the findings, they have concluded that in the future social networking sites will be most suitable for promotional purpose as the numbers of users using the social sites are gradually increasing. Thus, researcher also concludes that, social networking sites are useful tools for marketers for promoting their products. (Sarwar, 2015)

Farooq and Jan (2015) conducted a research on the impact of social networking to influence marketing through product reviews keeping the major objective to find the users and organizations views on the tagged based marketing on the social networking different questionnaires for two different target group users and the organization to collect the first hand data. They adopted quantitative approach to contribute new knowledge to this field of study.

The major outcome of this research in case of users is that friend's feedbacks have greater influence on the purchase decision. They are less likely to notice the social ads on social networking sites but majority agrees that tagged based marketing will be outcome was that marketing through social network helps in analyzing the target audience and receives quicker feedback. Majority of the respondents even agreed that tag based marketing should be implemented. From the outcome they have concluded

that tagged based marketing is supported and should be implemented based on the response by majority of organization and large user population. Further they suggest that privacy concern and trust in between the organization and users are some big barriers in successful implementation of the tagged based marketing. (Farooq, 2015)

Ranjitha and Sinnor (2015) made a research on influence of social media websites on promotion of products and services among the users keeping the major objective to analyze the usage pattern of social media among various age groups and professionals to explore its significance in marketing. They have conducted a primary survey to collect the first hand data from the users on Facebook and other social sites. Similarly secondary data was also used to collect data from the research. An exploratory and descriptive research design has been followed in this study.

Major outcome of this study is that profession influences the usage pattern of social media websites. Sharing of photos, videos, chatting and gaming is a most preferred activity in the segment of students. Engineers and other trend oriented professional. The sectors of tourism, media and social awareness are more dynamic in their existence on social sites than other activities. Through the findings they have concluded that social media websites can actually encourage constant interaction with the customers, gaining an insight on their likes and preferences and problems associated with product and can be used as a growing platform for launching new products and increasing market share. Hence social sites are proving to be useful media for promotions. (Ranjitha, 2015)

Sharma and Rehman(2015) made a study on the impact of web 2.0(social media) on consumer purchase decision with the major objective to identify consumer profile of web 2.0 technology and assess the impact of web 2.0 tools on purchase decision in Indian perspective. They have conducted a primary survey to collect the data and have adopted descriptive approach to add knowledge to the study area. The study was conducted descriptive approach to add knowledge to the study area. The study was conducted on 142 respondents. The major outcome of the study is that majority of the respondents felt that brand communication through SNS is about two-way communication and better knowledge of marketing campaigns. They felt that brand communication is about faster replies to feedback. Similarly majority also stated that social media had a somewhat important role in their indicating the high growth and

acceptability of social media in India. The majority of the respondents were found to be very open towards referring to the pages/discussion forums of products discussed in social media. They trust the information/feedback or user generated content on Social media. They got in influenced by positive word of mouth mentioned on social media properties.

From these outcomes in has been concluded that marketers can consider new marketing communication tools to approach the postmodern consumers. Different types of customers can be targeted with different social media properties. Companies can create viral impact through social media. Optimal use of different social media properties as well as their integration into mainstream media can be precited by the marketers for effective brand communication. (Sharma, 2015)

#### **2.2.4 Electric words of mouth,Social Media**

Serra and Sanfiel (2016) conducted a study on motivations for electronic word of mouth on Facebook with the majority aim to identify the uses and gratifications sought by the users through becoming part of the electronic word of mouth practices on Facebook, and also the satisfactions obtained from such behaviours. They have used primary survey, in-depth interview and semi-structured questionnaire and adopted the qualitative research study to contribute new knowledge on this research.

The major findings of this study are that people use Facebook for social identity. The main motivation behind use of Facebook has been found to be for personal experience, social identity, strengthening ties, search for information, re-enforcement of ego and entrainment. Similarly the main satisfaction obtained through the electronic word of mouth in Facebook has been found to be social interaction, social identity, sense of belongingness, pleasure and to strengthen the social tie. From the outcome they have concluded that from social interaction through the exchange of contents, the user obtains new gratifications and their participation further increases. And in turn these gradual interactions increasingly strengthen the ties between consumers and Facebook, consumers and brand pages and between consumers and other consumers. (M.T, 2016)

Mikalef et al(2015) conducted a research on shopping and word of mouth intentions on social media with the major objective to explain how specific aspects of social

media websites foster user intention to browse products and the effect that this has in shaping purchasing and information sharing intentions. They have conducted a primary survey to collect the field data using a structured questionnaire. They have adopted quantitative approach to contribute more insights on the research topic.

Main outcomes is that both practical and emotional motivations have a significantly positive impact on influencing user information to browse products over such websites with the prior being a stronger motivator than the latter. The Most important finding however, is that there is highly significant link between browsing and purchase intention so it validates the claim that social media can be used for marketing reasons, resulting in increased sales.

From the finding they concluded that social media marketing have increased new avenues of thinking on use of social media on B2C e-commerce. For merchants, the need for integrating their online shops on attractive social media is increasingly important due to the phenomenal growth of such websites and the strong connection of product browsing and purchase intention. (Mikalef, 2015)

Jothi et al(2016) conducted a research on effective communication strategy in developing brand communication with the major objective to analyze the effective brand communication strategy through social networking sites. They have used the primary survey to collect the data for the study and adopted quantitative approach to contribute new knowledge to this area of research.

The major outcomes of this study is that majority of the respondents used internet for more than 3 hours a day and almost every respondents were aware of social networking sites and had their presence in the social media like Facebook, twitter and Orkut. And among the various social sites, Facebook was found to be the media which promoted more brands and advertisements, gives information about product and service which is useful for the young user community in an interactive way.

From these findings they have concluded that every brand that exists on social networking sites should develop the strategy taking advantage of its core features and benefits, such as the ability to create a page, share resources, add multimedia and much more. Social networking sites are filled with potential users who are mainly young adults. So, product or service communicators through social media can create

more and more interactive ads and develop their brand identity among the right choice of focused audience. (Jothi, 2016)

Kalpan and Haenlein (2017) made a study on consumer user and business potential of virtual worlds with the major objective to investigate what types of behaviours consumers show within the virtual social world “second life” and what business opportunities it offers for companies. They have conducted a primary survey and have used qualitative approach to contribute new knowledge on this study.

Major findings of this study revealed four main motivations users to use social media. They are the search for diversion, the desire to build personal relationship, the need to learn, and the wish to earn money. Similarly, the analysis revealed that users generally expect that the products available in online stores closely mirror those offered by the company in real life. And finally, users strongly supported the idea of considering online social media stores as an extension of traditional e-commerce activities and using them to distribute real products.

Through these findings they have concluded that consumers consider their virtual social world as an extension of their real life so for business simply setting up a store within the virtual world is unlikely to be a promising advertising strategy. Instead, companies may need to supplement their virtual social media presence by regular events that complement their advertising activities to maintain its attractiveness and attract a sufficient number of social media users. (Kaplan, 2017)

### **2.3 Theoretical Framework**

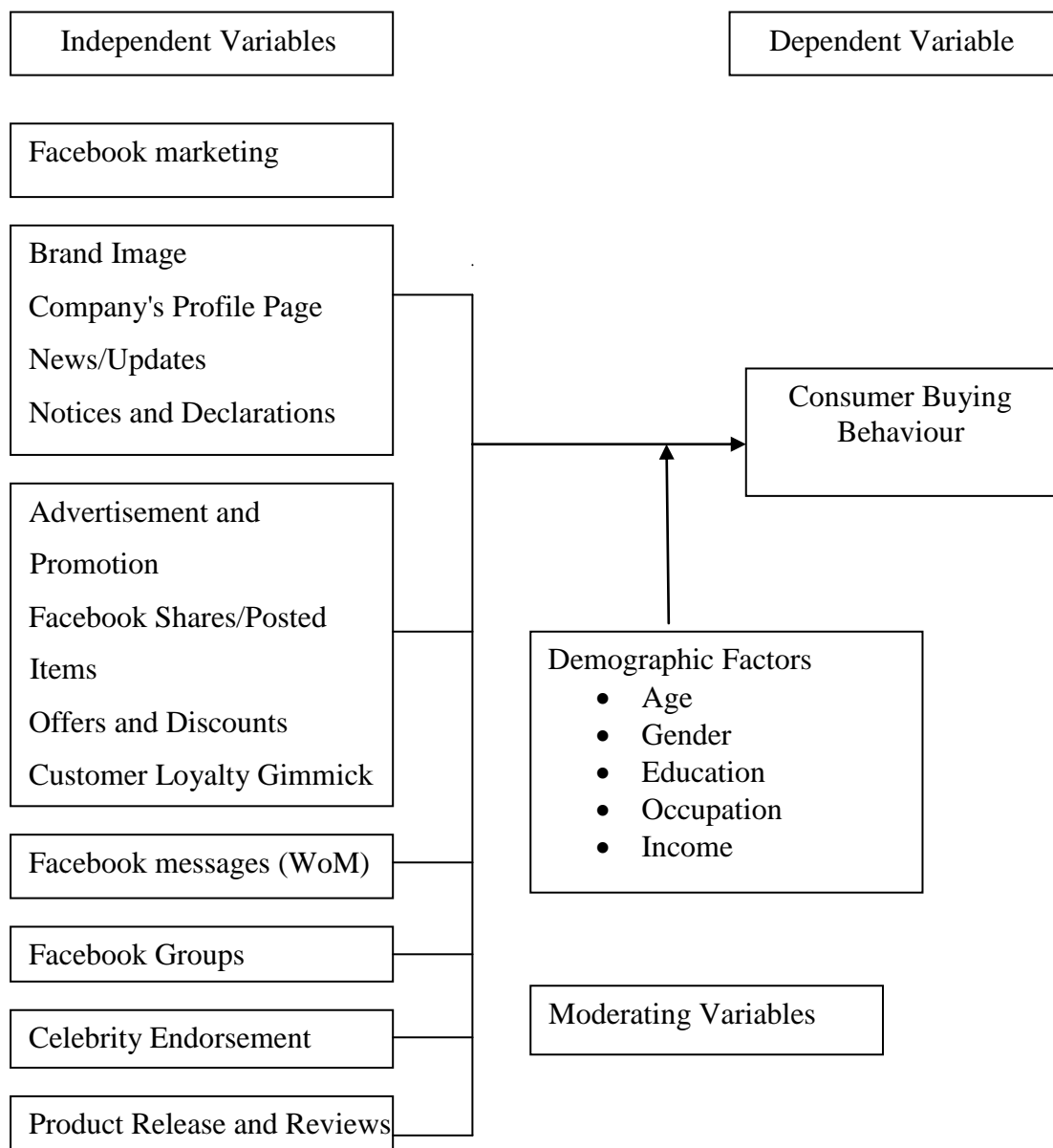
Rana (2016) made a study on Facebook marketing and its influence on consumer buying behaviour in Kathmandu. They have conducted an explorative and descriptive study to fulfil the objective of their study. The conceptual framework of proposed study in the context of Nepal has been developed based on this study while taking into consideration more variables to examine the relationship.

The figure beneath outlines the distinctive free factors which will influence the needy variable i.e. purchasing behaviour of apparel.

#### **Figure 2.1**



### Conceptual Model



Source; Journal of business and social science research, 1(1), 111-128

### Independent Variables

#### Facebook Marketing:

There are several type of Facebook marketing that a marketer can choose from. Some of this includes Facebook banner ads, official pages, page likes, offer claims, contests, etc.. All of these types of marketing have different level of involvement of customers. This variable will be measured by multiple choice questions.

### **Brand Image:**

Different marketers use unique set of brands in order to place themselves in the market so, different brands have different image in the mind of customers. Whether a marketing activity is being carried out by popular brand like Puma ,Nike or whether by local retailer, It does have certain influence on the importance that the Facebook users place on such marketing activity. Plus what brand value does Facebook add to the apparels in measured. This variable is measured with the help of Likert scale question.

### **Advertisement and Promotion:**

Facebook helps marketer to advertise their product. It helps to promote their product. Marketer post their product and share it. Facebook advertisement is an important way to connect with your audience on the world's largest social network. It helps to audience know about offer and discount .

### **Facebook messages(WoM)**

When costumers use a product they talk about it with their colleagues. Even if Facebook show the ads of any product they talk about more the girls make gossiping about it . It is also a kind of advertisement it call words of mouth.

### **Facebook groups**

As an entrepreneur, this site provides value beyond a social media marketing channel for a business. Marketer can (and should) join one of the thousands of public groups geared toward users who want management and industry insights.

### **Celebrity Endorsement**

Endorsement is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, status in society or expertise in the field to the brand.

## **Product Release and Reviews**

Facebook users can freely comment and recommend regarding the various products that are being marketed by the companies in Facebook. This can be termed as online or electronic verbal exchange. This does have a great influence on the purchase decision of the customers as they are generated from random user just like them rather than the marketer. This variable is measured with the help of Likert scale question.

## **Dependent Variable**

### **Consumer buying behaviour:**

The purchasing behaviour refers to the acts of people involved in buying a certain product. Purchase behaviour is a vague term that includes many purchase activities from planning to purchase and so on. In this study the purchase intention which is the part of the purchase behaviour will be measured and of apparel in particular. Every customer's purchasing intentions is influenced by various media marketing particularly Facebook marketing is also increasing in the purchasing intention of consumers which has been analyzed.

## **Demographic Variables**

**Gender:** The study has been undertaken by attempting to incorporate both Male and Female equally as much as possible.

**Age:** The study has been undertaken by attempting to incorporate youth. The research study includes respondents from age group from 13 to 17, 18 to 22, 23 to 30, 31 to 40 and 41 above years of age.

**Education:** The study has been undertaken by attempting to incorporate customers having various education levels. The research study includes education level of customer from secondary level, Higher Secondary, Bachelors and Masters and above.

**Occupation:** The study has been undertaken by attempting to incorporate customers having various occupations. The research study includes occupation like government job, private job, self-employed and students.

**Income:** The study has been undertaken by attempting to incorporate customers having various income level. The income level comprises family income and individual income which ever customer feels comfortable to reveal. The research study includes income level of customer from less than 15000, 15000-30000, 31000-45000 and 45000 and above.

## **2.4 Research Gap**

After reviewing the literatures from different resources in the area social media marketing, much information has been found that are related with the objective and hypothesis of this research. Similar to the current research many research many researchers have been conducted internationally. And they have taken various variable like age, gender, time spent on the social media as basis to understand the purchase behaviour of the customers. Particularly in India, many study of impact of social media on apparel purchase behaviour has been found.

There is no similar research done in Nepal relating to the effect of social media showcasing on buying conduct of apparels in Kathmandu valley. Arunima Rana a program and communication officer at Niti Foundation had done studies on Facebook marketing and its influence on consumer buying behaviour in Kathmandu but no such study has been found that aims at analyzing the impact of such approaches especially in apparel industry of the country. As the trend towards social media marketing particularly in Facebook is increasing day by day it is a high time that such study in context of Kathmandu valley should be conducted. This study will bring the gap between the increasing use of social media by the people in Nepal and the effectiveness of use of such media as a major aspect of the promoting blend so as to impact the buy choice. The findings mainly focus on the impact of social media marketing on the apparels purchase, particular which is relatively new subject area that is yet to be explored. Hence through this research, researcher will fulfil this gap.

## **CHAPTER – 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Plan and Design**

The exploration was quantitative in nature. It was exploratory and overview based examination to research the effect of Facebook showcasing on the buy conduct for clothes. The information was gathered from both essential and optional sources. The essential information was gathered from the respondents utilizing the organized poll. The optional information was gathered from distributed diaries, research articles and past theses.

The structured questionnaire consisted of various questions from arrangement question, single reaction questions, Multiple reaction questions, positioning inquiries and Likert scale question. These inquiries were adequate for the important examination. Through the analysis, researcher has presented the findings, conclusions and recommendations.

#### **3.2 Population and Sample Size Determination**

There are around 12.38 million Facebook users in entire Nepal itself, however no exact data on users as per the location in Nepal is found due to several reasons like fake accounts, not disclosing location information. No record on such information by any organization etc. 384 respondents were selected for data collections where confidence level is 95% and confidence Interval is 6.92(sampling size: <https://www.surveysystem.com/sscalc.htm>). These respondents have been classified on the basis of their age since this research is concerned with apparel purchase behaviour of youth.

**Table 3.1:**

Distribution of Sample

<b>Age Group</b>	<b>Number of Respondents</b>
13 to 17	96 (25%)
18 to 22	96 (25%)
23 to 30	96 (25%)
31 to 40	96 (25%)
<b>Total</b>	<b>384(100%)</b>

Source: Direct field Survey

The sample were selected on the basis of non-probability sampling technique mainly quota sampling from the Kathmandu. Since equal number of respondents has been taken from the different age groups of youth, It has been assumed to fairly represent the buying behaviour of the population of the valley.

### **3.3 Data Collection Procedure**

The data was collected by using the survey method. Primary data i.e. first has data was collected directly from the respondents. For the primary data the structured questionnaire which was developed for this study was filled on the basis of the response given by the selected respondents. Basically self-administered and researcher administered technique were used to explain the questionnaire to the respondents and to fill up the questionnaire correctly. Similarly for secondary data, source like books, journals, online publications, etc.. was used.

Demographic questions included elements like gender, age-group, education level, occupation and income level. The Likert scale questions were related to know the respondents opinions towards various factors of social media like time spent, offers etc.. Ranking questions was related to the ranking the preference of the different variables of social media that affected the purchase behaviour of the respondents.

### **3.4 Instrumentation Of Data**

The data for this study was collected using the structured questionnaire.. The questionnaire was divided into parts, classification questions and research questions.

The classification questions obtained information regarding respondent's age, gender, occupation, education and income level. The research questions included Likert scale questions, ranking questions multiple choices, single response questions in order to make it easier for the researcher to quantify the qualitative response of the respondents.

### **3.5 Reliability and Validity of Data**

Reliability of the data collected for the research as well as validity of the output obtained from the study has a major role in this study. As questionnaire was the major instruments of data collection, so it needed to be accurate in order to be able to collect reliable data. For this before sending the poll to the targeted on respondents, the scientist talked with the proposition administrator and look for proposals and remarks for late changes.

For the reliability of data, Cronbach's alpha has been calculated. Reliability was also tested by monitoring the respondent while they fill the questionnaire an also the questionnaires were self-administered when required. Similarly analysis and conclusion of the research has been made upon genuine numerical realities of the gathered information, so as to get legitimate end.

Additionally for the reliability of the research to measure the degree to which the information assortment technique will yield reliable investigation, test gathering of respondents was chosen to encase however many delegate respondents as could be allowed. At long last through and through 384 surveys was finished which conveyed a decent scope of answer to yield predictable discoveries and adequate degree upon. This, solid ends has been made.

Cronbach's Alpha coefficient has been calculated to ensure the validity and reliability Of research questionnaire. Cronbach alpha coefficient was calculated using SPSS method and excel sheet. The value of Cronbach's Alpha of all Likert scale variable is 0.853 which is greater than 0.6. Therefore, the reliability of instrument used is acceptable.

**Table 3.2:**

Reliability Analysis

<b>Cronbach's Alpha</b>	<b>No. of Items</b>
<b>0.853</b>	<b>14</b>

### **3.6 Data Analysis Methods**

The data from the questionnaire was carefully entered in the data sheet in the computer using SPSS software. Through these tools inferential and descriptive analysis was done. Similarly other software like Excel was also used in order to analyze and make the findings presentable. The information was broke down further according to the prerequisite of the examination.

Illustrative just as inferential analysis have been utilized for dissecting data. Hypothesis testing mainly chi-square, one way ANOVA test have been used to carry out for inferential analysis. In the same way, center tendency, frequency table have been used for descriptive analysis.



## CHAPTER – 4 RESULTS AND DISCUSSION

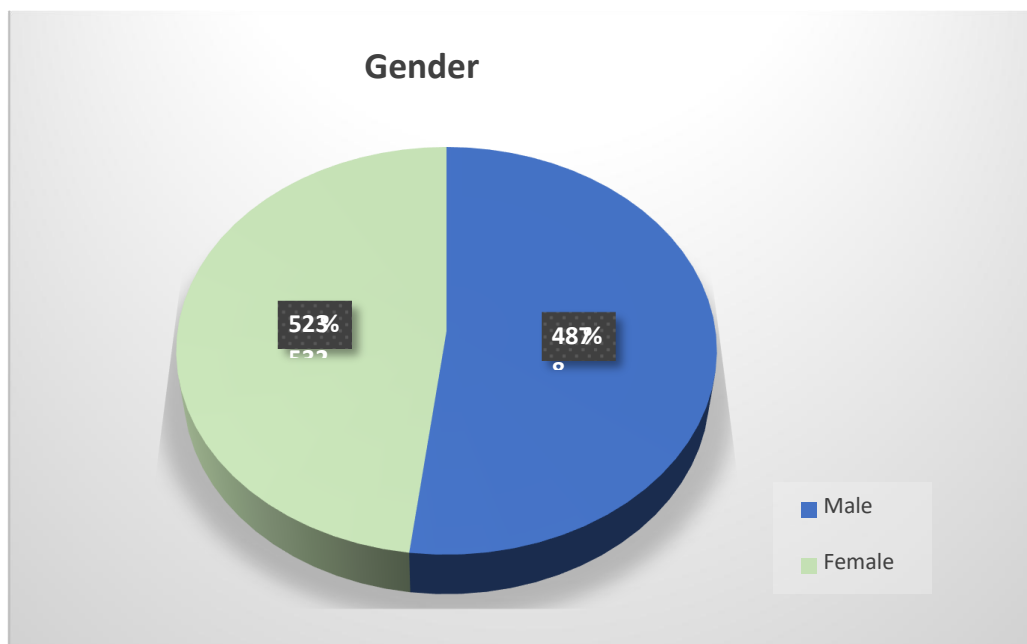
### 4.1 Background

The chapter deals with the presentation and analysis of data collected from the research questionnaire. The main purpose of this chapter is to analyze the data and convert them into meaningful information. For the purpose of the research, questionnaire was filled by 384 respondents who had continuous interaction with the social media in Kathmandu valley.

#### Demographic Profile of Respondents

**Figure 4.1**

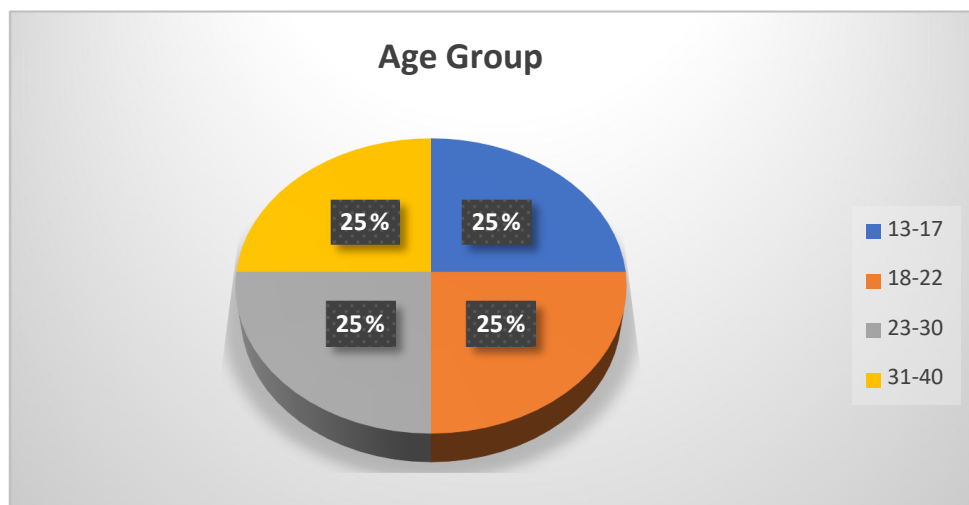
*Distribution by gender*



Source: *Direct field survey 2022*

Figure 4.1 provides the percentage distribution of the total number of respondents during the research. As per the pie chart the percentage of male is 48% i.e. 184 male and female is 52% i.e. 200 females. The representation of both male and female are almost equal but female have slightly more participation in the study.

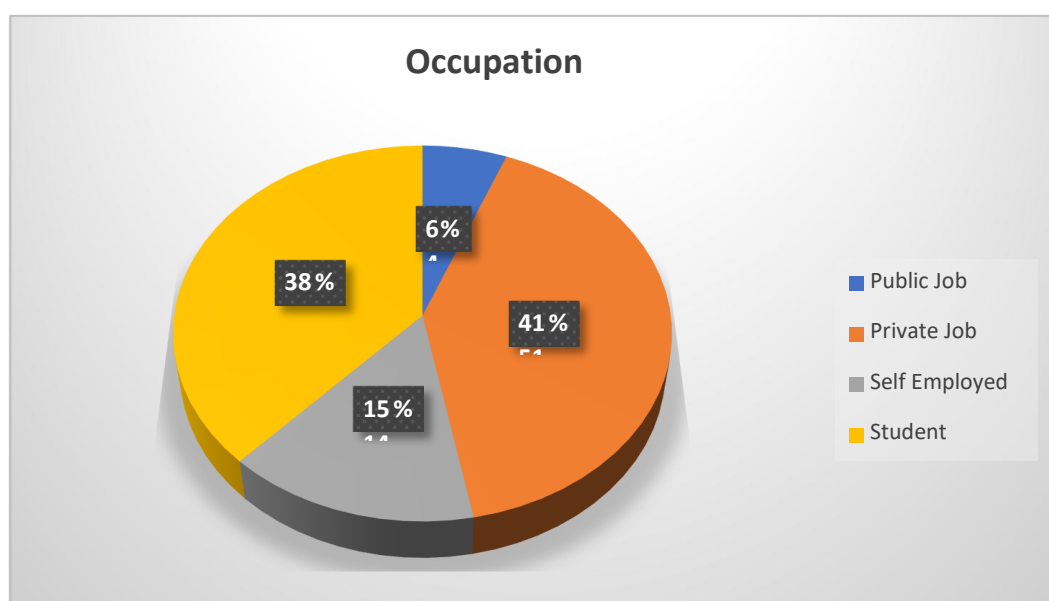
Result: Female are participated more than male.

**Figure 4.2:***Distribution By age group*

Source: *Direct field survey 2022*

Out of 384 respondents, there are equal number of respondents i.e. 25% in each age group for the study. This has been indicated in the above figure 4.2. This equal distribution will help to know the response of all the four age groups equally.

Result: There is equal number of agegroup respondents.

**Figure 4.3:***Distribution by occupation*

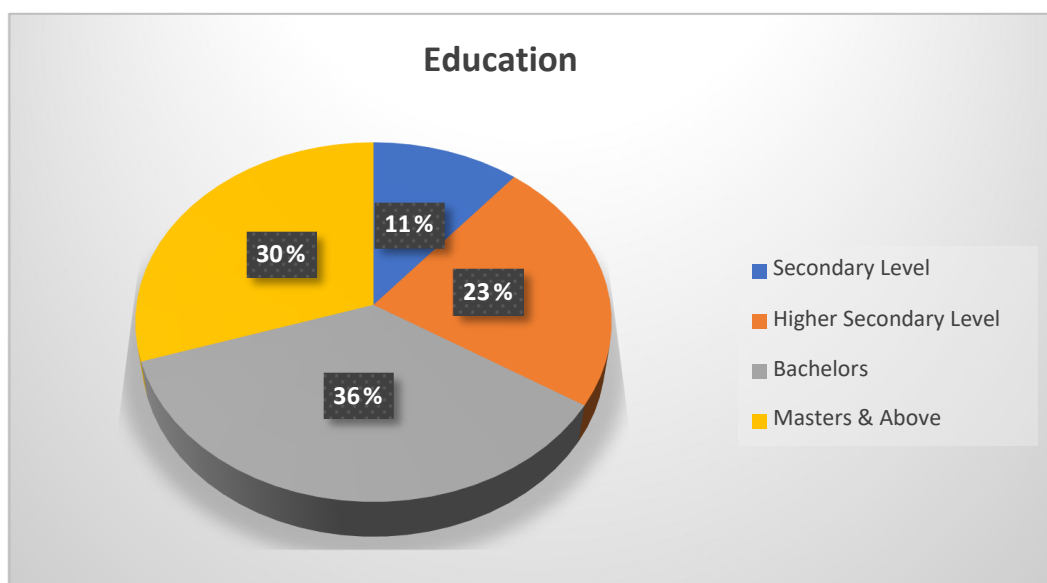
Source: *Direct field survey 2022*

The above figure 4.3 shows the distribution of occupation of the 384 respondents. The highest number of respondents i.e. 41% engaged in private jobs. The second highest are the students with 38% of the total respondents followed by self-employed 15% on the other hand, the least number of respondents i.e. 6% were engaged in some public or government job.

Result: There is high number of respondent who are engage in private job.

**Figure: 4.4**

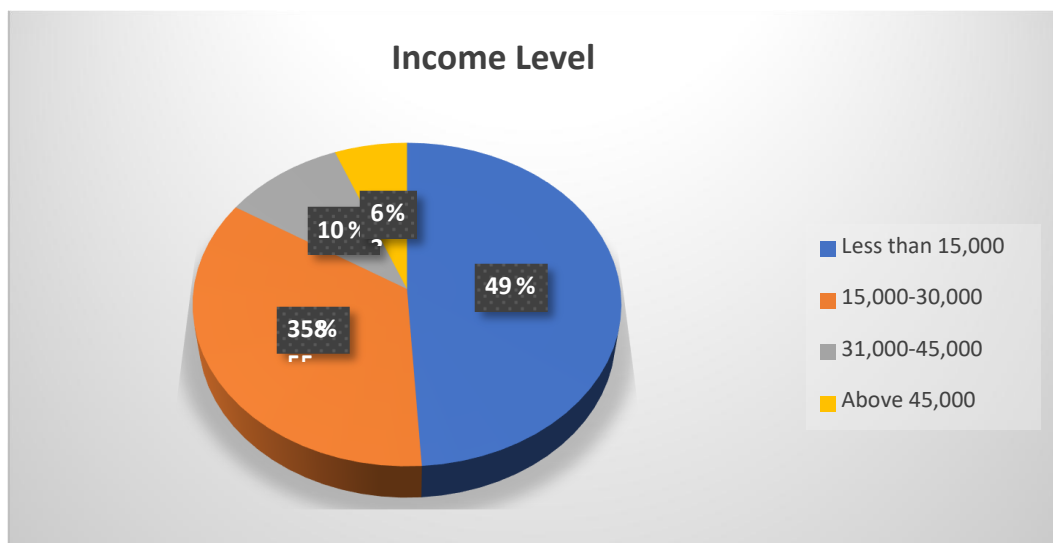
*Distribution by Education*



Source: *Direct field survey 2022*

According to the survey of total of 384 respondents, figure 4.4 shows that most of the respondents i.e. 36% had completed their Bachelors level followed by 30% Master and above 23% of the total respondents had completed their higher secondary level or +2 while the respondents who have completed their secondary level or schooling comprised of only 11%.

Result: There is high number of respondent who had completed their bachelor level.

**Figure 4.5:***Distribution by Income Level*

Source: *Direct field survey 2022*

As per the figure 4.5 above, the income level of 49% of the respondents was less than Rs. 15,000 per month which is the highest portion. Likewise 35% of the respondents have indicated that their income lies between Rs.15,000 to Rs. 30,000. Similarly 10% of the respondents said that their income level lies between Rs. 30,000 to Rs. 45000 followed by lowest of 6% of the respondents have indicate that their income is above Rs. 45,000. The income level suggested is the monthly income which represents both the family and personal income. For instance, students might have quoted their own pocket money or family income.

Result: There high level of respondent which have income less than 15000.

## 4.2 Descriptive Analysis

### Frequency Analysis of Facebook Use Patterns

**Table 4.1:**

*Distribution by Length of use of Facebook*

Length of Use	Frequency	Percentage
Less than a year	10	2.6
1 to 3 years	84	21.8
3 to 5 years	123	32
5 years & above	167	43.6
Total	384	100

Source: *Direct field survey 2022*

Table 4.1 represents the length of use of Facebook by the respondents. As per the survey, it was found that 43.6% i.e. 167 respondents have been using Facebook as a social site for 5 years and more. This indicates that most of respondents have been using Facebook since long. Similarly 32% of the total respondents have indicated that they have been using Facebook for 3 to 5 years till date followed by 21.8% of the respondents indicating that they have been using Facebook for 1 to 3 years only. However there were only 2.6% of the respondents who have been using Facebook for less than a year. This data indicates that use of Facebook has been there since long among most of the respondents.

Result: More respondent are using Facebook more than 5 year i.e 43.6% (167respondent)

**Table4.2:***Distribution by time spent on Facebook per day*

Time spent per day	Frequency	Percent
Less than 1 hour	96	25
1 to 3 hours	198	51.5
3 to 6 hours	79	20.5
6 hours and more	11	3
Total	384	100

Source: *Direct field survey 2022*

The time spent on Facebook per day has been represented in the above 4.2 More than half of the respondents spent 1 to 3 hours per day in using Facebook. Similarly 25% of the respondents used Facebook for less than an hour every day. 20.5% used Facebook for 3 to 6 hours whereas only 3% of the total respondents indicated that they use Facebook for 6 hours and more. The data shows that the majority of the time spent is 1 to 3 hours every day while only handful of respondents used Facebook for 6 hours and more. The time spent per day considers the time spent on Facebook for social interaction, games, postings as well as viewing of various user generated materials published in the Facebook.

Result: More respondent use Facebook 1 to 3 hours

**Table 4.3:***Distribution by encounter with apparels advertisement in Facebook*

Frequency of encounter	Frequency	Percent
Regularly	77	20
Often	165	43
Occasionally	79	20.5
Rarely	63	16.5
Total	384	100

Source: *Direct Field survey 2022*

The data represented in the table 4.3 above shows that most of the 43% of the total respondents offer come across the apparel advertisements on Facebook. This indicates the increasing number of Facebook advertisements being used by the apparel markets which I able to reach a significant number of audiences. Similarly approximately equal percentage of respondent around 40 said that they come across such advertisements regularly and occasionally. However, only 16.5% of the total respondents indicated that they rarely come across apparels advertisement on Facebook.

Result: Most of respondent often come to across the apparel advertisement on Facebook

**Table 4.4:**

*Distribution by exploring the apparels advertisement in Facebook*

Exploring Facebook Ads	Frequency	Percent
Yes	221	57.5
No	163	42.5
Total	384	100

Source: *Direct field survey 2022*

The above table 4.4 shows the data about whether the respondents click and explore the Facebook advertisements of apparels. The data indicates that more than half of the respondents i.e. 57.5% do click and explore the apparels advertisement of the Facebook as they encounter it. This shows that Facebook is effective in generating interest in the mind of prospective customers through various types of Facebook advertisements. Only 42.5% of the respondents did not showed interest on the apparels advertisements on Facebook.

Result: High number of respondent explores Facebook ads.

**Table 4.5:***Distribution by search of apparel information on Facebook*

Search for apparel information	Frequency	Percent
Always	44	11.5
Often	75	19.5
Sometimes	129	33.5
Rarely	136	35.5
Total	384	100

Source: *Direct field survey 2022*

How often the respondents search for information about the apparels in Facebook before purchase has been represented in the table 4.5. Among 384 respondents of the survey, 35.5 % and 33.5% of total respondents opined that they search for apparel information on Facebook before purchase rarely and sometimes respectively. This shows that the Facebook has not yet been the first choice of information source before apparels information from Facebook often and always which also indicates that Facebook is gradually being used to search apparel information before purchase of apparels.

Result: Most of respondent rarely search apparel information on Facebook.

**Table 4.6***Distribution by impact in apparel purchase behaviour by fb marketing*

Level of impact in apparel purchase behaviour	Frequency	Percent
Always	8	2
Often	65	17
Sometimes	167	43.5
Rarely	144	37.5
Total	384	100

Source: *Direct field survey 2022*



Above table 4.6 represents the level of impact on apparel purchase behaviour of the respondents by Facebook marketing. Most of the respondents i.e. 43.5% of the total respondents agreed that their apparel purchase intentions would be influenced only sometimes based on Facebook marketing information. Similarly 37.5% got rarely or are least influenced in apparel purchase preference based on Facebook marketing. On the other hand only 17% said they were often impacted on their apparel purchase preference due to Facebook marketing while only 2% indicated that their apparel purchase preference was always influenced by Facebook. This data shows that the impact is low but there is gradual increase in people accepting the influence of Facebook marketing in their apparel purchase behaviour.

Result: Only sometime Facebook marketing information influence on purchase behaviour in apparel purchase.

**Table 4.7:**

*Duration by posting on Facebook about apparels*

Post on Facebook about apparels	Frequency	Percent
Always	15	4
Often	42	11
Sometimes	146	38
Rarely	181	47
Total	384	100

Source: *Direct field survey 2022*

The survey among the 384 respondents showed that 47% of the total respondents would rarely comment, share, review etc. to their friends via Facebook about the apparels they purchase. This data shows that there is still less use of electronic word of mouth in apparels sector. In the same way 38% said they would only sometimes post to friends on Facebook, In contrast ,11% agreed that they often post, review, share to finds on Facebook after purchase of apparels while only 4% said they would always post, like share, review after purchase of apparels.

Result: most of respondent rarely comment, share, review etc to their friends via Facebook about the apparel they purchase.

**Table 4.8:**

*Distribution by popular means of Facebook marketing for apparels*

Means of Apparel's Facebook Marketing	Yes (%)	No (%)
Facebook Pages	344(89.50%)	40(10.5%)
Banner Ads	163(42.5%)	221(57.5%)
Facebook Contests	132(34.50%)	252(65.5%)
Offer claims promoted in Facebook	125(32.5%)	259(67.5%)
Contests outside fb but marketed in fb	85(22.5%)	298(77.5%)
Others	0(0%)	0(0%)

Source: *Direct field survey 2022*

The above table 4.8 shows which of the means of Facebook marketing for apparels are the most popular among the youth. It is clear that majority of the respondents 89.5% i.e. 179 agreed Facebook pages to be most popular means of apparels marketing on Facebook. This shows that most of the apparels marketer use Facebook page as major tool of marketing. Likewise, the second familiar tool of apparel marketing is banner ads with 42.5% of total respondents indicated that they aware of it. Followed by Facebook contests (34.5%). Similarly 32.5% agreed that they are aware of offer claims promoted in Facebook while only 22.5% were of contests outside Facebook but marketed in Facebook. There were no other means of apparel marketing on Facebook mentioned by the respondents other than the above mentioned major ones.

Result: most of respondent agreed that Facebook pages to be most popular means of apparel marketing

**Table 4.9:**

*Information about apparels that users wish to be aware from Facebook.*

Information that users wish to be aware from Facebook.	Yes(%)	No(%)
Promotions	154(40%)	230(60%)
Offers	188(49%)	196(51%)
Discounts	227(59%)	157(41%)
Feedback from User(Comments)	184(48%)	200(52%)
New Product Information	217(56.5%)	167(43.5%)

Source: *Direct field survey 2022*

Information that users wish to be aware of from Facebook has been represented in the above table 4.9. Majority of the respondents 59% i.e. 227 respondents want to receive discount information from the Facebook from the Facebook marketing of apparels. In the same way 56.5% wanted the apparels to put on new product information on the Facebook. The other information that users wanted to be aware from Facebook marketing about apparels are offers like buy 1 get one free by 49%. Facebook from users like comments by 48% followed by promotions of products like featuring (40%).

Result: Most of respondent want to get information about discount.

**Table 4.10:***Ranking of most influential factors of Facebook marketing*

Factors that have major impact on apparel purchase decision	Ranking				
	Frist Preference	Second Preference	Third Preference	Fourth Preference	Fifth Preference
User's Comment	75(19.5%)	125(32.5%)	83(21.5%)	63(16.5%)	38(10%)
Number of Likes	59(15.5%)	48(12.5%)	100(26%)	104(27%)	73(19%)
Number of Apparel's page Followers	15(4%)	33(8.5%)	56(14.5%)	84(22%)	196(51%)
Regular Updates and New Offers	140(36.5%)	77(20%)	77(20%)	61(16%)	29(7.5%)
Promotional Offers	94(24.5%)	102(26.5%)	69(18%)	71(18.5%)	48(12.5%)

Source: *Direct field survey 2022*

According to the above table 4.10 out of 384 respondents, the highest percentage of people 36.5% ranked Regular Updates and News Offers as the first factors that they believe have most influence on their apparel purchase decision followed by promotional offers(24.5%). Similarly majority of 32.5% and 26.5 % of total respondents ranked user's comment and promotional offers as second most influential ranked as the third as well as fourth most influential factors by highest of 26% and 27% of the total respondents . The least influential factor of apparels marketing on Facebook seems to be number of apparel's page followed as half of total respondents ranked it to be the least important.

Result: Most of respondent 's first preferences was regular update and new offers.

#### 4.2.2 Analysis of Sample Response

**Table: 4.11**

*Analysis of impact of frequency of FB advertisement*

Frequency of Facebook Advertisement	Mean	Std. Deviation
The frequency ads on FB influences my purchase decision.	2.93	0.972
More the ads appears on FB more it gets my attention.	3.19	1.044

Source: *Direct field survey 2022*

Table 4.11 represent the average ranking for all the statements related to the frequency of Facebook advertisement. The average mean for the first statement is below 3 which indicate that the majority of respondents do not agree that frequent number of Facebook advertisement impact on their purchase decision. However for the second statement the average mean is above 3 which mean that the respondents agree that more advertisement appears on Facebook more it gets their attention.

Result: If ads are more appear in Facebook it can get attention of person but not in purchase decision

**Table: 4.12:**

*Analysis of impact of time spent on Facebook*

<b>Time spent on Facebook</b>	<b>Mean</b>	<b>Std.Deviation</b>
I am aware of most of apparel because I spend more time on FB	2.78	1.052
Most of time I spend on FB, I check apparels information	2.44	1.049

Source: *Direct field survey 2022*

The average ranking for all the statements related to time spent on Facebook by the respondents has been represented in the above table 4.12. The average mean for both the statements is below 3 which means that the respondents do not agree with the statement that they are aware of the most of apparels because they spend more time on Facebook. Similarly they also do not agree that most of time they spend on Facebook they check the apparels related information.

Result: How much respondent spent time on Facebook they do not aware of apparel and check apparels information?

**Table: 4.13:**

*Analysis of Impact of Facebook Offers*

<b>Facebook Offers</b>	<b>Mean</b>	<b>Std.Deviation</b>
I often know about offers on apparels from Facebook	3.09	0.985
I seek out promotional offers on apparels from FB than other media	2.81	1.006
I search for offers on apparels from FB before purchasing	2.62	0.98

Source: *Direct field survey 2022*

The table 4.13 above shows that average ranking for the statements released to the Facebook offers and its impact on the respondents . The respondents agree that they often know about the offers on the apparels from Facebook as its mean is greater than 3. On the other hand, for the other two statements the average mean is below 3 which indicate that they disagree that they seek promotional offers on Facebook and search for offers on Facebook before purchase of apparels.

Results: Respondent often knows about offers on apparels from Facebook.

**Table 4.14:**

*Analysis of Impact of Facebook Comments and Recommendation*

<b>Facebook Comments and Recommendation</b>	<b>Mean</b>	<b>Std.Deviation</b>
Facebook comments have greater influence on my apparel purchase decision.	3.09	1.048
I trust Facebook comments and recommendation than other media	2.95	1.038
I am able to seek out details apparel information from Facebook comments	2.9	0.982
Facebook marketing like comments influence me to try new brands of apparels	3.11	0.969

Source: *Direct field Survey 2022*

The average ranking for all the statements related to Facebook comments and recommendations has been presented in the table 4.14. As per the average mean, the respondents agree that the Facebook comment has greater influence on their apparel purchase decision. Similarly they also agree that comments influence them to try new brands of apparels. However for other statements the average mean is also approximately around 3 which mean that the respondents are neutral or indifferent with the statements that they trust on Facebook comment and recommendation than other media and they are able to seek detail information from Facebook comments.

Results: Respondent agree that Facebook marketing like comments influence them to try new brands of apparels.

**Table 4.15:**

*Analysis of Impact of Brand Image of Apparel*

<b>Brand Image of Apparels</b>	<b>Mean</b>	<b>Std.Deviation</b>
I view Facebook advertisements of only branded apparels	2.71	1.059
My perception of brand of apparels has changed with respect to their Facebook marketing	3.05	0.937
Facebook has become an effective platform to enhance brand image of apparels.	3.83	0.964

Source: *Direct Field Survey 2022*

The above table 4.15 shows that average means for the statement related to the brand image of the apparels being marketed in the Facebook. The average mean for all the statements except the first is above 3. This means that the respondents disagree that they view Facebook advertisements of only branded apparels. On the other hand they agree that their perception of brands of apparel have changed due to Facebook marketing. They also believe that Facebook has become an effective platform to enhance the brand image of apparels.

Results: Respondent agreed that Facebook has become an effective platform to enhance brand image of apparels.

### 4.3 Inferential Analysis

Inferential analysis is used to make inferences about the population based on the findings of the samples. Inferential analysis tools mainly chi-square analysis and one way ANOVA has been used in the study to know the impact of social media marketing on apparel purchasing behaviour of youth in Kathmandu valley.

#### 4.3.1 Chi-Square Analysis

**Table 4.16:**

*Association between Age and Impact of Facebook Marketing*

Age Group	Impact of Facebook marketing on apparel purchase behaviour					
	Always	Often	Sometimes	Rarely	Total	
13-17	0 0%	25 26%	46 48%	25 26%	96 100%	
18-22	2 2%	15 16%	40 42%	39 40%	96 100%	
23-30	2 2%	19 20%	44 46%	31 32%	96 100%	
31-40	4 4%	6 6%	36 38%	50 52%	96 100%	
Total	8 2%	65 17%	166 43.5%	145 37.5%	384 100%	
					Sig. Level	
					Chi-square =26.83	P-value =0.087

Source: *Direct field survey 2022*

The table 4.16 represents the association between the respondents of four different age groups and level of impact of fb marketing. The respondents who lie in the three different age group of 13-17 years, 18-22 years, 23-30 years sometimes do get influenced in their apparels purchase behaviour by the apparels marketing efforts of any kind on Facebook. Whereas, the respondents of age group 31-40 are rarely influenced in their purchase behaviour by the apparels marketing on Facebook.



Chi-square test has been carried out to statistically test this association. The Chi-square value is 22.77 and the P-value is 0.087 which is less at significance value of 0.05. Therefore, hypothesis Ho1 has been accepted i.e. there is no significant association between age group and the impact of Facebook marketing on apparel purchase behaviour. This means age group does not affect the impact of Facebook marketing on apparel purchase behaviour.

Result: There is no significant relationship between age group and impact of Facebook marketing on apparel purchase behaviour.

**Table 4.17**

*Association between Gender and Impact of Facebook Marketing*

Gender	Impact of Facebook marketing on apparel purchase behaviour				
	Always	Often	Sometimes	Rarely	Total
Male	5 2.73%	32 17.39%	82 44.56%	65 35.32%	184 100%
Female	2 1%	33 16.50%	86 43 %	79 39.5%	200 100%
Other	N/A	N/A	N/A	N/A	N/A
Total	7 2%	65 17.00%	168 43.50%	144 37.50%	384 100%
					Sig. Level
					Chi-square = 2.1
					P-value =0.954

Source: *Direct field survey 2022*

The above table 4.17 shows that the highest number of male i.e. 44.56% said that they are influenced on their apparel preference by marketing on Facebook only sometimes. Likewise, the highest number of females 43% are also of same opinion that they are only sometimes influenced in their apparel preference with Facebook marketing. The data also shows that both male and female indicated similar level of influence by Facebook marketing in apparel purchase behaviour.

To test the association, Chi-square test has been done. The Chi-square value is 2.1 and the p-value is 0.954 which is greater than the significance value of 0.05. Therefore the

hypothesis ho2 has been accepted i.e. there is no significant association between gender and impact of Facebook marketing on apparel purchase behaviour. This means gender has no effect on the level of impact of Facebook marketing on apparel purchase behaviour.

Result: There is no significant relationship between gender and impact of Facebook marketing on apparel purchase behaviour.

**Table 4.18:**

*Association between Occupation and Impact of Facebook Marketing*

Occupation	Impact of Facebook marketing on apparel purchase behaviour				
	Always	Often	Sometimes	Rarely	Total
Public/Government Job	0 0.00%	6 26.10%	12 52.17%	5 21.73%	23 100.00%
Private Job	4 2.55%	19 12.10%	69 43.95%	65 41.40%	157 100.00%
Self Employed	2 3.45%	12 20.70%	24 41.37%	20 34.48%	58 100.00%
Student	2 1.36%	30 19.56%	61 42.78%	53 36.30%	146 100.00%
Total	8 2.00%	67 17.00%	166 43.50%	143 37.50%	384 100.00%
					Sig. Level
					Chi-square =9.72
					P-value =0.823

Source: *Direct field survey 2022*

The association between occupation and impact of Facebook marketing on the purchase behaviour has been represented in the table 4.18. Majority of 52.17% of the public/government job holder are affected. The association between occupation and impact of Facebook marketing on the purchase behaviour has been represented in the table 4.18. Majority of 52.17% of the public/government job holders are affected on

their purchase behaviour by Facebook marketing only sometimes. Similarly for other three occupations, majority of private job (43.95%), self-employed(41.37%) and student (42.78%) are also of the opinion that they are only sometimes impacted by the Facebook marketing on apparels purchase preference.

The Chi-square value for the association testing is 9.72 and the p-value is 0.823 which is greater than 0.05. Thus , there is no significant association between the occupation and the impact of Facebook marketing on apparels purchase behaviour i.e. Ho3 has been accepted. This means that occupation does not affect the level of impact of Facebook marketing on apparel purchase behaviour.

Result: There is no significant relationship between occupation and impact of Facebook marketing on apparel purchase behaviour.

**Table 4.19:**

*Association between Education and Impact of Facebook Marketing*

Education	Impact of Facebook marketing on apparel purchase behaviour				
	Always	Often	Sometimes	Rarely	Total
Secondary Level	0 0.00%	10 23.25%	22 51.16%	11 25.19%	43 100.00%
Higher Secondary Level	0 0.00%	24 27.27%	40 45.46%	24 27.27%	88 100.00%
Bachelors	24 2.92%	16 11.59%	60 43.47%	58 42.02%	138 100.00%
Master & Above	4 3.49%	15 13.04%	46 40.00%	50 43.47%	115 100.00%
Total	8 2.00%	65 17.00%	168 43.50%	143 37.50%	384 100.00%
Sig. Level					
Chi-square =21.12					
P-value =0.133					

Source: *Direct field survey 2022*

The above table 4.19 represents that the most of the secondary level and the higher secondary level respondents i.e. 50% and 44.7% respectively have indicated that they are sometimes influenced in their apparel purchase behaviour by Facebook marketing. The respondents of Bachelor level agree that they are sometimes (43.7%) as well as rarely (42.3%) influenced by the Facebook marketing on apparel purchase. Likewise for masters and above education level most of 43.3% believe they are rarely influenced in their apparel purchase behaviour.

The Chi-square value for testing this association is 18.23 and the P-value is 0.133 which is greater than 0.05. Thus hypothesis Ho4 is accepted i.e. there is no significant association between the education level and influence of Facebook marketing of apparel on purchase behaviour. This means that level of education does not affect the level of impact of Facebook marketing on apparel purchase behaviour.

Result: there is no significant relationship between education and impact of Facebook marketing on apparel purchase behaviour.

**Table 4.20:**

*Association between Income Level and Impact of Facebook Marketing*

Income Level (Rs. Per month)	Influence of Facebook Marketing on Apparel Purchase				
	Always	Often	Sometimes	Rarely	Total
Less than 15,000	2 1.06%	36 19.14%	81 43.1%	69 36.70%	188 100.00%
15000 to 30000	4 2.98%	21 15.67%	61 45.53%	48 35.82%	134 100.00%
31,000 to 45,000	3 7.89%	3 7.89%	13 34.21%	19 50.01%	38 100.00%
Above 45,000	0 0.00%	4 16.67%	10 41.66%	10 41.67%	24 100.00%
Total	9 2.00%	64 17.00%	165 43.50%	146 37.50%	384 100.00%
					Sig. Level
					Chi-square =12.30
					P-value =0.588

Source: *Direct Field survey 2022*

The relation between income level and impact of Facebook marketing on apparel purchase behaviour has been represented in the above table 4.20 out of 188 respondents who indicated the income level to be less than 15,000 most of them 43.10% indicated that they were sometimes influenced by the Facebook marketing. Similarly respondents with income 15,000 to 30,000 and 31,000 to 45,000 most indicated that they were also sometimes influenced by Facebook marketing while most of the respondents of income level 31,000 to 45,000 indicated that they were rarely influenced by such social media marketing.

The chi-square value to test this association between the variables is 12.30 and the pvalue is 0.588 which is greater than significance value of 0.05. Therefore, there is no significant association between income level and impact of Facebook marketing on apparel purchase behaviour i.e.  $H_0$  is accepted. This means the income level does not affect the impact of Facebook marketing on apparel purchase behaviour.

Result: there is no significant relationship between income level and impact of Facebook marketing on apparel purchase behaviour.

**Table 4.21:***Association between length of use of FB and Impact of FB Marketing*

Length of use Of FB	Influence of FB Marketing on Apparel Purchase Behaviour				
	Always	Often	Sometimes	Rarely	Total
Less than a year	0 0.00%	4 40.00%	4 40.00%	2 20.00%	10 100%
1 to 3 years	0 0.00%	17 20.23%	35 41.68%	32 38.09%	84 100%
3 to 5 years	0 0.00%	25 20.32%	61 49.60%	37 30.08%	123 100%
5 years to above	8 4.79%	19 11.37%	67 40.11%	73 43.73%	167 100%
Total	8 2.00%	65 17.00%	167 43.50%	144 37.50%	384 100.00%
Sig. Level					
Chi-square					P-value
= 23.89					= 0.075

Source: *Direct field survey 2022*

Out of 384 respondents, the above table 4.21 shows that the respondents who have been using Facebook for 5 years and above are the only one who indicated that Facebook marketing always impacted their purchase behaviour. The respondents using Facebook for less than a year seems to be the majority group who are 'often' as well as 'sometimes' influenced by the Facebook marketing. On contrary for other groups the majority of the respondents indicated that they are sometimes and rarely influenced by such marketing in their purchase behaviour.

The Chi-square value for this association is 23.89 and the p-value is 0.075 which is greater than 0.5. Therefore, there is no significant association between the length of use of Facebook and the impact of Facebook marketing on purchase behaviour. i.e.  $H_0$  is accepted. This means the length of use of Facebook marketing on apparel purchase behaviour.

Result: there is no significant relationship between length of use of Facebook and impact on Facebook marketing on apparel purchase behaviour.

**Table 4.22:**

*Association between Exploring fb ads and Impact of Facebook Marketing*

Explore Facebook Ad	Impact of Facebook marketing on apparel purchase behaviour				
	Always	Often	Sometimes	Rarely	Total
Yes	6 2.71%	46 20.81%	109 49.33%	60 27.15%	221 100%
No	2 1.22%	19 11.65%	58 35.6%	84 51.53%	163 100%
Total	8 2%	65 17%	167 43.5%	144 37.5%	384 100%
					Sig. Level
					Chi-square =24.59
					P-value =0.0008

Source: *Direct Field survey 2022*

The above table 4.22 shows the relation between clicking and exploring the Facebook advertisements of apparels and its impact on the purchase behaviour. Out of 221 respondents who said that they explored the Facebook advertisements, majority of the respondents said that the Facebook marketing sometimes impact their apparel purchase decision. Similarly among 163 respondents who did not explore the ads, majority indicated that the Facebook marketing rarely impacted their purchase behaviour.

The Chi-square value to test this association is 24.59 and the p-value is 0.0008 which is less than 0.005. Thus, the hypothesis Ho7 is rejected i.e. there is significant association between exploring the Facebook advertisement and impact of Facebook marketing on apparel purchase behaviour which means that level of impact of Facebook marketing in apparel purchase behaviour differs with respect to clicking and exploring Facebook advertisements.

Result: There is significant relationship between explore Facebook ads and impact of Facebook marketing on apparel purchase behaviour.

### 4.3.2 One way ANOVA

**Table 4.23:**

*Comparison of Brand Image by Level of Impact of Facebook Marketing*

Impact on apparel purchase behaviour	Brand Image				
	Mean	Std. Deviation	Minimum	Maximum	N
Always	3.33	0.273	3	3.67	8
Often	3.36	0.652	1.67	4.33	65
Sometimes	3.23	0.631	1.33	4.33	167
Rarely	3.07	0.74	1	4.33	144
Total	3.19	0.670	1	4.33	384
					Sig. Level
					F Value =1.84
					P-Value =0.140

Source: *Direct field survey 2022*

The above table 4.23 shows one way ANOVA test between the brand image of the apparels and the impact of Facebook marketing on the purchase behaviour. Overall impact of Facebook on purchase behaviour with respect to brand image is highest at 4.33 and lowest at 1. The mean score of all the impact is greater than 3 which indicates that respondents believed that the influence of Facebook marketing on their purchase behaviour is related with the brand image of apparels being marketed. The respondents who agreed on often impacted by Facebook marketing have the highest mean score of 3.36 which shows their higher degree of agreement whereas the respondents who are rarely influenced by the Facebook marketing are almost indifferent about the brand image of apparels being marketed on Facebook.

The f-value of the association is 1.84 and the p-value is 0.14 which is greater than 0.05. Therefore,  $H_0$  is accepted i.e. there is no significant variance between brand image of the apparels and the impact of Facebook marketing on apparel purchase behaviour. Thus, the level of impact of Facebook marketing on apparel purchase behaviour is not related with the brand image of the apparel.

Result: there is no significant relationship between brand image and apparel purchase behaviour.



**Table 4.24:***Comparison of Time Spent on FB by Level of Impact of FB Marketing*

Impact on apparel purchase behaviour	Time Spent on Facebook				
	Mean	Std. Deviation	Minimum	Maximum	N
Always	2.88	0.485	2.5	3.5	8
Often	2.51	0.842	1.5	4	65
Sometimes	2.67	0.891	1	4.5	167
Rarely	2.56	1.033	1	5	144
Total	2.61	0.941	1	5	384
					Sig. Level
					F-Value =0.43
					P-Value =0.73

Source: *Direct Field survey 2022*

The relation between time spent on Facebook and the impact of Facebook marketing on apparel purchase behaviour is represented in the above table 4.24. Overall impact of Facebook on purchase behaviour with respect to time spent on Facebook is highest at 4.5 and lowest at 1. All the average means for the response of the respondents towards the impact on purchase behaviour are less than 3 which indicate that respondents believe that the impact of Facebook marketing that they indicated was not related with the time spent of Facebook.

The F-Value for testing this relationship is 0.43 and the p-value is 0.73 which is greater than 0.05. Thus, there is no significant variance between the time spent on Facebook and impact of Facebook marketing on purchase behaviour i.e.  $H_0$  is accepted. So this basically means that the impact of Facebook marketing on apparel purchase behaviour does not differ with respect to the time spent on Facebook.

Result: There is no significant relationship between time spent on Facebook and impact of Facebook marketing on apparel purchase behaviour.

**Table 4.25:***Comparison of FB Comments by level of impact of Facebook Marketing*

Impact on apparel purchase behaviour	Facebook Comments and Recommendations				
	Means	Std. Deviation	Minimum	Maximum	N
Always	3.88	0.970	2.75	5	8
Often	3.09	0.811	1	4.25	65
Sometimes	3.12	0.690	1	4.75	167
Rarely	2.8	0.800	1	4.5	144
Total	3.01	0.780	1	5	384
					Sig. Level
					F-Value =0.41
					P-Value =0.01

Source: *Direct Field survey 2022*

Overall impact of Facebook comments and recommendations on purchase behaviour is highest at 5 and lowest at 1. The mean score of three degree of response on impact on Facebook marketing 'always', 'often' and 'sometimes' is greater than 3 which shows that they agree that their response towards Facebook marketing is related to the Facebook comments and recommendations whereas for respondents who are rarely influenced by Facebook marketing they agree that their response to Facebook marketing is not related to Facebook comments and recommendations.

The F value for testing the association is 0.41 and the P-value is 0.01 which is less than 0.05. Therefore there is significant variance between the Facebook comments and recommendations with the impact of Facebook marketing of apparels on purchase behaviour i.e.  $H_0$  is rejected. This basically indicates that the impact of Facebook marketing on apparel purchase behaviour differs with respect to the Facebook comments and recommendations.

Result: There are significant relationship between Facebook comments and recommendation and impact of Facebook marketing on apparel purchase behaviour.

**Table 4.26:***Comparison of FB offers by level of impact of Facebook marketing*

Impact on apparel purchase behaviour	Facebook Offers				
	Means	Std Deviation	Minimum	Maximum	N
Always	3.17	0.436	2.67	3.67	8
Often	2.74	0.721	1	4	65
Sometimes	2.99	0.680	1	4.67	167
Rarely	2.7	0.860	1	4.33	144
Total	2.84	0.770	1	4.67	384
					Sig. Level
					F Value =2.45
					P Value =0.07

Source: *Direct field survey 2022*

The above table 4.26 shows that the mean score of respondents who always get influenced by the Facebook marketing is more than 3 which indicates that they agree Facebook offers are one of the factors that influence their purchase behaviour of apparels. Whereas for other responses i.e. often, sometimes and rarely influenced by Facebook marketing on purchase behaviour they do not agree that Facebook offers have influence on their purchase behaviour as their average mean value is less than 3.

The f-value for testing this association is 2.45 and the p-value is 0.07 which is greater than significance value of 0.05. Thus, there is no significant variance between the impact of Facebook offers and Facebook marketing impact on apparel purchase behaviour i.e.  $H_0$  is accepted. This means that the impact of Facebook marketing on apparels purchase decision does not differ with respect to the Facebook offers.

Result: There is no significant relationship between Facebook offers and impact of Facebook marketing on apparel purchase behaviour.

**Table 4.27:***Comparison of frequency of FB ads by level of impact of FB marketing*

Impact on apparel purchase behaviour	Frequency of Facebook Advertisements				
	Mean	Std. Deviation	Minimum	Maximum	N
Always	3.88	0.750	3.5	5	8
Often	3.21	0.770	1	4.5	65
Sometimes	3.24	0.820	1	4.5	167
Rarely	2.73	0.821	1	4.5	144
Total	3.06	0.850	1	5	384
					Sig. Level
					F Value =7.25
					P-Value =0.00

Source: *Direct field survey 2022*

From the table above 4.27 we can see that average mean for the three different degree of impact of Facebook marketing out of four is greater than 3. This indicates that for the respondents who indicated that they are ‘always’, ‘often’ and ‘sometimes’ influenced by Facebook marketing on purchase behaviour agree that frequency of Facebook advertisement is one of the influential factor whereas, those who are rarely impacted by Facebook advertisement considers frequency of Facebook ad as irrelevant factor on their purchase behaviour.

The f-value to test the association is 7.25 and the P-value is 0.00 which is less than 0.05. Thus, the hypothesis Ho12 is rejected i.e. there is significant variance between frequency of Facebook advertisements and its impact on apparel purchase behaviour. This simply means that the impact of Facebook marketing on apparel purchase behaviour differs with respect to the frequency of the Facebook advertisements.

Result: There is significant relationship between frequency of Facebook advertisement and impact of Facebook marketing on apparel purchase behaviour.

#### Findings

- i. Female are participated more than male.
- ii. There is equal number of age group respondents.
- iii. There is high number of respondent who are engage in private job.

- iv. There is high number of respondent who had completed their bachelor level
- v. There is high level of respondent which have income less than 15000.
- vi. More respondent are using Facebook more than 5 years.
- vii. More respondent use Facebook 1 to 3 hours.
- viii. Most of respondent often come to across the apparel advertisement on Facebook.
- ix. High number of respondent explores Facebook ads.
- x. Most of respondent rarely search apparel information on Facebook.
- xi. Only sometime Facebook marketing information influence on purchase behaviour in apparel purchase.
- xii. Most of respondent rarely comment, share, review etc to treir friends via Facebook about the apparel they purchase.
- xiii. Most of respondent agreed that Facebook pages to be most popular mean's of apparel marketing.
- xiv. Most of respondent want to get information about discount.
- xv. Most of respondent's first preferences was regular update and new offers.
- xvi. If ads are more appear in Facebook it can get attention of person but not in purchase decision.
- xvii. How much respondent spent time on Facebook they do not aware of apparel and check apparels information
- xviii. Respondent often know about offers on apparels from Facebook.
- xix. Respondent agree that Facebook marketing like comments influence them to try new brands of apparels.
- xx. Respondent agreed that Facebook has become an effective platform to enhance brand image of apparels.
- xxi. There is no significant relationship between age group and impact of Facebook marketing on apparel purchase behaviour.
- xxii. There is no significant relationship between gender and impact of Facebook marketing on apparel purchase behaviour.
- xxiii. There is no significant relationship between occupation and impact of Facebook marketing on apparel purchase behaviour.

- xxiv. There is no significant relationship between education and impact of Facebook marketing on apparel purchase behaviour.
- xxv. There is no significant relationship between income level and impact of Facebook marketing on apparel purchase behaviour.
- xxvi. There is no significant relationship between length of use of Facebook and impact on Facebook marketing on apparel purchase behaviour.
- xxvii. There is significant relationship between explore Facebook ads and impact of Facebook marketing on apparel purchase behaviour.
- xxviii. There is no significant relationship between brand image and apparel purchase behaviour.
- xxix. There is significant relationship between Facebook comments and recommendation and impact of Facebook marketing on apparel purchase behaviour.
- xxx. There is no significant relationship between Facebook offers and impact of Facebook marketing on apparel purchase behaviour.
- xxxi. There is significant relationship between frequency of Facebook advertisement and impact of Facebook marketing on apparel purchase behaviour.
- xxxii. There is significant relationship between frequency of Facebook advertisement and impact of Facebook marketing on apparel purchase behaviour.

#### **4.4 Discussions**

Out of the total respondents, approximately 70% of the total 384 respondents have provided their suggestions on what can be done for effective marketing of apparels through social sites particularly Facebook.

There was diverse and wide range of opinions provided by the respondents regarding the various things that could be done through Facebook for effective marketing of the apparels. Of the many, majority of the respondents almost half of the respondents who gave suggestions were of the similar pinion that the apparel marketers need to create the Facebook page first for effective marketing of their apparels. They even suggested posting more pictures and regular updates on the pages of the apparel suppliers

followed by regular and instant reply to the queries on the social media as well as providing various offers and discounts.

Around one fifth have also mentioned providing real pictures and clear information on the product and prices as well as delivery services by the marketers on the apparel pages could be more effective in influencing customers.

The suggestions have been listed in the ANNEX I.

#### 4.5 Summary of Hypothesis Testing

The following table summarizes the outcomes of hypothesis testing.

**Table 4.28**

Summary Table

Hypothesis	Statements	Result
Ho1	There is no significant association between age and impact of Facebook marketing on apparel purchase behaviour.	Accepted
Ho2	There is no significant association between gender and impact of Facebook marketing on apparel purchase.	Accepted
Ho3	There is no significant association between occupation and impact of Facebook marketing on apparel purchase behaviour.	Accepted
Ho4	There is no significant association between educations and impact of Facebook marketing on apparel purchase behaviour.	Accepted
Ho5	There is no significant association between income level and impact of Facebook marketing on apparel purchase behaviour.	Accepted
Ho6	There is no significant association between length if use of Facebook and impact of Facebook marketing on apparel purchase behaviour.	Accepted
Ho7	There is no significant association between exploring Facebook advertisements and impact of FB marketing on apparel purchase behaviour.	Rejected
Ho8	There is no significant association between brand image of apparel and impact of FB marketing on apparel purchase behaviour.	Accept
Ho9	There is no significant association between time spent on FB and impact of FB marketing on apparel purchase behaviour.	Accepted
Ho10	There is no significant association between FB comments and recommendations and impact of FB marketing on apparel purchase behaviour.	Rejected
Ho11	There is no significant association between FB offers and impact of FB marketing on apparel purchase behaviour.	Accepted
Ho12	There is no significant association between frequency if social media advertisements and impact on purchasing behaviour,	Rejected



## **CHAPTER - 5 SUMMARIES AND CONCLUSION**

### **5.1 Summary of the Findings**

This study was conducted with the sole purpose to find out the impact of social media marketing in the purchasing behaviour of the consumers. Moreover the main objective of the study was to analyze the impact of Facebook marketing as social media marketing in the apparel purchasing behaviour of youths within the Kathmandu.

In order to fulfil the objective of the study various variables that best fits the scope of the research were identified. These components were identified only after reviewing the numerous literatures based on the similar topic of the study. The major variables identified for the study are time spent on Facebook, frequency of Facebook advertisements, Facebook offers, Facebook comments and recommendations, brand image of apparels being marketed and the type of Facebook marketing used. The moderating variables that were considered in this study are age, gender, income, occupation and education level.

A structured questionnaire was prepared taking into consideration the various variables identified for this study. Since the study was focused on the youth purchasing behaviour, the maximum age limit of the respondents has been taken up to 40 years of age. The sample size taken in 384 respondents therefore there is equal number of respondents taken in each four different age groups created between the age limit of 13 to 40 years old.

This research comprised of equal number of respondents of different age group from 13 to 40 years age i.e. 96 respondents each. It was found that the impact of social media marketing on purchase behaviour was not related to the age group. Similarly there is almost equal number of male and female i.e. 48% and 52% respectively. It was found that there was no significant association between the impact if social media marketing and gender.

Most of the respondents (41%) mentioned that their occupation was private job. 38% of the total respondents were students while self-employed and public/government job holders were 15% and 6% respectively. Testing the occupation and impact of social

media marketing showed that there is no association between the occupation and impact of social media marketing on apparel purchase behaviour. While least being above 45,000 indicated by 6%. It was found that the impact of social media marketing in apparel purchase decision had no relation with the income level.

Most of the respondents had education level of bachelors (36%) followed by master (30%). It was also found that the education level had no significant relationship with the impact of social media marketing in apparel purchase behaviour.

Through the study while examining the feature of the Facebook marketing that has major impact on the apparel purchase intention of the customers, it was found the regular updates and news offers was ranked as first most influential factor in Facebook marketing which as followed by the users comment as second most influential among others. Testing the association, it was also found that Facebook comments and recommendation had significant relation in influencing the apparel purchase behaviour of the respondents.

Similarly, most of 43% of the respondents came across apparel Facebook marketing activities often while 20% came across regularly and occasionally. On the other hand only 16.5% came across of Facebook marketing activities rarely. By testing the association, it was found that more frequent the Facebook advertisement more was its level of impact on the purchase behaviour for the apparel. Similarly it was also found that there was no association between the brand image of apparel being marketed and the impact of social media marketing on apparels purchase behaviour. Likewise it was also found that the various Facebook offers on the Facebook had no relation with the impact on the purchase behaviour of apparels. But the respondents agreed on knowing offers on apparels often from Facebook with the mean score of 3.09.

From the research while analysing the various type of Facebook marketing tools for marketing of apparels it was found out the major type of Facebook marketing that was popular among the users was Facebook pages I which 89.50% of the total respondents agreed to this followed by banner advertisement.

Similarly while analyzing the content of Facebook marketing the findings also show that among the many things that are included in the Facebook marketing, majority if the respondents wished to get the information about the discounts through this media

followed by new product information, offers and feedback from users or comments. Analyzing the overall level of impact of Facebook marketing, it was found that most of the respondents believed it had sometimes(43.5%) and rarely(37.5%) impacted their apparel purchase decision while 17% indicated that they were often impacted by Facebook marketing. This shows that the influence of such social media marketing gradually on rise.

## **5.2 Conclusion**

The study of Facebook marketing as a part of social media marketing and its impact on apparel purchasing behaviour of youth has revealed the emergency of social media marketing in the apparel industry.

In terms of age, it can be concluded that there is no significant relationship between age and the impact of social media marketing in apparel purchase behaviour. This means irrespective of the age group social media marketing showed similar impact on the purchase behaviour of all the respondents. This was also true in case of gender. Gender had no significant relation with the impact of social media marketing on purchase behaviour which indicates that impact of social media marketing on the purchase behaviour of apparels was similar between both male and female. So the apparel marketers can use the social media to generate the same impact on both genders and different age group of youth.

Based on the findings there is no change in the impact of social media marketing based on the occupation. Thus, the impact of social media marketing was not influenced by the type of occupation customers of apparels industry were associated with. This relation also holds true with education level and income level. This implies that the social media marketing does not need to be specific as per these demographic variables since the impact seems to be similar among various demographic groups. One of the major conclusions that can be derived from the findings of the study is that 'Facebook pages' are the most popular and considered effective type of Facebook marketing for apparels that influence the customers on their purchase decision. The suggestions provided by the respondents to apparel marketers also verify that the Facebook pages can be the most effective type of Facebook marketing for apparels today.

It is concluded that the regular updates and offers and users comment through Facebook is the most influential factor to the customers purchase intentions. So, regular updates and electronic word to the customers purchase intentions. So, regular updates and electronic word of mouth (comments) are most important features in Facebook marketing. It can also be concluded that the online word of mouth or user's comments and recommendation were very much related to the impact of social media marketing on apparel purchase behaviour. So it can be inferred that comments from one user to other through social media or electronic word of mouth is seen credible like the traditional word of mouth by the customers that impacts their purchase decisions.

It has been seen that the level of impact of social media marketing was directly linked to the frequency of such marketing appearing on social media. Hence it can be concluded that the marketers of apparels with frequent ads on the social media like Facebook will have more influence on the apparel purchase behaviour of their customers. Likewise, irrespective of the brand image of the apparel being marketed brand image had no influence on the purchase behaviour of the youths. It can be hence concluded that social media is an excellent means of marketing for varieties of apparels branded and no-branded. On top of this, they can even enhance their brand image using these social media platforms.

As per the finding, it can be concluded that the marketers who are using or planning to use Facebook for apparel's marketing purpose need to include the discount information most often, followed by new product information and offers in order to interest the customers in exploring their advertisements which in turn impact the apparels purchase behaviour of those customers.

Thus as a whole it can be concluded that the Facebook marketing as a part of social media marketing has impact on the apparel purchase behaviour of the youth which is in gradual rise. Through the various components of the Facebook marketing has various level of impact, the regular updates and new offers along with user's comments and recommendation and creating Facebook pages seemed to be the most influential factor including the frequency of the Facebook advertisements appearance in apparel purchase behaviour of the customers using social media.

### 5.3 Implication

The recommendations are as follows:

- i. Facebook has indicated as major platform to enhance the brand image of the apparels so the marketers need to capitalize on this almost free of cost and has global reach.
- ii. The characteristic of the traditional word of mouth is seen in the online comments and recommendations so the marketers of the apparels need to be very careful on what online word of mouth are been shared around and they should work on generating favourable electronic word of mouth in order to influence the consumer purchase behaviour.
- iii. Higher the frequency of the advertisements on social media greater was the impact on the purchase behaviour so the apparel marketers need to make sure that their marketing efforts on social media like Facebook are frequently displayed on the target's profile page. Moreover they need to include the discounts information, new product information more frequently in order to grab more attention of the users in the social media.
- iv. They should continuously review and post the actual feedbacks after the purchase of the apparels so that the other customers can know exactly what to expect from a particular apparel marketer.
- v. Future researchers can make further study on the impact of social media marketing on purchase behaviour of apparels using the similar framework with different or same variable.

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## ANNEXES

### Annex I:

Suggestions for effective Facebook marketing for apparels by respondents

S.N.	Suggestion statement of the respondents
1	Announce sale and discount offers more often.
2	Discount offer and sales offers announcements & competitions with prizes, free offers.
3	Discounts, sales and more offers to be marketed from Facebook.
4	Can be more effective through sales marketing, heavy discounts, extra offers like buy 1 get 1 free
5	Discount offers with nice pictures on posts.
6	Organizing Facebook contests with prizes and promotional deal.
7	National and international information on products
8	Facebook itself is a good media
9	Should offer for sales certain discount also
10	Ads are often irritating so page are better. Not using, pop p banner advertisements.
11	Creating official pages rather than banner ads is better.
12	Official Pages
13	Posting pictures in banner ads and pages long with offers like free delivery.
14	Facebook pages and photos of the apparels.
15	Safe online shopping with quality products.
16	Offering better design of apparels high quality and simple for any season
17	Facebook pages will be the best
18	Not only advertising but also providing offer, discounts and good quality clothes Use model to show clothes in pages.
19	Opening Facebook pages, giving discounts and good quality clothes and brands
20	Photograph of apparels with models to let people see what the apparel looks like after wearing.
21	Become more active on Facebook promoting products and giving new offers

22	Facebook contest is more suitable
23	Facebook Pages
24	Offers Discount
25	To lunch new product and keep the delivery services
26	Facebook page with brand information and its quality with offers
27	Discount and promotional offer
28	Don't know
29	Display price, feedback should be taken by the suppliers and discount offers
30	Facebook pages along with pictures and discount offers
31	Regular updates and new offers and taking feedback from users
32	Promotional offers on Facebook pages. Regular contests
33	Contests and discount offers on pages
34	Promotional offers, discount, taking feedback from users and constant new product information
35	Providing discounts, schemes, free home delivery services announcement through Facebook
36	Quality products provides as per the picture, cost should be same as in retails
37	Posting pictures of apparels in high definition and price shown in the caption is best.
38	Information given with actual prices along with frequent discounts
39	Website integration with the Facebook is must to direct potential customers to business
40	Discount and promotional offers in bug numbers as Facebook advertisements cost almost minimal.
41	Creating a database of Facebook leads and following up with those customers
42	Viewers database along with regular follow up with discount price.
43	Facebook is a fun social space for people so businesses need to be a part of such community rather than being a business. So get involved in socializing and sharing for more customers.
44	Timely and regular updates on the products with pictures.
45	Create Facebook pages, image of the product with detail information is must.

46	Open page, interact with the followers and regular updates and replying to the comments and queries.
47	Conduct regular contests, pictures sharing frequently and delivery and price details.
48	Create pages and regular updates and interact with the customers.
49	Regular updates, timely response on Facebook an pictures
50	Facebook pages and regular updates
51	Creating page
52	Posting pictures and videos
53	Page promotion
54	I guess creating page of particular brand would be appropriate and suitable marketing tools for apparels through Facebook.
55	Facebook page as well as regular updates with offers, prices
56	Frequent updates of apparel with its clear description along with offers and discounts etc..
57	Videos, sale offers, festive offers, discount
57	Creating page, Offers, Contests and regular update is a must.
58	Creating page and providing promotional pricing.
59	Everyday posting of pictures and regularly giving detail information about apparel to the customers.
60	Posting customers comments and feedback.
61	Posting more pictures but not replica. True and relevant information preferable
62	Contest and schemes on purchase would attract consumers because each consumer are price conscious. Quality assurance is much needed.
64	Creating an original page to provide regular updates on apparel product as well as organizing interesting contests to attract more customers.
64	True information regarding consumers reviews
65	Page of Brand

66	I believe apparel companies should use more models and celebrities to endorse and wear their clothing in order to gain more publicity. Just apparel's Facebook page is not enough with pictures is not enough. It need to worn and trusted by consumers.
67	Posting full details of apparel with it's price.
68	Information regarding consumers reviews
69	Posting pictures can be effective means of marketing
70	I believe apparel companies should use more models and celebrities to endorse and wear their clothing in order to gain more publicity. Just apparel's Facebook page is not enough with pictures is not enough. It needs to be worn and trusted by consumers.
71	Page of brand
72	Creating page
73	Posting pictures along with serval regular contents
74	I hardly ever pay any attention to them
75	Regular contents and engagement posts with give away
76	Making page more interactive
77	Posting pictures clearly attached with its price and place with delivery
78	Creating a page and keep updating with the lines of products that are offered.
79	Create groups for the consumers and reply to their queries
80	Regular photos and videos upload with details
81	May be create events and invite people through Facebook. That can be more direct marketing.
82	Answer to queries of consumers promptly along with clear description of clothes
83	Page with free delivery service, regular discount and offers.
84	Regular comments and posts on the page and reply timely.
85	Use ads more frequently like banner ads and create pages.
86	Make page, pop up or banner ads are more irritating for attention.
87	Posting regular pictures of cloths on real people to see how it looks. Using true descriptions and details.

88	Interactive advertisement concepts that are interesting rather than pages or banner ads.
89	Creating a community for understanding what consumers need and then create a page.
90	Dynamic pages with constant updates.
91	Use model to show the apparels.
92	Too much ad is irritating use page instead.
93	Increase the number of likes in pages or posts for people to get attracted to view the post and then buy.
94	Get customers engaged in some contests or interesting posts. Don't just use plain page or ads.
95	Facebook has made marketing easy and cheap. Provide real pictures and descriptions. Do not mislead the customers.
96	Regular ad of the clothing is irritating. So instead use more interesting pages, videos, model, give regular discounts and offers.
97	Include offers.
98	Use videos, pictures, regular updates and quick reply to comments.
99	Create page and give continuous updates and news on the apparels.
100	Become active in Facebook. Keep posting and replying continuously.
101	Use more videos to show ads.
102	Use celebrities and provides offers for the customers on clothes.
103	Interactive advertisements to increase the followers for the cloths pages.
104	Groups and regular updates on the page
105	Use models in order to attract more customers
106	Offers and regular updates on the page
107	Offers, Discount and Delivery
108	Reply promptly to the queries and free delivery
109	Show the extra size and price for the clothes, discount offers also necessary
110	Use official page, banner ads also
111	Pictures of apparels with models so that people see how it looks after wearing.
112	Update regularly and bring in national and international brands

113	Bring return policy after purchase of apparel with predefine policy.
114	Picture and video uploads with high definition.
115	Post real customer's reviews and suggestion from real customers.
116	Use official page, banner ads also.

## ANNEX II:

### Questionnaire

“Impact of Social Media Marketing on The Apparel Purchasing Behaviour of Youth in Kathmandu”

I am Bimala Shrestha, MBS student of Central Department of Management. Pursuing MBS Thesis entitle “Impact of Social Media Marketing on Apparels Purchasing Behaviour of Youths in Kathmandu”.

The conducted data will use for acdemical purpose and kept confidential.

Question No.

Please tick (Ö) any one for each of the following criterion.

Gender:	Age Group:	Occupation:	Education:
1. Male	1. 13-17	1 Public/Government Job	1 Secondary Level
2. female	2. 18-22	2 Private Job	2 Higher Secondary
	3. 23-30	3 Self Employed	3 Bachelors
	4. 31-40	4 Student	4 Masters and Above

Income Level:
1. Less than 15,00
2. 15,000- 30,000
3. 31,000-45,000
4. Above 45,000

Q1. How long have you been using Facebook ?

1. Less than a year
2. 1 to 3 years
3. 3 to 5 years
4. 5 years and above

Q2. In average how much time do you spend on Facebook per day?

1. Less than 1 hour
2. 1 to 3 hours
3. 3 to 6 hours
4. 6 hours and more

Q3. What type of Facebook marketing for apparels are you aware of?(You can select more than one)

1. Facebook Pages
2. Banners Ads
3. Facebook Contests
4. Offer claims promoted in Facebook
5. Contests outside Facebook but marketed in Facebook
6. Others (Please specify)

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 .....  
 .....

Q4. How often do you come across the Apparels/Clothing's Facebook marketing activities ?

1. Regularly
2. Often
3. Occasionally
4. Rarely

Q5. Do you click and explore a Facebook advertisement when you come across it frequently ?

- 1.Yes                      2.No

Q6. Do you search for apparel related information on Facebook before you purchase ?

1. Always
2. Often
3. Sometimes
4. Rarely



Q7. Are you more likely to comment, post, share, review etc to friends via Facebook after purchase of apparels?

1. Always
2. Often
3. Sometimes
4. Rarely

Q8. What factors of apparel's Facebook marketing have major impact on your apparel purchase decision ?( Rank from 1 being highest to 5 being lowest )

1. User's comment
2. Number of likes
3. Number of apparel's page followers
4. Regular updates and new offers
5. Promotional Offers

Q9. What information do you wish to be aware of through apparel's advertisements on Facebook ? (You can select more than one)

1. Promotions
2. Offers
3. Discounts
4. Feedback from users (Comments)
5. New Product Information

Q10. Do the Facebook marketing activities impact your apparel purchase behaviours and preferences?

1. Always
2. Often
3. Sometimes
4. Rarely

Q11. On the basis of your Facebook experience please evaluate and tick ( ) as per the factors given below.

### 11.1 Frequency of Facebook advertisements

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The frequent number of ads on Facebook has influence on my apparel purchase decision.					
The more advertisement appears on my Facebook, more it gets my attention and interest.					

### 11.2 Time spent on Facebook

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am aware of most of the apparels because I spend more time on Facebook.					
Most of the time I spend on Facebook, I check apparels information.					

### 11.3 Facebook Offers

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I often know about discount and offers on apparels from Facebook.					
I seek out for promotional offers on apparels from Facebook than other media.					

I search for offers on apparels from Facebook before purchasing apparels					
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#### 11.4 Facebook comments and recommendations

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Facebook comments on any apparel posts have greater influence on my apparel purchase decision.					
I trust on Facebook comments and recommendation than other media					
I am able to seek out details apparel related information from Facebook comments					
Facebook marketing like comments influence me to try new brands of apparels.					

#### 11.5 Brand image of apparel

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I view Facebook advertisements of only branded apparels					
My perception of brand of apparels has changed with respect to its Facebook marketing efforts.					
Facebook has become an effective platform to enhance brand image of apparels					

Q12. In your opinion what can be done through Facebook for effective marketing of apparels ?

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