A STUDY ON FACTORS INFLUENCING CONSUMER BUYING ATTITUDES TOWARDS BABY CARE PRODUCTS ON FACEBOOK

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ABSTRACT

Purpose – In marketing "Social Media is significantly important in recent years. It helps to attract millions of users worldwide. It introduces a greater number of buyers and sellers in the market. This study examines the impact of Facebook baby care product advertising on consumer behaviour, focusing on perceived utility, reliability, and WOM quality. The primary objective is to determine if these variables attract customers' attention and influence their purchasing behaviour. The study investigates factors influencing customers' buying behavior of baby care products on Facebook, focusing on the Facebook social media site.

Design/Methodology/Approach – This study carried out baby care products users how influenced by Social Media, especially Facebook media in Kozhikode district, Kerala. Here, the researcher has 157 respondents from Kerala. To conduct this research, the questionnaire was dispersed to Facebook users only. This study includes the 5-point Likert scale. To test the hypotheses of the research, an experimental design was chosen. This article used analysis of the to examine the data in SPSS.26. This study used a convenient sampling method for their research. The method used in this study is the data into descriptive analysis demographic factors, chi-square, and one-way ANOVA and factor analysis of KMO Bartlett's Test, and hypothesis testing, from the result of this study there is a positive influence on Facebook users.

Findings - The study found that consumers' attitudes towards baby care products are influenced by three main social media marketing activities: perceived usefulness, reliability, and WOM Quality. These factors are insignificant in predicting consumers' attitudes towards Facebook. It highlights the significance of Electronic Word of Mouth (EWOM) and positive reviews, rankings, and suggestions. It build the relationships among the customers and companies through social media Facebook advertisements is crucial. Reliability is another pillar of Facebook relationship, ultimately improving purchasing patterns, sales volumes, and product values for baby care products. This enhances perceived usefulness, attitudes, and purchase intentions.

Research implications – Marketers can focus on focusing consumers' attention and enjoyment when visiting products on Facebook, creating content that encourages interaction and

communication. This can lead to increased purchase of baby care products. Additionally, marketers can provide benefits and positive advertisements that encourage the Facebook users to share posts and information about products and services. This study measures intention to purchase, but could be expanded to include actual behaviour assessment. The study's geographic scope is limited to Kerala, but it could be expanded to other regions or the world. The study focuses on consumers' spontaneous purchasing habits, and marketers can analyze qualitative data, gather in-depth customer views, and use social media advertisements to better understand consumer behaviour.

Originality/value - The study examines factors influencing customer buying attitudes on Facebook, specifically baby care products. The study reveals that social media influences consumer engagement with baby care products on Facebook. Perceived value strongly predicts attitudes towards Facebook, and buying behaviour for Facebook positively influences consumer buying attitudes towards baby care products.

Keywords: *Social Media, Facebook, Perceived usefulness, Reliability, e-WOM, Consumer buying attitudes.*

INTRODUCTION

The exponential development of social media and the internet has fundamentally changed the political communication networks of advanced democracies, according to Blumler (2016). In recent years, social media has grown enormously and attracted millions of users from all over the world. You're able to communicate with your friends and family, share information, discover new impacts, find out what interests you, or entertain yourself in certain positions on social media. Social media has become an incredibly content-rich tool to monitor customers' behaviour, anticipate their preferences, and make recommendations based on the type of fashion that is most appropriate for them (Gopinaht, 2019). The realm online marketing, social media is the newest and sexiest buzzword. This involves making use of the most recent social media sites, including Facebook, Twitter, etc. It's believed to Facebook is one of the most popular social networking sites today. Consequently, news-consuming behaviours are evolving. In order to acquire their daily news, more and more individuals, especially the young, use social media, most commonly Facebook (Elvestad & Phillips, 2018).

When Facebook reached its peak market capitalization of over $104 billion, it would have one and only of the largest opening public contributions in Internet history. In addition, Facebook would state that to 1.23 billion monthly active users globally during the following 10 years. Facebook currently used 2.3 billion. The communication effect of Facebook brand pages to a broad range of viewers is an opportunity for organizations and a great chance to become more popular and successful. For managers of all types of businesses, this poses a significant challenge (Vries, Gensler, & Leeflang, 2012).

However, you might query why any company would want a presence on a social network that seems so particular in nature If you're an executive within the corporation. However, 800,000 new fish every day, also have delightful nearly differently, if you don't want to fish in a pond packed with more or less. I, of course, say that with some affront. I do understand that some companies

repel using Facebook for business purposes. Facebook describes Pages as "a voice to any public figure or society to join the discussion with Facebook users. A public profile lets stoners connect to what they care about." (JustinR. Levy 2010). Facebook posts touched off people's replies to frequently stirring up strong sentiments to what they see (or think they feel) on their computer screens. I noticed people making hypotheticals about other people's Facebook posts and projecting their own feelings onto what similar posts "really" expressed. (Dr.SuzanaE.Flores, 2014). This study was carried out by baby care product users how affected by Social Media, especially Facebook media in Kozhikode district, Kerala.

REVIEW OF LITERATURE

This topic has gotten a lot of attention in the literature, and various studies have constructed, evaluated, and documented many of its useful Facebook social media Networks that influence people to buy baby care product packages. By integrating the available research on SMN to provide an evaluation of various publications, this analysis intends to bring together the numerous facets of this rapidly evolving Facebook media advertising platform and its page.

Abbasi, *et al.* (2023), says to Tourism businesses use social media to advertise places and draw tourists, but choosing and producing photos may be difficult. The goal line of this analysis is found and put to the test social media image-related elements that influence ewom. The study examines how elements including entertaining, informativeness, annoyance, trustworthiness, personalization, and incentives affect customer perception of value and ewom using Ducoffe's model and the Elaboration Likelihood Model. The conclusions offer both theoretical and applied consequences that validate the relationships that have been proposed. **Chetioui (2021),** In a developing economy with high levels of collectivism, this study seeks to understand how Facebook adverts affect customers' buying intentions. The study develops a deeper understanding of using Facebook advertising to promote goods and offerings via a theoretical framework, the Ducoffes web advertising model, and associated literature. It also underlines how crucial it is to consider consumers' cultural preferences when running advertisements on social media platforms. **Setiawan & Hamdi (2022).** His study looks at five factors that influence customer attitudes about interacting with retail businesses on social media, particularly Facebook, and how those factors affect consumers' intentions to buy products. Consumer attitudes have an impact on consumers' satisfaction, peer communication, and believability, according to research on Indonesian office employees. A high correlation existed between attitudes and intentions to make a purchase in addition to intentions to interact with retail business companies on Facebook. The study also showed that purchaser attitudes had a favourable effect of purchase intentions and that attitudes towards buy intentions on Facebook pages were controlled by expectations of confirmation. Retailers can benefit from this research by learning how to engage customers on Facebook. **Bolodeoku *et al.* (2022),** This study examined how perceived technological usefulness affected various outcomes in Nigeria, particularly worker productivity in the oil and gas industry. A quantitative questionnaire and structural equation modeling were both employed in a descriptive study approach. The findings demonstrated that commitment had the least impact on employee satisfaction, organizational support, and also productivity, whereas perceived usefulness had a

greatest impact. According to the survey, businesses in the oil and gas sector should work more to enhance how they use technology and continue to employ initiatives that encourage employee loyalty. **Tayal. P., and Bharathi. S V (2021)** says to using the theories of Goffman and Bourdieu, the study examined trust perception and user reliability in social media posts regarding COVID-19. The findings demonstrated that cross-checking, real-time news, and source veracity were independent of usage frequency. Most COVID-19 posts were unreliable and untrustworthy, but those shared by knowledgeable people could be relied upon. Understanding how users perceive social media during illness outbreaks will be made easier by this study. **Abou Ali (2020),** The role of online behavioural advertising, social commerce structures, trust, and their favorable effects on purchasing intentions via social networking sites are discussed in this study. Additionally, internet retailers would expand on their favorable user perception through social commerce elements including forums, communities, ratings and reviews, and recommendations and referrals. It's crucial to monitor Electronic Word of Mouth (e-WOM) and how consumers are mentioning your company. **Chawla, A. (2020),** Today's social media platforms are effective tools for marketing communication, and this has altered the approach to traditional marketing. This article investigates how Facebook may affect how consumers behave while making purchases. 156 people who have previously used Facebook to make purchases provided the data. The data was analysed using the PLS-SEM technique, and it was discovered that both security and privacy have a favourable impact on trust and usability as well as the development of attitudes about Facebook. The intention to make a purchase on Facebook was found to be driven by trust and attitude toward Facebook. **Jung et al. (2016),** They look at targeted home page ads, social impact ads, and organic impression ads to assess the factors influencing consumers' perspectives and behavioural intentions for Facebook's social networking advertising (SNA). Results indicated that peer influence had the biggest overall impact on behaviour and mindset. Each mindset and behaviour goal was severely reduced by intrusiveness and privacy challenges. SNA characteristics and conduct aim were related through the mediating effects of attitudes towards the advertisement. On Facebook's sidebar, organic impact commercials with the names of friends are preferred to paid advertisements. The results of the company's and user-generated social media communications on brand equity, attitude towards brands, and purchase intention are analysed by **Schivinski and Dabrowski (2016).** In this study conducted in Poland and surveyed 504 Facebook customers. The examination tested 60 brands of products from the non-alcoholic beverage, apparel, and cellular community administrator businesses. The results showed that, in any case, a favourable social media message by users significantly impacted logo equity and brand attitudes; the positive impact of company-created social media conversations has been an influence on logos' mindset. Purchase goal was favorably impacted with the aid of logo fairness and attitude. The suggested measurement model was shown to be invariant across the investigated industries by the take look it's evaluation of size invariance using a multi-institution structural modeling equation, but structural path discrepancies have been located across the fashions. **Sabate et al. (2014),** says Brands are creating a presence on social media to raise brand awareness, engagement, and word-of-mouth. Social media is becoming more and more significant for learning about goods and services. This study examines the variables

influencing Facebook user interaction with branded content. A conceptual model is created to account for the impact of content richness, timing, and visuals on comments and likes. Links may lower this measure, but good publishing timing and appropriate imagery are crucial.
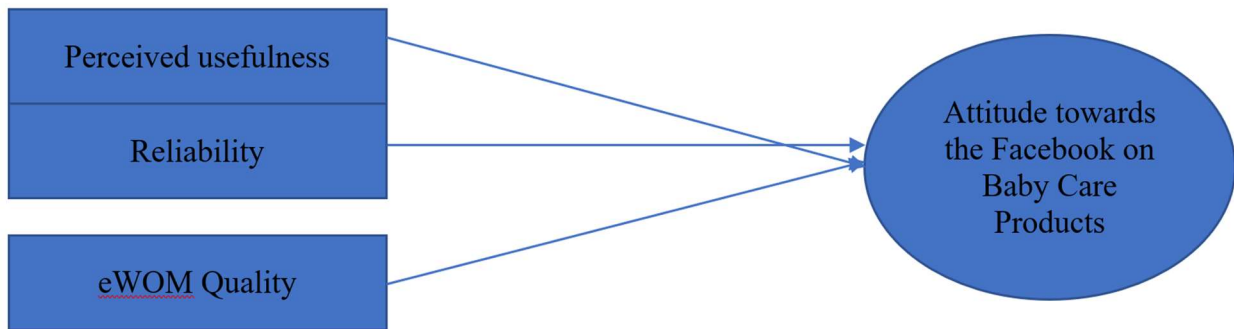
OBJECTIVES OF THE STUDY

1.   To study the factors influencing consumer buying attitudes toward baby care products through Facebook.

2.   To investigate the consumer's, believe in Facebook to buy baby care products.

RESEARCH PROBLEM

The study intentions to show how the Facebook baby care product advertising influenced consumer behaviour and how perceived utility, reliability, and WOM quality influence people's decisions to purchase the provided items. The study's primary goal and objective is to find out whether these variables attract customers attention and influence their purchasing behaviour. As a result, this study inspected how customers influenced social media Facebook advertising to buy Baby care products behaved online. The study endeavored to determine what factors influenced customers are buying behaviour of baby care products on Facebook. The study was limited to the Facebook social media site.

CONCEPTUAL FRAMEWORK

The conceptual framework of this research is shown in Figure-1, and it was following from the hypothesized between different constructs from different studies that were described in the preceding chapter also how Facebook factors influence consumer buying attitudes toward baby care products is shown in the following figure.

Source: The Author

Figure 1: The conceptual framework for the factors influencing consumer buying attitudes toward baby care products through Facebook.

Perceived usefulness:

A person's opinion of in what way the technologies, or a particular technology, are planned to design and improve their activities or events in terms of competence and efficiency in perceived usefulness (Robert, 2003). People differ and feature diverse methods in which they reply to change. No longer has every person felt comfy switching from the way things have always been completed to a new approach. However, there'll inevitably be a decline in employee overall performance. At the same time, organizations nose dive to communicate efficaciously or prove how the selected technologies to enhances effectiveness and efficiency in accordance with their job functions.

According to Malik & Annuar (2021), perceived usefulness is the subjective probability of destiny user, which indicates the capability of technology to raise the overall performance of an individual or group from an organizational perspective on Facebook. The perceived usefulness of an era is determined by the operators' individual assessment of whether or not the use of it'd enhance overall performance in Facebook (Davis *et al.,* 1989).

Reliability

In social media interactions, trust is an essential psychological phenomenon that promotes cooperation, exchange, reality, and positive social conduct. It's far a psychological characteristic, a behaviour predictor, a social interaction consequence, and a relationship mediator. Our ability to process information and consider social objects relies upon on our ability to agree with others. Human-like (benevolence, integrity, ability) and system-like (helpfulness, reliability, functionality) constructs both have an impact on how people see technology. These constructs are incorporated to have an impact on adoption in the Technology Acceptance Model, which depicts the uptake of technology. In order to promote technological adoption, trust is a key element (Ferraro *et al.,* 2023).

eWOM Quality

In the corporate world, "Electronic Word of Mouth" (e-WOM), which is regarded as the best and most successful type of communication, is a new kind of communication that has emerged as a result of technology's rapid development. The driving forces behind e-WOM may, however, diverge from those behind traditional WOM as it develops online (Kumar *et al.,* 2023). e-WOM refers to the electronic sharing of knowledge and information between customers who have used similar goods, services, or brands. Customers review products, which influence others based on their opinions. Consumers who are unaffected by the market dominate e-WOM. The increasing usage of the internet has made it easier for customers to voice their opinions about brand-name goods, opening up new avenues for others with similar interests to share brand-related information. While e-WOM are sometimes used synonymously, their interaction is essential for marketers to enhance the e-WOM's commercial worth (Lin *et al.,* 2023).

HYPOTHESIS:

We expand on the conceptual framework that was previously offered and create theories about the Facebook platform on social media and consumer buying attitudes with demographic factors. The hypothesis is,

1.Null Hypothesis: There is no relationship between believe in Baby Care Products from Facebook and the Education of the respondents.

2.Alternative Hypothesis: There is a relationship between believe in Baby Care Products from Facebook and the Education of the respondents.

3.Null Hypothesis: There is no relationship between buying Baby Care Products from Facebook and the Age of the respondents.

4.Alternative Hypothesis: There is a relationship between buying Baby Care Products from Facebook and the Age of the respondents.

RESEARCH METHODOLOGY

The study on Facebook users was carried out in Kerala to collect the data through an online questionnaire and a quantitative survey method with 157 respondents. The convenient sampling technique was employed for this study. The respondents to the survey were questioned about factors influencing consumer behaviour when using Facebook marketing, factors influencing the respondents' demographic characteristics, and other topics. The information was primarily collected from the state of Kerala. To conduct this research, the questionnaire was dispersed to Facebook users only. This study includes the 5-point Likert scale.

DATA ANALYSIS AND INTERPRETATION:
DEMOGRAPHIC PROFILE

S No	Variables	Demographic components	Frequency	Valid Percent	Cumulative Percent
1	Age	18 – 24	42	26.8	26.8
		25 - 30	70	44.6	71.3
		31 - 40	31	19.7	91.1
		41 – 50	14	8.9	100
		Total	**157**	**100**	
2	Gender	Male	61	38.9	38.9
		Female	96	61.1	100
		Total	**157**	**100**	
3	Educational Qualification	SSLC	6	3.8	3.8
		Higher Secondary	26	16.6	20.4
		Under Graduate	77	49	69.4
		Post Graduate	48	30.6	100
		Total	**157**	**100**	
4	Occupation	Government job	26	16.6	16.6
		Private job	55	35	51.6
		Business	34	21.7	73.2
		Home Maker	42	26.8	100
		Total	**157**	**100**	
5	Income of the Family	10000 - 15000	23	14.6	14.6
		15001 - 25000	59	37.7	52.3
		25001 - 50000	49	31.2	83.5
		Above 50000	26	16.5	100
		Total	**157**	**100**	
6	Area of Resident	Rural	67	42.7	42.7
		Urban	37	23.6	66.2
		Semi-urban	53	33.8	100
		Total	**157**	**100**	
7		Less than 1 hour	30	19.1	19.1

	Spending Time on Facebook	1 – 2 hours	72	45.9	65
		2 – 3 hours	39	24.8	89.8
		Above 3 hours	16	10.2	100
		Total	**157**	**100**	
8	Frequency of Purchase on Facebook	Frequently	69	43.9	43.9
		Weekly	38	24.2	68.2
		Monthly	26	16.6	84.7
		Yearly	13	8.3	93
		Never	11	7	100
		Total	**157**	**100**	
9	Believe on Facebook	Strongly Disbelieve	5	3.2	3.2
		Disbelieve	13	8.3	11.5
		Neutral	21	13.4	24.8
		Believe	63	40.1	65
		Strongly Believe	55	35	100
		Total	**157**	**100**	
10	Buy Baby Care Products on Facebook	Yes	106	67.5	67.5
		No	16	10.2	77.7
		Maybe	35	22.3	100
		Total	**157**	**100**	
11	Why do you Buy Baby Care Products on Facebook	Easy	48	30.6	30.6
		Convenient	24	15.3	45.9
		Variety of Products	28	17.8	63.7
		Home Delivery option	45	28.7	92.4
		Cost Saving	12	7.6	100
		Total	**157**	**100**	

The above your head table evidently shows that of the 157 respondents, 61.1 % of the respondents are female, and remain 38.9% are male. 44.6% were under 25–30 years old, 26.8% were 18 – 24 years old, 19.7 % were 31–40 years old, and 8.9% were Above 41 - 50 years old. 49% of respondents are undergraduates, 30.6% have a postgraduate, 16.6% are higher secondary, and 3.8% are SSLC. 35% are working in private jobs, 26.8% of the respondents are homemakers, 21.7% are doing business, and 16.6% are working in a government jobs. According to the table, 37.7% of the respondents earn 15001 - 25000, 31.2% earn 25001 - 50000, and 16.5% earn Above 50000. And 14.6% of the respondents were 10000 - 15000. The table above shows that of 157 respondents, 42.7% of the respondents was in rural areas, 33.8% of respondents was in Semi-urban areas, and remain 23.6% of the respondents was in urban areas.

Finally, the table shows in 45.9% of the respondents spend their time in 1- 2 hours of on Facebook, 24.8% of the respondents spend their time in 2- 3 hours on Facebook and 19.1% of the respondents

spend their time in less than 1 hour on Facebook, and 10.2% of the respondent s spend their times in above 3 hours in Facebook. 43.9% of the respondents Frequency of Purchase saw and purchased their baby products on Facebook, 24.2% of the respondents weekly once purchased their baby products on Facebook, 16.6% of the respondents Monthly once purchased their baby products on Facebook, 8.3% of the respondents Yearly once purchased their baby products on Facebook, and 7% of the respondents never purchased their baby products on Facebook sites.

 The table shows in 40.1% of the respondents believe the Facebook social media channel advertisements are reliable, 35% of the respondents strongly agree that Facebook social media channel advertisements are reliable, 13.4% of the respondents neutrally believe that Facebook social media channel advertisements are reliable and 8.3% of the respondents disbelieve that Facebook social media channel advertisements are not reliable and remaining 3.2%of the respondents strongly disbelieve that Facebook social media channel advertisements are not reliable. 67.5% of the respondents say YES to the statement of buying baby care products on the Facebook channel, 22.3% of the respondents are says MAYBE to the statement of buying baby care products on the Facebook channel, and 10.2% of the respondents say NO to the statement of buying baby care products on the Facebook channel. Finally, 30.6% of the respondents accept that Facebook is very easy to access and buy baby care products on Facebook page sites, 28.7% of the respondents accept that Facebook sites are easily available on Home delivery option, 17.8% of the respondents accept Facebook pages search easily a variety of products in marketing site in Facebook, were 15.3% of the respondents accept Facebook pages have very convenient for accessing and remaining 7.6% of the respondents accept the Facebook is cost saving site of their purchase.

CHI-SQUARE TEST

H01: There is a relationship between believe in Baby Care Products from Facebook and the Education of the respondents.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
EDUCATION * BELIEVE	157	100%	0	0%	157	100%

EDUCATION * BELIEVE Cross tabulation								
			BELIEVE					
			Strongly Disbelieve	Disbelieve	Neutral	Believe	Strongly Believe	Total
EDUCATION	SSLC	Count	0	0	2	2	0	4
		Expected Count	0.1	0.1	0.4	1.6	1.9	4

Higher Secondary	Count	1	2	1	11	9	24
	Expected Count	0.3	0.6	2.1	9.6	11.3	24
Under Graduate	Count	1	1	9	35	36	82
	Expected Count	1	2.1	7.3	32.9	38.6	82
Post Graduate	Count	0	1	2	15	29	47
	Expected Count	0.6	1.2	4.2	18.9	22.2	47
Total	Count	**2**	**4**	**14**	**63**	**74**	**157**
	Expected Count	**2**	**4**	**14**	**63**	**74**	**157**

DO YOU BELIEVE ON FACEBOOK TO BUY BABY PRODUCTS WITH EDUCATION			
	Values	**Degree of Freedom**	**Asymp Sig (two-sided)**
Pearsons Chi-Square	21.668[a]	12	**0.041**
Likelihood Ratio	18.992	12	0.089
Linear by Linear Association	9.361	1	0.002
Number of Valid Cases	**157**		

a. 13 cells (65.0%) have an expected count of less than 5. The minimum expected count is .05.

Here, we can see that there are 157 observation to be used in the test. The cross-tabulation of the two variables is included in the second tabular output. Here, different education of the respondents is assigned to various rows, while believing in Baby Care Products from Facebook values are assigned to various columns, and each observation increases the count of a given cell in the desk. The observed counts for the various education of the respondents and believing in Baby Care Products from Facebook combinations are shown here. Thus, it might explain well 36 observations where the under graduate respondent's reaction is Improve and the strongly believing in Baby Care Products from Facebook. Out of a total of 82 observations, this is the one where education of the respondents is Improve and 74 observations are those where strongly believing in Baby Care Products from Facebook, could explain well. The 38.6 occurrences where under graduate respondents is strongly believing in Baby Care Products from Facebook.

The table describes, the Chi-square assessments df .12 Asympolic significance (2-sided) .041 .089 .002 and the value 21.668a 18.9924 9.361 Pearson Chi-square N of valid cases 157. The significant

value is less than 0.05 then rejects the null hypothesis of this study. Inside in the air of acquired result, the significant value of P value is much less than 0.05 is above our significance of P<0.05 it's far a highly significant value. As a result, there may be a distinction in the education and belief in baby Care products from Facebook. The calculated value (216.28) is more than the table value (21.026) at degrees of freedom is 12 and to the 0.05 level of significance in the chi-square test table. So, we are able to reject the null hypothesis and accept the alternative hypothesis. There's a relationship among believing in baby Care products from Facebook and the education of the respondents.

ANOVA Test

H02: There is a relationship between buying Baby Care Products from Facebook and the Age of the respondents.

	Sum of Squares.	Degree of Freedom	Mean Square	F.	Sig.value
Between Groups	15.07	3	5.023	**2.986**	**0.033**
Within Groups	257.414	154	1.682		
Total	**272.484**	**157**			

MULTIPLE COMPARISONS

Age	Age	Mean Difference	Std Error	Sig. value	95% Confidence Interval	
					Lower Bound	Upper Bound
18 – 24	25 - 30	-0.37	0.237	0.402	-0.99	0.24
	31 - 40	-0.078	0.335	0.996	-0.95	0.79
	41 – 50	0.75	0.402	0.248	-0.29	1.79
25 - 30	18 – 24	0.37	0.237	0.402	-0.24	0.99
	31 - 40	0.292	0.322	0.801	-0.54	1.13
	41 – 50	1.120*	0.391	0.024	0.1	2.14
31 - 40	18 – 24	0.078	0.335	0.996	-0.79	0.95
	25 - 30	-0.292	0.322	0.801	-1.13	0.54
	41 – 50	0.828	0.458	0.273	-0.36	2.02
41 – 50	18 – 24	-0.75	0.402	0.248	-1.79	0.29
	25 - 30	-1.120*	0.391	0.024	-2.14	-0.1
	31 - 40	-0.828	0.458	0.273	-2.02	0.36

The table well-known shows there's a relationship between groups and within groups in which the respondents generally buy baby Care products from Facebook and the Age of the respondents. As a result, the null hypothesis was rejected. The post-doc test was used to test the significant mean difference of 0.05 percent level. Accompanied by the age of the respondents indicates that 15.07

is between groups and 257.414 is the variation within the group of the respondents. There has been statistically significant difference between groups as verified by using one-way ANOVA (F-distribution $(3,154) = 2.986$, $p = .033$). A Tukeys post hoc test confirmed that the age of the respondents was able to throw the purchase of baby Care products from Facebook statistically significantly further than the Age of the respondents and the value of 0.033 is smaller than 0.05.

FACTOR ANALYSIS:

Rotated Component Matrix[a]

SCALE ITEMS	VALUE
Perceived Usefulness	
I'm interested in purchasing products that are promoted on Facebook.	.936
I will visit a product website after being exposed to an advertisement on Facebook	.963
In my feed mostly, baby product companies' Facebook posts appear because they are shared and liked by friends.	.947
Reliability	
Facebook ads provide me with valuable knowledge about the products/services	.927
Facebook sites are very reliable and safeguard purchasing the product	.932
Facebook ads tell me which baby product has the feature I am looking for	.946
WOM Quality	
The posting review comments really interest me to make my purchase	.902
I get the information, If Baby Products and pages are shared on Facebook	.935
The Facebook comments and reviews are helpful to know the true product information	.926
Attitudes	
My attitude towards Facebook advertisements is positive	.907
I am interested to see Facebook ads to make my purchase	.934
I feel comfortable and easy to navigate and order with Facebook	.931

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0.944**
Bartlett's Test of Sphericity	Approx. Chi-Square	3177.88
	df	66
	Sig.	**<0.001**

The Kaiser-Meyer-Olkin Measure is an index that determines Sampling Adequacy. The KMO test value is 0.944, which is more than 0.5 and is suitable for use in the data reduction method. Bartlett's test of Sphericity assists a researcher in determining whether the findings of factor analysis are worth examining and whether we should continue evaluating the research work. Bartlett's Test of Sphericity indicates a significance to a level of significance <0.001 which shows a high level of correlation between variables, making it adequate to use the methodology of component analysis.

FINDINGS AND SUGGESTIONS:

The findings of the pragmatic study revealed that consumers had a positive attitude toward baby care products are formed by three most important social media marketing activities, namely, Perceived usefulness, Reliability, and eWOM quality were found to be insignificant in predicting consumers' attitudes toward Facebook (Gopinath & Kalpana, 2011). The positive attitude and the consumer satisfaction formed have a positive significant and tremendous effect on the willingness of consumers to buy baby care products. The most straightforward approach that is accessible to marketers is to put emphasis on how much consumers enjoy visiting Facebook sites for baby care products. In order to attract Facebook users to leave comments on their products' Facebook pages can be created by making the content of those pages appealing. Marketing professionals can post material that is simple for them to connect with (Usharani & Gopinath, 2020b). This will result in changing customer purchasing behaviours that will encourage them to interact with baby product pages on Facebook and make purchases.

Marketers can employ a strategy in which they must concentrate the consumers' attention and enjoyment in visiting the products on the Facebook site, as well as create content and posts that encourage Facebook users to comment, interact and communicate to interconnect with one another. It will automatically lead to the consumer purchasing baby care products through Facebook. Another point to consider is that marketers should concentrate on offering certain benefits to their clients and favorable advertisements that motivate consumers to share posts and details about the product and services with friends and colleagues in a positive way.

First of all, instead of evaluating the actual purchase behaviour, this examination measures the intention to purchase. The model could be extended by way of more studies to include actual behaviour assessment. This study's observed geographic scope was constrained to the state of Kerala only, so the next following research might test this model in different regions of India or the arena. This study, which might be expanded to other social networking sites, focuses on consumers' spontaneous purchasing habits. With a qualitative data analysis, the gathering of in-depth customer views, and social media advertisements, it might be looked at the beginning of the marketer's perspective in the future.

CONCLUSION

The study ensures consumer's buying attitudes across Facebook. This research study investigates a research model that proposes specific factors that may well influence customers to buy baby care products via social media, specifically through the Facebook channel. It is vital to display

Electronic Word of Mouth (e-WOM) also the way of purchasers point out your company. The reliability might additionally benefit from favourable reviews, rankings, and suggestions. Building relationships between customers and companies is important when the usage of social media Facebook advertisements sees that reliability is another pillar of Facebook relationship. In the end, this will improve actual purchasing patterns, sales volumes, and product values for baby care goods by enhancing perceived usefulness, attitudes, and purchase intentions.

It can be argued that the role of social media has been explained by findings from a research study is to increasing the customer involvement with baby care products through Facebook (Usharani & Gopinath, 2020a). It has been discovered that attitudes regarding Facebook are strongly predicted by perceived value. Another research suggests that consumers' buying behavior for Facebook are positively influenced the consumer buying attitude towards baby care products.

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