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A Comparative study of the effectiveness of Instagram and Facebook on buying intension of buyers with special reference to the purchase of garments

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Abstract

These days, technology influencing and dominates daily existence. Due to the rapid rate of development and growing benefits, the number of smartphone users is increasing quickly. This is one of the main variables influencing the way people are buying clothes in Thailand. Teens typically become more accustomed to and at ease in the digital era. Compared to the previous generation, they are more likely to make online purchases of items, particularly clothing Instagram is one of the most popular web applications that lets users edit and share photos with others, and its user base is growing every year.

Many companies use social media, especially Facebook and Instagram, as one of their advertising techniques in the era of Industrial Revolution 4.0. The goal of this study is to determine how consumer perceptions and Instagram and Facebook advertising impact their desire to purchase local building supplies. The quantitative methodology of this study necessitates the use of questionnaires to collect data. The demographic of this study consists of customers who have made numerous purchases and have followed the stores' Instagram profiles. and the findings revealed no obvious relationship between Facebook advertising purchase intention and Instagram advertising. But the advertising on Facebook and Instagram is quite effective. Teenagers follow trends more than any other age group, most likely.

This study sought to identify the habits, preferences, attitudes, and perceptions of customers as well as important determinants of purchasing behaviour.

Key words: Social Media, Facebook, Instagram and Buying intension

1.Introduction

Social media sites like Instagram and Facebook are used nowadays as platforms of user interaction, news consumption, knowledge acquisition, and even shopping. A sample of global online shoppers reported making a direct purchase utilising a social media platform in PwC's Total Retail Report in 2016 at a rate of 16%, a rise from 7% in 2014. With the bulk of sellers being small businesses or direct-to-consumer vendors, Southeast Asia is now dominating the global "s-commerce" market. In Asia, this percentage is higher (30%), particularly in the nation Thiland (51%), India (32%), & Malaysia (31%). (Priceza Group, 2016). Many independent vendors utilise Facebook markets, entities, and profiles to market their goods globally.

(Wongkitrungrueng & Assarut, 2020).

Currently, social media is not only utilised as a tool of communication and connection. Because to the large user base of Instagram businesses are more motivated to sell their goods there in order to connect with and contact potential clients, as well as to gather demographic information and broaden brand awareness. It is simpler to communicate with potential customers, which facilitates faster and more viral product diffusion from one account to another. The direct message option and comments column on can help sellers get a customer feedback more quickly,(Habibie et al., 2021).

Modern communication tools like Facebook and Instagram enable companies to interact with their customers. Customers are also open to messaging that are brief, direct, and personally given by friends or trusted authorities, and they are willing to pay more to get only promotion who says for them. (Anderson et al., 2014). Thus, it is not surprising that businesses are using social media as part of their marketing strategies. In fact, the top 500 retailers sold an estimated $2.69 billion worth of items using social media in 2013, as per online Retailers 2014 social network study.

Facebook is the second-most-visited website, accounting for 10% of all websites viewed, and one of many Social Networking Sites (SNS) where users can engage with other users (such as YouTube and Twitter),(Antonio et al., 2020).

By 2013, From 21 million users in 2007, to 1.2 billion users per month currently

Online shopping's growing popularity and the widespread use of Social commerce is a new e-commerce paradigm that has recently arisen as a result of social networking sites (SNSs). Social

commerce is seen as a subset of e-commerce that utilises SNSs to encourage the purchasing and selling of goods and services by facilitating social interactions between customers and merchants. Recently, Instagram has risen to the top,(Che et al., 2017).

Celebrity brand ambassadors promote product awareness. Due to a contractual arrangement, they might be directly connected to a brand (e.g., bas- ketball star LeBron James endorses Nike). Yet social media influencers also promote brand loyalty and brand engagement (e.g., by posting about items on their social media pages). Influencers on social media publish, tweet, or snap photos of their daily activities. This includes talking about goods for which they might not always receive direct payment from the company. Influencers are someone with a sizable social media following on platforms like Instagram, Facebook.(Cooley & Parks-Yancy, 2019a). 42.4% of the world's population is now accounted for by those who use the internet1. It's interesting to see how businesses are incorporating the new methods of communication in their communication plans given the speed at which technology is evolving and the advent of new media in the previous decade.

(Escobar-Rodríguez & Bonsón-Fernández, 2017a). Over the past few years, social networking services like Twitter, Instagram, and Facebook have seen tremendous growth in popularity. Facebook was the most widely used social networking site in 2012, In 2012, there were more than 960 million active Facebook users worldwide.Twitter, LinkedIn, and blogs were the next most popular social media platforms for marketing,*(SHOPPING ON SOCIAL NETWORKING WEB SITES: FEMALE CONSUMERS' INTENTIONS TO SHOP ON FACEBOOK IN BANGKOK AREA CHATYUPA CHAIPRASIT*, 2015).

People are currently using social networks like Facebook and Instagram to examine or spread information because they currently do not have more time to communicate with one another in their unique surroundings. Facebook and Instagram have grown in popularity since they were first introduced as marketing tool. Majority of a businesses currently view the internet as a desirable channel for connecting with customers. The amount of money invested by advertisers in web-based displays is growing along with the rate at which consumers are using the internet. Online forums, newsgroups, web journals, and review sites, collectively referred to as electronic word-of-mouth in the present, are being used for word-of-mouth advertising. An opinion expressed by past, present, or potential customers regarding a company or product is known as "eWOM", (Siddiqui et al., 2021).

Companies have changed their focus to social media techniques as advertising strategies which play a significant role in helping customers remember the name of the product and its qualities. A significant influence has been made by the innovative ways that various businesses from around the world have connected with consumer. Print media has increasingly declined, nevertheless, as social media advertising has advanced. Businesses are now employing specialised social media teams to create social media accounts, administer one-of-a-kind marketing initiatives, and raise brand awareness,(Antonov & Business, 2020).

The amount of users and data stored from Facebook and Instagram is the main and most obvious factor. Brands perceive this as a chance to market their services to a wide audience and make use of the data these platforms give for advertising and precise customer targeting because, as was previously noted, no other platforms have as many users.

Images and videos are promoted on Facebook and Instagram. These tools can be used to upload any type of information, whether it be a brief blog post with product descriptions or eye-catching images created to match the product portfolio.(Antonov & Business, 2020)

An advertisement can take many different forms, such as an uninterruptible auditory or visual form of commercial communication. Advertisement which is defined differently by various study. David Ogilvy also regarded as the Father of Content Marketing in "Confessions of an Advertising Man" wrote, "What you say in advertising is more essential than how you say it". He also said, according to a quotation, "Every commercial should be considered as a contribution to the complicated symbol that is the brand image." Moreover, "I do not see advertising as an art form or a type of entertainment, but rather as a medium of information", (Jogi, 2021).

1.2 Methodology

Research Design: This study will use a quasi-experimental design in which participants will be divided into two groups, one of which will be exposed to marketing efforts on Facebook and the other to those on Instagram.

Sampling: A probability sampling strategy, such as simple random sampling, can be used to choose the sample for this investigation. The study's power analysis can be used to calculate the sample size.(Krypton & Widi Satria, 2018)

Data Collection: Information can be gathered through a structured questionnaire that asks about demographics, buying intentions, and social media usage.(Ayada & Elmelegy, 2014) The questionnaire can be distributed online via email or social media.

Treatment: Participants in this study will be exposed to marketing ads on Facebook and Instagram. The marketing campaigns can be created to highlight the attributes of clothing as well as provide details on the brand, price, and fabric of the clothing.(Othieno, 2018)

Studying the data: (Alfeel & Ahmad Ansari Associate Professor of Marketing, 2019) , Descriptive statistics like frequency, mean, and standard deviation can be used to analyse the data obtained. The effectiveness of Instagram and Facebook on purchasers' intentions to purchase clothing can also be ascertained by using inferential statistics like the t-test, ANOVA, and regression analysis.

Ethics: (Duffett, 2015) When performing research on human subjects, ethical issues must be taken into account. All participants must provide their informed consent, and their privacy and confidentiality must be protected.

Overall, the technique provided above can give a rigorous and comprehensive approach to performing a comparison analysis of the effectiveness of Instagram and Facebook on the buying intention of buyers for clothing.(Abbas et al., 2016)

1.3 Systematic Literature Review

Instagram:

Facebook owns Instagram, a social networking site for sharing images and videos. With more over 1 billion active members, it is one of the social media networks with the quickest growth. Instagram has shown to be very effective for beauty and fashion companies when it comes to product marketing. Due to Instagram's visual nature, businesses may showcase their products in an engaging way, which may boost sales and brand recognition,(Korotina & Jargalsaikhan, 2016).

Compared to other social media platforms, Instagram has a greater interaction rate, such as Facebook, according to a 2017 PwC study. According to the survey, Facebook's engagement rate was 0.22%, compared to Instagram's 2.2%. This shows that brand engagement on Instagram is higher among users of the social media site.

Regarding how it impacts customers' purchasing intentions, a study by Godey et al. (2016)

indicated that Instagram has a sizable influence.(Cooley & Parks-Yancy, 2019b) According to the study, Instagram has a major impact on how consumers feel about a company, which in turn has an impact on how likely they are to make a purchase. Also, the survey discovered that Instagram outperformed other social media sites in terms of generating brand awareness and buy intent.

Facebook:

Facebook is the most well-known social networking platform on the planet, with an estimated 2.7 billion active users. Facebook has been widely used for marketing initiatives, and many companies have discovered it to be a powerful tool for boosting customer engagement and brand exposure. Facebook's efficiency in influencing sales and purchasing intent has, however, come under scrutiny. In the recent past,(Zhu & Chen, 2015). According to a study by Trusov et al. (2016), Facebook has a good effect on brand recognition, but little effect on

consumers' intentions to make a purchase. According to the survey, email marketing and search engines had a greater impact on consumers' intention to make a purchase than Facebook. According to the study, rather than promoting sales, Facebook may be more useful for building brand awareness and engagement,(Wally & Koshy, 2014).

According to research by Brown and Hayes (2008) comparing the efficacy of Facebook and Instagram, Facebook was more successful than Instagram at increasing brand recognition and engagement. In terms of purchasing intention, the study did not discover any appreciable differences between two platforms.(Kawaf & Istanbulluoglu, 2019a)

n the majority of ‘retailers and service providers' websites, online consumer reviews have evolved into a crucial resource. Three main areas of investigation are the focus of current study on consumer reviews of goods and services: (1) Motives for reviewing products (2) justifications for reading reviews, and (3) the potency and impact of user feedback. The latter two, which look at the motivations behind reading reviews as well as their efficacy and impact on the consumer, are the most pertinent to the topic of this essay. Reviews are read for a variety of reasons, including purchasing considerations.(Kawaf & Istanbulluoglu, 2019b)

These days, businesses are moving towards a more digitalized form of communication to market their goods and identities, making social media and influencer marketing essential components of any marketing plan. In this essay, we investigate the relationship between buy intention and parasocial interaction. Additionally, we investigate the direct links between

physical attractiveness, social attractiveness, and attitude homophily and the desire to buy. The findings of this research may be useful in encouraging influencers to adopt more persuasive behaviour. It's crucial for businesses to comprehend the persuasion tactics used by the influencers who advertise their goods. Our findings indicate to the need for additional research on para-social interaction, which may require a rethinking of the concept of online influencers.(Sokolova & Kefi, 2020)

2. Reviev topic

Many marketers and researchers are interested in finding out how Instagram and Facebook affect consumers' purchasing intentions, particularly with regard to the purchase of clothing. Facebook and Instagram are both well-known social media sites that are frequently used by companies to promote their goods and services,(Ting et al., 2015). This comparative study aims to investigate the influence of Facebook and Instagram on consumers' intentions to buy clothing. First of all, it's crucial to remember that Facebook and Instagram have distinct features and functions that set them apart from one another. While Facebook is more text-based and supports longer posts and in-depth discussions, Instagram is a visual network that emphasises photos and videos. This could alter how customers interact,(Imtiaz et al., 2019).

According to research, when it comes to swaying consumers' choices to buy fashion items like clothing, Instagram outperforms Facebook. This is so that businesses can present their goods in a more aesthetically pleasing manner. Instagram is highly curated and places a strong emphasis on visual content. Additionally, Instagram has functions like shoppable captions that let users buy things right from the website.(Gutiérrez-Cillán et al., 2017) These characteristics facilitate consumer decision-making regarding purchases and may increase conversion rates.On the other hand, while Facebook is still a well-liked medium for companies to market their goods, it might not be as successful as Instagram at influencing consumers' decisions to buy clothing. In conclusion, Instagram is more successful than Facebook at influencing people's clothing purchase choices.(Abou Ali et al., 2021) This is a result of Instagram's emphasis on visual material and its inclusion of tools that facilitate consumer decision-making. Companies continue to market their products on Facebook frequently since it helps them reach a wider audience. In the end, the efficacy of each platform may differ based on the particular target market and marketing approach employed.

2.1 Research Question

RQ 1. What is the relative effectiveness of Facebook and Instagram in influencing consumers to purchase garments ?

RQ 2. When it comes to influencing consumers' intentions to buy garments, how effective is Instagram compared to Facebook?

RQ 3. What elements affect customers' preferences for buying clothes on Facebook or Instagram?

2.2 Research process

The following steps can be used to breakdown the research process for a comparison study of Instagram and Facebook's impact on consumers' desire to buy, specifically with regard to apparel purchases:

The first stage in conducting research is developing a focused research question. "What is the comparative effectiveness of Instagram and Facebook on the buying intention of buyers with respect to the purchase of garments?" is the research question for this study.(Al-Dhuhli & Mukhaini, 2015). The following step is to perform a thorough review of the body of knowledge already available on the subject. In order to determine pertinent theories, concepts, and research studies related to the subject, this entails searching for and analysing pertinent academic books, articles, and other sources of information.

Research Design: The research design presents the study's general strategy and plan. The research methodology (such as survey or experiment), sampling strategy, data gathering techniques, and data, analysis strategies are all included in this.(Zhu & Chen, 2015) Identification of the research problem is the first step in the research procedure. In this instance, the research challenge is to determine which social media platform—Instagram or Facebook—is more successful at influencing consumers' intentions to buy clothing.(Escobar-Rodríguez & Bonsón-Fernández, 2017b)

Research Objectives: This study compares how effective Facebook and Instagram are at influencing consumers. Intentions to purchase clothing. The research would specifically seek to determine which platform has a greater effect on the following:

a. Knowledge of clothing brands and products.

b. Interest in clothes brands and products.

c. Want to buy clothing brands and products.

d. Taking action to buy clothing brands and products.

RQ 1. What is the relative effectiveness of Facebook and Instagram in influencing consumers to purchase garments ?

Numerous studies have examined the relative potency of Facebook and Instagram in affecting consumers' purchasing decisions for clothing. Overall, the results are inconsistent and can vary depending on a number of variables, including the style of clothing, the intended market, and the particular marketing techniques employed.(Beig & Khan, 2018)

According to one research, Instagram was more successful than Facebook at fostering engagement and favourable brand perceptions for clothing retailers. According to a different study, people were more apt to buy something after seeing it on Instagram than Facebook. A third research, however, discovered that Facebook had a stronger impact on consumers' intentions to buy fast fashion items. It is significant to note that when it comes to promoting apparel, Facebook and Instagram each have specific advantages and disadvantages. While Instagram's visual emphasis and use of influencers may be more effective for developing a desirable brand image and generating user-generated content, Facebook's larger user base and targeting options may be more effective for reaching a broader audience.(Al-Dhuhli & Mukhaini, 2015)

The Conclusion: Depending on the specific context and techniques employed, the relative efficacy of Facebook and Instagram in influencing consumers' purchase behaviour for clothing may differ. To reach their target audience and complete their marketing objectives, fashion retailers may find it advantageous to use both platforms. Both platforms have the potential to be successful in different ways.

RQ 2. When it comes to influencing consumers' intentions to buy garments, how effective is Instagram compared to Facebook?

The target market, the type of clothing, and the particular marketing techniques employed can all affect how well Instagram and Facebook perform in influencing customer intentions to purchase apparel.But according to study, Instagram may be more potent than Facebook at influencing consumers' intentions to purchase clothing, particularly among younger audiences. This is due to the fact that Instagram has a strong influencer marketing culture, and is a highly visual platform that is well-suited for displaying fashion and apparel.(Sokolova & Kefi, 2020) This can help to raise the perceived desirability of particular garments. Additionally, Instagram's use of hashtags and the Explore feature can aid in making certain clothing items more discoverable and thus simpler for customers to locate and buy.

Despite this, Facebook can still be a useful channel for promoting clothing, particularly to older audiences who might be less engaged on Instagram. Additionally, Facebook's targeting options, such as carousel ads and video ads, can be used to display clothing in interesting ways to target audiences who may be interested in particular clothing types.(Escobar-Rodríguez & Bonsón-Fernández, 2017b)

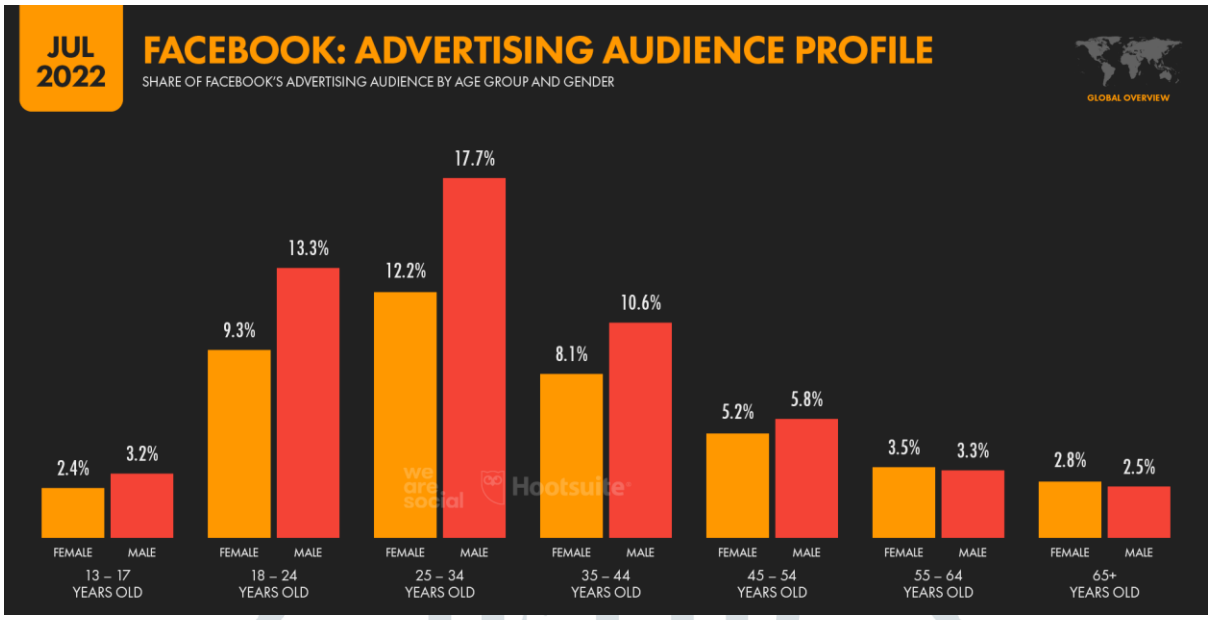
In order to reach the largest audience possible, it may be most effective to use both platforms simultaneously. In general, the efficacy of Instagram versus Facebook in influencing consumer plans to purchase clothing is likely to differ depending on a range of factors.

RQ 3. What elements affect customers' preferences for buying clothes on Facebook or Instagram?

Customers' preferences for purchasing clothing on Facebook or Instagram can depend on a number of variables, including:

User experience: A platform's overall user experience, including navigational simplicity, page load times, and the availability of payment options, can have a big influence on user preferences,(Kanthawongs et al., 2015). Visuals: Because Facebook and Instagram are such highly visual platforms, the calibre of product images, videos, and other visual components can have a big impact on how consumers decide to buy certain products. The Reputation of the brand:(Nikita & Vanishree, 2020)Consumers are more apt to purchase products from well-

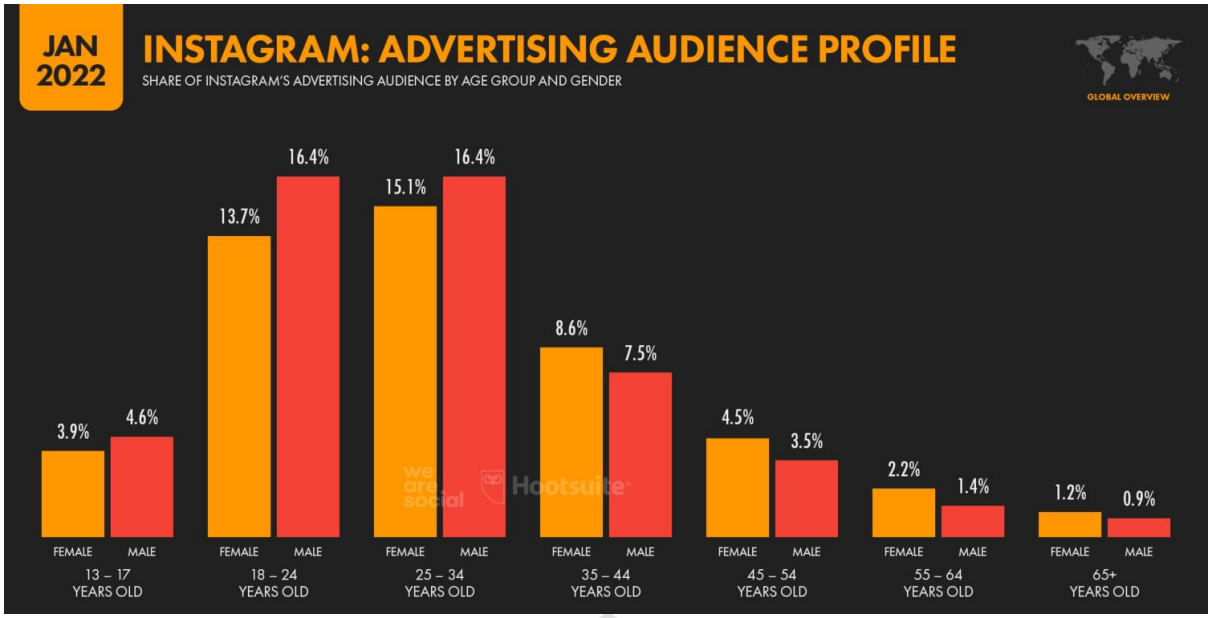
known, reputable brands. Through customer reviews, endorsements, and communication with fans on social media sites, businesses can build a solid reputation and brand image.



Sources: https://datareportal.com/reports/digital-2022-global-overview-report

DataReportal (20220), Facebook:Advertising Audience Profile

Social proof: On social media, platforms, customers' preferences for purchasing clothing can also be influenced by social proof, such as the number of followers a company has, client testimonials, and recommendations.Personalization can increase the likelihood that customers will purchase clothing on social media platforms through personalised suggestions and targeted advertising.(Arul Jothi & Mohmadraj Gaffoor, 2017) Price: Customers' preferences for purchasing clothing on Facebook or Instagram can also be influenced by the cost of clothing products and any discounts that are being provided.



Sources: https://datareportal.com/reports/digital-2022-global-overview-report

DataReportal (2022), Instagram:Advertising Audience Profile

Findings And Discussion

The examination of the chosen articles showed that Facebook and Instagram are equally successful at marketing and promoting clothing. Yet, Instagram is more effective at reaching the younger audience and has a greater engagement rate than Facebook. Compared to Facebook, which is primarily text-based, Instagram's visual character and emphasis on aesthetics and lifestyle make it better suited for the promotion of clothing. Instagram is a better medium for promoting clothing due to its use of influencers and hashtags. Facebook, on the other hand, has a larger audience and is better at reaching older demographics. Facebook is a better platform for promoting clothing since it uses paid advertising and has the potential to build specialised audiences using user data. There have been numerous studies on the impact of Facebook and Instagram on purchasing intentions, some of which have a particular emphasis on clothing purchases. Overall, the results imply that both platforms are capable of influencing consumers' purchasing intentions, though there are some differences in how they do so. According to a survey by Kantar Millward Brown, Instagram was more successful than Facebook at encouraging users to make purchases in the fashion and beauty sectors. This is most likely due to Instagram's stronger focus on images and videos, which are especially useful for showcasing clothing and other fashion items. Instagram is also more visually oriented than other social media platforms. While both Facebook and Instagram are successful at influencing consumers' purchasing behavior, a different eMarketer research found that Instagram is more successful at attracting younger audiences. This is significant to keep in mind because younger audiences are

frequently more likely to be among the first to embrace fresh fashion trends and styles. According to a study that was presented in the publication of Garment Management and Marketing, Instagram was more successful than Facebook at generating interest in buying clothing. The research also discovered that Instagram had a stronger impact on female consumers' purchase intentions. Overall, both Facebook and Instagram have the potential to influence consumers' intentions to make purchases, but Instagram may be more potent in swaying those who are younger and female to make fashion-related purchases. This is probably because the platform places a big focus on visual content, which works especially well for showcasing clothing and other fashion-related items. It's crucial to remember that the efficacy of these platforms can change based on the particular, good or service being advertised as well as the target market.

Conclusion

In conclusion, social media sites like Instagram and Facebook are useful for promoting and marketing clothing. Instagram is better platform to promote clothing to younger audiences, whereas Facebook is better equipped to reach older audiences due to its larger reach and capacity to develop tailored audiences. When choosing the medium to utilise to promote clothing, marketers should take the demographic they are after into account. Based on a comparison study of Instagram and Facebook's effect on consumers' intent to buy, specifically with regard to clothing purchases, it can be said that both platforms have a sizable influence on consumer purchasing behaviour.

But Instagram has proven to be a more successful medium than Facebook for selling clothing and influencing consumer choices. This is primarily because Instagram is a visual platform, allowing fashion companies to present their goods in a more alluring and eye-catching way. Fashion companies have benefited from Instagram's use of influencer, marketing and hashtags to reach a larger audience and raise brand awareness. However, Facebook continues to be a useful tool for fashion companies to interact with their customers and inform them about their offerings. Additionally, Facebook's advertising tools provide a variety of targeting options, which can assist fashion companies in more successfully connecting with their target market. In conclusion, when it comes to marketing apparel and influencing consumer purchasing behavior, both Instagram and Facebook have specific benefits and drawbacks. However, Instagram has become a more useful medium for fashion brands to advertise their goods and connect with more people.

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