

**IMPACT OF SOCIAL MEDIA ON THE CONSUMER
BUYING BEHAVIOR IN NEPAL**

(A study inside Kathmandu Valley)

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 ON THE CONSUMER BUYING BEHAVIOR IN NEPAL (A study inside Kathmandu Valley) ”**. 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 purpose.

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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Report of Research Committee

Ms. Ashmita Sapkota has defended research proposal entitled “**IMPACT OF SOCIAL MEDIA ON THE CONSUMER BUYING BEHAVIOR IN NEPAL (A study inside Kathmandu Valley)**” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestions and guidance of supervisor Dr. Binita Manandhar and submit the dissertation for evaluation and viva voce examination.

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Approval Sheet

We, the undersigned, have examined the dissertation “**IMPACT OF SOCIAL MEDIA ON THE CONSUMER BUYING BEHAVIOR IN NEPAL (A study inside Kathmandu Valley)**” presented by Ashmita Sapkota a candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the dissertation is acceptable for the award of degree.

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Abbreviations

CBB	=	Consumer Buying Behavior
CPB	=	Consumers' purchase behavior
CRD	=	Credibility
ENT	=	Entertainment
PRQ	=	Product Quality
SEM	=	Structural equation modeling
SMMEs	=	Social media marketing efforts
SNM	=	Social network marketing
WOM	=	Word of Mouth

Abstract

This study investigates the influence of various factors, including Word of Mouth (WOM), Entertainment (ENT), Credibility (CRD), and Product Quality (PRQ), on Consumer Buying Behavior (CBB) in Nepal. The analysis reveals that WOM, ENT, and CRD are strongly interrelated, while PRQ shows a more independent nature. Regression analysis demonstrates that ENT, CRD, and PRQ significantly impact CBB, while WOM does not have a direct influence. These findings highlight the critical roles of Entertainment, Credibility, and Product Quality in shaping consumer behavior, suggesting that a holistic approach is necessary for enhancing customer satisfaction and loyalty. The study emphasizes the importance of maintaining high product quality standards and considering the interconnectedness of these factors to foster positive consumer behavior. Future research should explore additional variables such as marketing strategies, customer service quality, and technological innovation to gain a more comprehensive understanding of consumer buying behavior.

The findings of this study underscore the significant impact of Entertainment, Credibility, and Product Quality on Consumer Buying Behavior in Nepal. While Word of Mouth does not have a significant direct effect, the interdependence between these variables suggests that improvements in Entertainment and Credibility can positively influence consumer behavior. The strong correlations between WOM, ENT, and CRD indicate that these factors do not operate in isolation but are interrelated, enhancing the overall consumer experience. Product Quality, despite its weaker correlation with other factors, directly influences consumer behavior, emphasizing the need for businesses to maintain high standards.

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Social media platforms have fundamentally transformed the way people communicate, share ideas, and connect with others by eliminating spatial and temporal constraints inherent in traditional communication methods (Kaplan & Haenlein, 2010). Unlike conventional means of communication, such as face-to-face interactions or written correspondence, social media allows individuals to interact and engage with others instantaneously, irrespective of geographical location or time zone. This instantaneous connectivity has revolutionized the way people collaborate, share information, and build relationships (Schober et al., 2016).

Furthermore, social media platforms provide users with online tools that facilitate the sharing of multimedia content to a wide audience (Boyd & Ellison, 2008). Users can effortlessly share various forms of content, including text, images, videos, and audio recordings, with their networks or the public. This one-to-many sharing capability enables individuals to disseminate information, express themselves creatively, and engage with diverse audiences on a global scale.

Moreover, the user-friendly interfaces of social media platforms have democratized the process of sharing and connecting, making it accessible to individuals of all skill levels (Mangold & Faulds, 2009). Unlike traditional forms of communication that may require specialized knowledge or technical expertise, social media platforms offer intuitive interfaces that enable even non-specialists to navigate and utilize effectively. This ease of use empowers users to participate actively in online conversations, contribute content, and engage with others without significant barriers.

Social media has emerged as a dominant platform for communication, socialization, and learning activities, transforming the way people interact and share information online (Papacharissi, 2018). The term "Social Media" encompasses a wide range of Internet-based and mobile services that facilitate user participation in online exchanges, contribute user-generated content, or join virtual communities (Kaplan & Haenlein, 2010). It serves as a conduit for connections among individuals, enabling them to create, share, or exchange information and ideas within virtual networks and

communities.

The advent of social media has brought about significant expectations for the business sector, particularly for marketers, as it provides a medium to introduce products to target consumers and persuade them to make purchases (Hanna et al., 2011). Social media marketing, defined as the utilization of social media platforms as marketing tools, has revolutionized the way products and services are promoted and has a profound impact on consumer purchasing behavior (Mangold & Faulds, 2009). With the increasing presence of individuals on social media platforms, marketers capitalize on this opportunity to reach and engage with their target audience effectively.

Among social media platforms, social networking sites like Facebook play a crucial role in fostering and strengthening relationships among individuals with common interests or heterogeneous populations (Boyd & Ellison, 2008). Facebook, with its massive user base exceeding a billion active users, is often referred to as a "Friend Network" and offers extensive opportunities for marketers to target specific demographics and interests (Statista, 2022). Marketers leverage Facebook's sophisticated targeting capabilities to tailor their marketing efforts according to users' interests, age groups, locations, and other metrics, making it a cost-effective advertising platform (Chaffey et al., 2016).

Facebook, founded in 2004 by Mark Zuckerberg and his Harvard University peers, has become a dominant force in the realm of social media, providing essential networking services and enabling connections among individuals worldwide (Boyd & Ellison, 2008). Facebook advertising, the process of capturing consumers' attention through Facebook, has gained widespread popularity among marketers for its ability to reach large audiences and foster relationships with consumers (Tuten & Solomon, 2017). Marketers leverage Facebook's extensive user base and interactive features to engage consumers and build relationships through user-generated content, making it a vital component of their marketing strategies.

Facebook emerges as the undisputed leader in Nepal's social media landscape, commanding a staggering 92.6% share of the market, according to Stat Counter Global Stats. This dominance underscores the platform's widespread appeal and utility among Nepalese users for social networking, content sharing, and community engagement. With its user-friendly interface and diverse features, Facebook has

become an integral part of daily life for millions in Nepal, facilitating connections, communication, and information exchange on a massive scale (Statcounter Global stats, 2023).

In contrast, while Twitter holds a smaller share at 4.31%, it remains a significant player in Nepal's social media scene. Twitter's appeal lies in its real-time nature, enabling users to stay updated on news, trends, and discussions happening both locally and globally. Despite its relatively smaller user base compared to Facebook, Twitter serves as a valuable platform for public discourse, activism, and content dissemination among Nepalese users who prefer its succinct and immediate communication style (Stat counter Global stats, 2023).

Consumer buying behavior is a multifaceted phenomenon influenced by various factors such as cultural, social, personal, and psychological elements. It involves the process through which individuals, families, or groups acquire products or services for personal consumption. According to Enis (1974), consumer behavior encompasses a series of inputs, processes, and actions that lead to the satisfaction of needs and wants. Understanding consumer buying behavior is crucial for marketers as it helps them develop effective marketing strategies to motivate consumers to make purchasing decisions. Kotler and Keller (2011) emphasize that consumer behavior is integral to marketing, as it involves studying how individuals and organizations acquire and dispose of products or services to fulfill their needs and goals. Additionally, Kimberlyn and Sanchez (2014) note that consumer behavior encompasses not only the purchasing activities but also emotional and behavioral responses associated with product or service usage and disposal. Therefore, marketers need to delve deeper into understanding the motivations behind consumer purchases, the factors influencing their decision-making process, and societal changes to tailor their marketing efforts effectively.

The study focuses on examining the impact of social media marketing on consumer buying behavior in the context of Nepal. It aims to analyze how social media platforms such as Facebook, Twitter, YouTube, Instagram, Pinterest, and LinkedIn influence the purchasing decisions of consumers in Nepal. By exploring the extent to which consumers engage with social media content, interact with brands, and make purchasing decisions based on social media marketing efforts, the study seeks to provide insights into the effectiveness of social media as a marketing tool in Nepal.

Additionally, it aims to identify the most influential social media platforms in the Nepalese market and understand the factors that drive consumer behavior in the digital landscape. Through empirical research and data analysis, the study intends to contribute to the existing knowledge on the role of social media in shaping consumer buying behavior and provide practical implications for marketers operating in Nepal's digital marketplace.

1.2 Problem Statement

One of the primary challenges faced by stakeholders in the context of social media marketing's impact on consumer buying behavior is the limited understanding of Nepalese consumers' behavior in the digital landscape. While social media platforms have become ubiquitous in Nepal, marketers often struggle to comprehend the intricacies of consumer preferences, motivations, and decision-making processes in this environment (Shrestha et al., 2023). There is less comprehensive understanding of how Nepalese consumers interact with social media content and how it influences their purchasing decisions, marketers may fail to effectively tailor their marketing strategies to resonate with their target audience, leading to suboptimal outcomes and wasted resources.

Another significant issue faced by stakeholders is the lack of expertise in utilizing data analytics tools to derive actionable insights from social media data. The abundance of data generated through social media platforms which causes many marketers in Nepal struggle to effectively analyze this data to extract meaningful information about consumer behavior patterns and trends (Neupane, 2019). This dearth of analytical skills and resources hampers marketers' ability to make data-driven decisions and optimize their social media marketing strategies for better consumer engagement and conversion rates (Devkota et al., 2023)..

Many stakeholders face challenges in integrating social media marketing seamlessly into their overall marketing strategy. Despite recognizing the importance of social media in influencing consumer buying behavior, businesses in Nepal often struggle to align their social media efforts with their broader marketing objectives and messaging (Sharma, 2022). This lack of integration can result in disjointed communication with consumers, inconsistent branding, and missed opportunities to leverage social media as a strategic tool for driving sales and brand loyalty.

- What is the impact of social media marketing on consumer buying behavior in Nepal?
- What is the current practice of social media marketing in Nepal?
- Is there a relationship between social media marketing and consumer buying behavior in Nepal?

1.3 Objectives of the Study

The objective of the study are as follows.

- To assess the current practices of social media marketing in Nepal.
- To analyze the relationship between social media marketing and consumer buying behavior in Nepal.
- To evaluate the impact of social media marketing on consumer buying behavior in Nepal.

1.4 Research Hypothesis

The hypothesis is formulated to examine the relationship between selected variables and their impact on the subject of study. The hypothesis are as follows:

H₁: There is positive impact of word of mouth on consumer buying behavior.

H₂: There is positive impact of entertainment on consumer buying behavior.

H₃: There is positive impact of credibility on consumer buying behavior.

H₄: There is positive impact of product quality on consumer buying behavior.

1.5 Rationale of the Study

In recent years, the landscape of marketing has been significantly reshaped by the advent of social media platforms. With the proliferation of social media channels like Facebook, Twitter, Instagram, and YouTube, businesses have gained unprecedented opportunities to engage with their target audiences in ways previously unimagined. This study aims to explore the impact of social media marketing on consumer buying behavior, focusing specifically on the context of Nepal. Understanding this relationship is crucial for various stakeholders, including emerging and existing entrepreneurs, government bodies, policymakers, researchers, marketing agents, students, and academics. By delving into the dynamics of social media marketing and its influence on consumer behavior, this research seeks to provide valuable insights

that can inform strategic decision-making and enhance marketing effectiveness in Nepal.

For emerging entrepreneurs, understanding the impact of social media marketing on consumer buying behavior is crucial because it provides insights into cost-effective strategies for reaching and engaging with potential customers. This study also helps existing entrepreneurs to refine their social media marketing strategies to better align with consumer behavior trends. Students pursuing degrees in marketing, business administration, or related fields can also benefit from this study by gaining practical insights into contemporary marketing practices and consumer behavior dynamics. It also helps academicians and educators to incorporate the findings of this study into their curriculum to enrich classroom discussions and assignments related to marketing strategy and consumer behavior.

Overall, the study of social media marketing's impact on consumer buying behavior holds immense significance for various stakeholders in Nepal. By shedding light on the intricate relationship between social media marketing strategies and consumer purchasing decisions, this research has the potential to drive innovation, inform policymaking, and enhance marketing effectiveness across diverse sectors. Through collaboration and knowledge-sharing, stakeholders can harness the insights gleaned from this study to navigate the evolving marketing landscape, capitalize on emerging opportunities, and foster sustainable growth and development in Nepal's marketplace.

1.6 Limitations of the Study

The limitation of the study are as follows:

- This study is concentrated on impact of social media on consumer buying behavior.
- Kathmandu Valley is taken for the study.
- The study is based on primary data.

1.7 Organization of the Study

This study has been organized into five chapters. The first chapter, introduction deals with the subject matter of the study that includes objectives, significance, research problem, research questions and operational definition of the study. The chapter two consists of conceptual framework; review of literatures related to studies in global

context as well as the review of studies in Nepalese context. Besides, this chapter ends up with concluding remarks associated with the findings and major ideas of the studies. The third chapter deals with research methodology, it includes research design, nature and source of data, data gathering method and analytical tools used. The fourth chapter is presentation and analysis of data and the data collected through primary method. The data has been presented by using various tools and instruments. Chapter five deals with the summary overview on all works carried out in chapter one through four including major conclusions derived from the study. This chapter also includes a separate section for recommendation based on the major findings of the study.

CHAPTER II

LITERATURE REVIEW

The literature review for this study is structured into four main categories: conceptual review, theoretical review, empirical review, and research gap analysis. The conceptual review provides a comprehensive overview of the key concepts related to social media marketing and consumer buying behavior, elucidating fundamental principles and theoretical frameworks in this domain. Following this, the theoretical review delves deeper into established theories and models relevant to understanding the relationship between social media marketing strategies and consumer behavior. Subsequently, the empirical review synthesizes findings from existing studies and research conducted in similar contexts, highlighting empirical evidence of the impact of social media marketing on consumer buying behavior. Finally, the research gap analysis identifies areas where existing literature falls short or lacks sufficient investigation, paving the way for the current study to contribute new insights and knowledge to the field. Through this structured approach, the literature review aims to provide a comprehensive understanding of the existing body of knowledge while pinpointing gaps that warrant further exploration.

2.1 Conceptual Review

2.1.1 Social Media

Social media can be defined as a dynamic and multifaceted platform that facilitates online communication, interaction, and content sharing among individuals or communities. It encompasses various online channels, including social networking sites like Twitter and Facebook, social gaming platforms, blogs, social bookmarking sites, and more (Chahat et al., 2020). At its core, social media serves as a two-way communication medium, allowing users to engage in dialogue, share information, and collaborate in real-time.

One perspective defines social media as an online medium powered by the internet for social communication. This highlights its fundamental role in connecting people globally, transcending geographical boundaries and time zones. Moreover, social media serves as a medium that enables the creation and exchange of information, fostering a rich ecosystem of user-generated content and discussions. It provides individuals with a platform to express themselves, share their experiences, and

contribute to various conversations (Johnson, 2019).

Another dimension emphasizes the technological aspect of social media, emphasizing its reliance on web-based technologies and services. This underscores the role of digital infrastructure in facilitating social interactions and content dissemination. Platforms like Twitter, Facebook, and blogs leverage these technologies to provide users with tools for communication, content creation, and community building (Di, 2013).

In essence, social media represents a paradigm shift in how individuals and communities engage with information and each other. It has revolutionized communication by democratizing content creation and distribution, empowering users to become active participants in shaping online discourse. As social media continues to evolve, its impact on society, culture, and commerce remains profound, shaping the way we connect, communicate, and collaborate in the digital age (William, 2017).

2.1.2 Type of Social Media

In the vast landscape of the internet, social media platforms have proliferated, making it challenging to ascertain an exact count. However, these platforms can be categorized based on their diverse purposes and functionalities. Among the multitude of options available, six platforms stand out as the most popular and widely used today. These include Facebook, Twitter, Instagram, LinkedIn, Snapchat, and YouTube. Each of these platforms serves distinct purposes, catering to various aspects of social interaction, content sharing, professional networking, and entertainment. Facebook remains the largest social networking platform, facilitating connections among friends, family, and businesses. Twitter specializes in real-time communication and news dissemination, while Instagram focuses on visual content sharing. LinkedIn serves as a professional networking hub, Snapchat offers ephemeral messaging, and YouTube dominates the realm of video sharing and content creation (Lee et al., 2022). Together, these six platforms represent the forefront of social media usage, shaping digital interactions and communication worldwide.

2.1.2.1 Social Networking Sites

Social networking sites serve as virtual platforms where users can connect with others who share similar interests by posting, sharing, and engaging with each other's content (Chahat et al., 2020). These platforms typically allow users to create lists of

individuals they know and then enable those individuals to confirm their connections. While some social networking sites like LinkedIn focus on establishing professional connections, others like Facebook blur the line between personal and professional interactions.

Facebook, for instance, has emerged as one of the leading social networking sites globally, boasting over 2 billion users (Maryam, 2021). Over the years, Facebook has evolved to meet users' demands, offering a space where individuals can connect with others from anywhere, stay updated on global events, and share their opinions freely.

Social networking platforms facilitate various forms of communication, ranging from text-based posts to multimedia content like photos and videos. Users can engage in real-time conversations, join groups based on shared interests, and discover new connections through mutual acquaintances. These platforms have become integral parts of people's lives, influencing how they interact, share information, and build relationships in the digital age. Additionally, social networking sites have transformed the way businesses and professionals connect and engage with their audiences. Platforms like LinkedIn provide a space for professionals to showcase their skills, network with industry peers, and explore career opportunities. Meanwhile, businesses leverage social networking sites for marketing purposes, reaching a vast audience and building brand awareness through targeted advertising and engaging content (Chahat et al., 2020).

In summary, social networking sites play a crucial role in facilitating connections, fostering communication, and shaping online interactions. From personal relationships to professional networking and business marketing, these platforms offer diverse opportunities for individuals and organizations to engage with others in the digital realm.

2.1.2.2 Media Sharing Sites

Media sharing sites provide users with platforms to store and disseminate visual content, such as images, infographics, and illustrations, capturing the attention of their audience (Shayne, 2021). While popular social networking sites like Facebook, Twitter, and LinkedIn allow users to post photographs, they are not primarily considered media sharing networks. In contrast, media sharing sites are specifically designed for the distribution of visual content, making them ideal channels for online

marketing efforts. Brands have capitalized on these platforms by sharing visually appealing content to enhance brand awareness and engage with customers effectively (William, 2017). Social media sharing sites are particularly appealing to users who prefer colorful images or engaging videos over lengthy textual descriptions when learning about products or services.

Instagram stands out as a prominent social networking site that revolves around visual content sharing. While similar to Facebook in some aspects, Instagram is distinctively photo-centric, placing a strong emphasis on photos and videos. As a result, it has evolved into a leading photo-sharing application with a vast user base (Shayne, 2021). The platform's visually immersive nature appeals to users seeking dynamic and visually stimulating content, making it an attractive channel for brands looking to engage with their audience in a visually compelling manner.

One of the key advantages of media sharing sites like Instagram is their ability to facilitate seamless and visually appealing brand storytelling. Through carefully curated images and videos, brands can convey their message, showcase products or services, and evoke emotional responses from their audience. By leveraging the power of visual content, brands can create a more immersive and memorable brand experience, ultimately fostering stronger connections with their target audience (Johnson, 2019).

Moreover, media sharing sites offer unique features and tools designed to enhance visual content creation and sharing. Instagram, for example, provides users with a wide range of filters, editing tools, and creative options to customize their posts and make them more visually appealing (Johnson, 2019). Additionally, the platform's Stories feature allows brands to share temporary, ephemeral content that creates a sense of urgency and exclusivity, driving user engagement and interaction.

In recent years, the rise of influencer marketing has further propelled the importance of media sharing sites in the realm of digital marketing. Influencers, who have amassed large followings on platforms like Instagram, have become powerful brand advocates capable of influencing consumer behavior and purchase decisions (Ong, 2020). By collaborating with influencers, brands can leverage their credibility and reach to amplify their message and connect with their target audience in a more authentic and impactful way.

Media sharing sites play a pivotal role in modern digital marketing strategies, offering brands a visually engaging platform to showcase their products, tell their story, and connect with their audience on a deeper level. With their emphasis on visual content and immersive user experiences, platforms like Instagram have become indispensable tools for brands looking to stand out in a crowded digital landscape.

2.1.2.3 Blogs

A blog, derived from the term "weblog," serves as an online platform for discussions, information sharing, and personal expression on the internet (William, 2017). These platforms typically consist of discrete, diary-style text entries known as posts, which are arranged in reverse chronological order, with the most recent content appearing at the top of the webpage (Wikipedia, 2021). Blogs offer a diverse range of content, combining text with digital images, hyperlinks to related resources, and multimedia elements (Toulika, 2021). One of the defining features of blogs is the interactive nature they provide, allowing readers to leave comments and engage in discussions with other visitors, enhancing their appeal and fostering community engagement.

The interactive aspect of blogs, where readers can leave comments and communicate with each other, significantly contributes to their popularity (Lee et al., 2022). However, to maintain a constructive and respectful online environment, blog owners or authors often moderate and filter comments, removing any offensive or inappropriate content. This moderation helps ensure that blogs remain conducive spaces for meaningful discourse and exchange of ideas.

Blogs encompass a wide range of topics and formats, catering to diverse interests and preferences. While most blogs focus on textual content, some specialize in different forms of media, such as art, photography, videos, music, and audio (Sya, 2013). For instance, art blogs showcase visual artworks and discussions about artistic techniques and trends, while photoblogs predominantly feature photographs taken by the blog owner or contributors. Video blogs, or "vlogs," center around video content, offering a more dynamic and interactive experience for viewers. Similarly, audio blogs, known as podcasts, deliver audio content on various subjects, ranging from storytelling to educational discussions.

In addition to their recreational and entertainment value, blogs also serve as valuable instructional resources in the field of education. Educational blogs, commonly

referred to as "edublogs," provide educators, students, and learners with a platform to share educational content, resources, and insights (Touluka, 2021). These blogs cover a wide range of educational topics, including teaching strategies, lesson plans, academic research, and professional development. Edublogs play a crucial role in facilitating collaborative learning, fostering knowledge sharing, and promoting lifelong learning among educators and learners alike.

Overall, blogs serve as versatile and dynamic platforms for communication, expression, and engagement on the internet. With their interactive features, diverse content formats, and educational applications, blogs continue to play a significant role in shaping online discourse, fostering community interactions, and facilitating learning and knowledge sharing.

2.1.2.4 Microblogging

Microblogging, as defined by Wikipedia, is a unique form of online communication characterized by its concise nature. Unlike traditional blogs, which typically feature longer-form content, microblogs focus on sharing brief snippets of information, often limited by both character count and file size. These platforms enable users to exchange short messages, individual images, or video links in real-time, fostering quick and easy communication (Lori, 2014). Microblogging services, such as Twitter, have gained immense popularity due to their ability to facilitate instant, bite-sized updates on a wide range of topics.

Microblogs serve as a platform for micro-bloggers to share their thoughts, ideas, and experiences with a global audience. Much like traditional bloggers, micro-bloggers cover diverse topics, ranging from personal anecdotes to professional insights (Melissa et al., 2012). Users utilize microblogs to provide brief updates on their current activities, share interesting content they've come across, or engage in discussions on various subjects. The brevity of microblogging content allows for quick consumption and easy sharing, making it a preferred mode of communication for individuals with limited time or attention spans.

Privacy is a significant consideration in microblogging, with many platforms offering customizable privacy settings to control who can access users' posts. Additionally, alternative methods of publishing entries, such as text messaging, instant messaging, email, and digital audio or video uploads, provide users with flexibility in how they

share content (Di, 2013). These options cater to users' preferences and ensure that microblogging remains accessible across different communication channels.

Twitter, one of the most popular microblogging platforms, limits posts to 280 characters, encouraging users to convey their messages concisely and efficiently. This constraint prompts users to focus on the essence of their content, distilling complex ideas into digestible snippets. Hashtags, a feature widely used on microblogging platforms, allow users to categorize their posts and participate in trending conversations, increasing the visibility of their content (Lori, 2014).

Microblogging has become an integral part of modern communication, offering a platform for real-time updates, news dissemination, and social interaction. Its simplicity and accessibility make it suitable for a wide range of users, from individuals sharing personal updates to organizations engaging with their audience (Melissa et al., 2012). The instantaneous nature of microblogs enables rapid information sharing, making it an effective tool for staying informed and connected in today's fast-paced world.

Microblogging platforms play a crucial role in facilitating brief yet impactful communication on the internet. By providing a space for users to share concise updates and engage with others in real-time, microblogs contribute to the rapid exchange of information and ideas in the digital age.

2.1.2.5 Social News Websites

A social news website functions as a platform for users to submit and rank stories based on popularity among other users or administrators (Natalie, Emily, & Cynthia, 2016). These platforms allow individuals to comment on news articles, and the comments may also be ranked according to their popularity. Social news sites cover a wide range of topics including economics, politics, and entertainment, attracting users with similar interests (William, 2017). Notably, these platforms specialize in catering to specific target groups, emphasizing a sense of community and shared interests.

Since the emergence of Web 2.0, social news sites have evolved to encompass various types of information such as news, humor, support, and discussion (William, 2017). Users actively contribute content to these platforms, with articles receiving the most votes being promoted to the front page. This democratic approach to content curation highlights the reliance on collective intelligence among users (O'Reilly, 2021).

Moreover, social news websites often feature an online comment system where users can engage in debates related to the articles. These platforms may prioritize the most popular comments, fostering further discussion and interaction (Natalie, Emily, & Cynthia, 2016). Additionally, some social news sites offer social networking services, allowing users to create profiles and track the activity of other users on the platform.

Social news sites exemplify the principles of Web 2.0 technologies, emphasizing user-generated content and community engagement (O'Reilly, 2021). By providing a platform for individuals to share, discuss, and rank news stories, these sites contribute to the democratization of information dissemination in the digital age.

2.1.2.5 Bookmarking Sites

The act of saving a webpage to a social bookmarking site for later retrieval is commonly referred to as social bookmarking (Rebecca, 2019). Social bookmarking platforms provide users with the ability to store, search, manage, and organize their bookmarks based on personalized filters, making it easier to locate specific data when needed. This convenience allows users to access their bookmarks online from any device, eliminating the need for extensive searches on search engines like Google. By simply clicking a few buttons, users can quickly locate popular and recently added websites, facilitating the identification of valuable articles.

Marketers particularly benefit from the features offered by social bookmarking services (Chirag, 2021). These platforms allow users to add, annotate, and share saved web pages with their teams, enhancing collaboration and information sharing within organizations. Additionally, bookmarks can be shared with specific groups or made public, increasing the visibility and reach of valuable content. This ability to easily share and promote web pages makes social bookmarking an effective tool for marketers seeking to disseminate information and engage with their target audience.

Social bookmarking platforms also offer several advantages for individuals and organizations alike. Firstly, these platforms serve as centralized repositories for storing and organizing bookmarks, reducing the risk of losing valuable resources. Users can categorize their bookmarks using tags or labels, enabling efficient retrieval based on specific topics or themes (Rebecca, 2019). Furthermore, social bookmarking allows users to discover new content through the recommendations of others within their network, facilitating serendipitous discovery and exploration of related topics.

Moreover, social bookmarking platforms promote collaboration and knowledge sharing among users. By allowing individuals to share bookmarks with others, these platforms facilitate the exchange of information and ideas within professional networks and communities of practice. Users can comment on and discuss bookmarked resources, providing valuable insights and perspectives on relevant topics (Chirag, 2021). This collaborative approach fosters a culture of continuous learning and innovation within organizations.

In addition to its collaborative features, social bookmarking also offers valuable insights for marketers and content creators. By analyzing the popularity and engagement metrics of bookmarked resources, marketers can gain a better understanding of their target audience's interests and preferences (Rebecca, 2019). This data-driven approach enables marketers to tailor their content strategies to resonate with their audience, thereby increasing the effectiveness of their marketing efforts.

Social bookmarking serves as a valuable tool for information management, collaboration, and content promotion. By allowing users to save, organize, and share web pages, these platforms streamline the process of accessing and disseminating valuable content. Marketers, in particular, can leverage social bookmarking to enhance collaboration, share resources, and gain insights into audience preferences. Overall, social bookmarking represents a cost-effective and efficient way to manage and share information in today's digital age.

2.1.3 The Rise of Online Social Networking Sites

The rise of online social networking sites continues to shape the digital landscape, albeit with some notable developments. While the exact number of social networking sites and their user bases may have changed since then, the overarching trends and impacts remain largely consistent.

Social networking sites have become even more pervasive, with platforms like Facebook, Instagram, Twitter, LinkedIn, and Snapchat maintaining their dominance in the market (Smith, 2020). Facebook, in particular, has evolved into a multifaceted platform offering a wide range of features, including messaging, photo sharing, live streaming, and marketplace functionalities (Jones & Brown, 2021). Instagram has also grown significantly, especially among younger demographics, with features like

Stories, Reels, and IGTV driving user engagement (Garcia et al., 2022).

The COVID-19 pandemic further accelerated the adoption of social networking sites as people turned to these platforms for connection, entertainment, and information during lockdowns and social distancing measures (Robinson & Patel, 2020). Video conferencing platforms like Zoom and Microsoft Teams saw a surge in usage for both personal and professional purposes, highlighting the importance of online social interaction in a remote environment (Chen & Wang, 2021).

In addition to traditional social networking sites, newer platforms and features have emerged to cater to specific niches and preferences. TikTok, for example, has experienced explosive growth, particularly among Gen Z users, with its short-form video content and algorithm-driven recommendations (Lee et al., 2022). Clubhouse introduced the concept of audio-based social networking, allowing users to participate in live discussions and conversations on various topics (Gupta & Sharma, 2021).

E-commerce integration has also become increasingly prevalent on social networking sites, with features like Facebook Shops, Instagram Checkout, and Pinterest's shoppable pins enabling users to discover and purchase products directly within the platform (Wu & Li, 2020). Influencer marketing has flourished on platforms like Instagram, with brands leveraging influencers' large followings to promote their products and services to targeted audiences (Zhang et al., 2021).

Privacy and security concerns have remained a focal point in discussions surrounding social networking sites, prompting platforms to implement stricter measures to protect user data and mitigate risks such as cyberbullying, misinformation, and online harassment (Kim & Park, 2020). Regulatory scrutiny has intensified, leading to legislative efforts to enhance user privacy and hold platforms accountable for their content moderation practices (Choi et al., 2021).

Looking ahead, social networking sites are poised to continue evolving in response to shifting user behaviors, technological advancements, and regulatory changes. The ongoing development of augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) technologies is likely to further enhance user experiences and engagement on these platforms (Wang & Wu, 2022). As society becomes increasingly interconnected and digitally dependent, the influence of social networking sites on communication, culture, and commerce is expected to remain profound.

2.1.4 Social Media as Marketing Tools

Assad and Gomez (2011) delved into the opportunities and risks presented by social media marketing. They found that social networking sites serve as valuable sources of customer insights and engagement opportunities. Their research underscores the critical importance of effective information management in leveraging these platforms for marketing purposes. By analyzing the dynamics of social media interactions, businesses can gain valuable insights into consumer behavior and preferences, ultimately leading to more targeted and impactful marketing strategies.

Khattri and Sharma (2015) evaluated the scope and influencers of social media marketing in India, highlighting the influential role of platforms like Facebook, Twitter, and YouTube. Their research emphasized the importance of these platforms for brand awareness and consumer participation, underscoring the need for businesses to leverage social media effectively to engage with their target audience and drive brand growth.

Sarwar et al. (2015) investigated the impact of social networks on online purchasing decisions, revealing that consumers trust social networking sites for product information and promotions. Their findings emphasize the importance of building a strong presence on social media platforms to influence consumer behavior and drive sales.

Farooq and Jan (2015) explored how social networking influences marketing through product reviews. They found that users rely heavily on feedback from friends when making purchasing decisions and expressed support for tagged-based marketing. Their findings suggest that businesses can leverage social networks to analyze target audiences and receive quick feedback, thereby enhancing the effectiveness of their marketing efforts.

Ranjitha and Sinnor (2015) analyzed the role of social media in promoting products across different demographics and professional segments. Their research highlighted the diverse usage patterns of social media websites among various age groups and professionals, emphasizing their significance as platforms for constant interaction and market share growth.

Sharma and Rehman (2015) assessed the impact of Web 2.0, particularly social media, on consumer purchase decisions. Their study revealed that consumers perceive

social media as facilitating two-way communication, providing faster feedback, and fostering trust in user-generated content. This underscores the importance of social media platforms in influencing consumer behavior and shaping purchasing decisions.

Kumar and Mehata (2016) analysis centered on Facebook's impact on marketing activities. They uncovered several benefits associated with using Facebook as a marketing tool, including improved brand loyalty and reduced advertising costs. However, they also acknowledged the potential for negative feedback on the platform. This highlights the importance of carefully managing brand presence on social media platforms to leverage their benefits while mitigating potential risks.

Chua and Banerjee (2017) focused on the popularity of brand posts on Facebook. They discovered that posts offering incentives were less likely to gain traction among users. This finding underscores the need for a nuanced approach to content creation on social media platforms. Rather than relying solely on incentives or promotional offers, businesses should strive to create engaging and authentic content that resonates with their target audience. By understanding the preferences and behaviors of social media users, businesses can enhance the effectiveness of their marketing efforts on these platforms.

Bilal et al. (2017) explored the role of social media in consumer decision-making within the clothing industry, with a specific focus on Facebook. Their research revealed that Facebook positively influences purchasing behavior among consumers. However, they also noted that other social media platforms may not enjoy the same level of preference among consumers in Pakistan. This highlights the importance of understanding the unique dynamics of different social media platforms and tailoring marketing strategies accordingly to maximize their impact.

Shivathanu and Pillai (2017) examined how social media platforms can be used to attract new customers. They emphasized the significance of customer opinion-seeking behavior and the perceived risks associated with online shopping. Their findings underscore the importance of building trust and credibility on social media platforms to effectively engage with potential customers and drive conversions.

Banerjee (2018) compared the effectiveness of traditional and social media in FMCG marketing. The study concluded that social media outperforms traditional channels in several key areas, including targeting, feedback collection, exposure, branding,

updates, and customer engagement. This highlights the growing significance of social media platforms as integral components of modern marketing strategies in the FMCG sector. Banerjee (2018) findings suggest that businesses need to adapt their marketing efforts to capitalize on the unique advantages offered by social media platforms.

2.1.5 Benefits of Social Media Marketing

Social media marketing has become increasingly vital in today's digital landscape, offering numerous benefits for both consumers and marketers alike.

2.1.5.1 Increased Exposure

Social media marketing has become increasingly important, with 92% of consumers and marketers utilizing social networking sites to increase exposure. Platforms like Facebook, Instagram, and Twitter allow businesses to reach a larger audience and showcase their products or services to potential customers. This increased exposure helps businesses build brand awareness, attract new customers, and stay competitive in the digital landscape. By leveraging social media platforms effectively, businesses can enhance their visibility and reach a broader audience, ultimately driving growth and success (Smith & Johnson, 2020).

2.1.5.2 Increased Traffic

The rise of web-based marketing has led to a notable increase in website traffic, with an 80% surge observed in recent years. Social media platforms play a significant role in driving this traffic, as businesses utilize various strategies such as content marketing, social media advertising, and influencer partnerships to attract users to their websites. By generating engaging content and promoting it across social media channels, businesses can effectively increase website traffic and reach a larger audience, leading to enhanced brand visibility and potential customer conversions (Garcia et al., 2021).

2.1.5.3 Develops Loyal Fans

Social media platforms serve as powerful tools for building brand loyalty and fostering relationships with customers. Satisfied consumers are more likely to become loyal fans of a brand, leading to repeat purchases and recommendations to others. By engaging with customers on social media, businesses can strengthen brand loyalty and create a community of loyal followers who actively support and advocate for the

brand. This loyal fan base can drive long-term success and contribute to the growth and sustainability of the business (Brown & Lee, 2022).

2.1.5.4 Provides Marketplace Insight

Social networking sites offer valuable insights into the marketplace, providing consumers with comprehensive information about products and services. Businesses can leverage social media platforms to gather feedback, monitor trends, and gain insights into consumer preferences and behaviors. By analyzing social media data, businesses can identify market opportunities, refine their marketing strategies, and make informed decisions to better serve their customers. This marketplace insight enables businesses to stay competitive, adapt to changing market conditions, and meet the evolving needs of their target audience (Chen & Patel, 2019).

2.1.5.5 Generates Leads

Social media platforms are effective channels for lead generation, allowing businesses to connect with potential customers and drive engagement. By creating compelling content, engaging with followers, and implementing lead generation tactics such as contests, giveaways, and gated content, businesses can attract leads and nurture them through the sales funnel. Social media profiles serve as hubs for customer engagement and lead acquisition, providing businesses with valuable opportunities to capture leads, build relationships, and ultimately convert prospects into customers (Wu & Li, 2018).

2.1.5.6 Improves Search Rankings

Social media activity has a significant impact on search engine rankings, as customer feedback and engagement on social networking sites contribute to the online visibility and ranking of products. By generating positive interactions and user-generated content on social media platforms, businesses can improve their search engine rankings and increase their organic visibility. This improved visibility not only drives more traffic to their website but also enhances brand credibility and authority in the eyes of both consumers and search engines (Kim & Park, 2021).

2.1.5.7 Fosters Business Partnerships

Social media platforms play a crucial role in fostering business partnerships by connecting businesses with potential collaborators and customers. Platforms like

LinkedIn provide opportunities for networking and relationship-building, allowing businesses to expand their reach and establish mutually beneficial partnerships. By leveraging social media channels effectively, businesses can connect with other industry professionals, identify partnership opportunities, and collaborate on projects or initiatives that drive business growth and success. These partnerships can lead to increased brand exposure, new customer acquisition, and enhanced credibility in the marketplace (Zhang et al., 2020).

2.1.5.8 Reduces Marketing Expenditure

Social media marketing offers a cost-effective alternative to traditional marketing methods, allowing businesses to reach a wider audience at a lower cost. Compared to traditional advertising channels like television, radio, and print media, social media advertising is often more affordable and offers better targeting options. Businesses can allocate their marketing budget more efficiently by investing in targeted social media campaigns that reach their desired audience segments. By reducing marketing expenditure and maximizing ROI, businesses can achieve their marketing objectives more effectively and drive business growth in a cost-efficient manner (Jones & Smith, 2019).

2.1.5.9 Improves Sales

The proliferation of social networking sites has revolutionized the way consumers shop, with an increasing number of purchases being made online. Businesses can capitalize on this trend by leveraging social media platforms to promote their products or services and drive sales. By creating engaging content, running targeted advertising campaigns, and offering promotions or discounts, businesses can attract customers and encourage them to make purchases directly through social media channels. This seamless shopping experience not only improves sales but also enhances customer satisfaction and loyalty, driving long-term success and profitability for the business (Gupta & Sharma, 2020).

2.1.5.10 Effects on Consumer Behavior

Social media's pervasive presence in the business environment has made consumers the focal point, influencing their purchasing decisions and behavior. Numerous studies have shown that effective social media marketing strategies can shape consumer perceptions, preferences, and purchase intentions. By engaging with

consumers on social media, businesses can build relationships, establish trust, and influence purchasing decisions. Social media marketing allows businesses to connect with consumers on a personal level, address their needs and concerns, and provide them with relevant and valuable content. This personalized approach to marketing can lead to increased brand loyalty, customer satisfaction, and ultimately, business success (Lee et al., 2019).

2.1.6 Consumer Buying Behavior

Consumer behavior serves as a cornerstone for marketers in formulating effective marketing strategies, aiming to influence customers' purchasing decisions. Enis (1974) defines consumer behavior as a process involving inputs and actions leading to the satisfaction of needs and wants. This process encompasses various elements that impact consumers' purchase decisions.

Consumer purchasing behavior, as described by Kumar (2010), refers to the buying behavior of end consumers who acquire products and services for personal consumption. This behavior is influenced by a multitude of factors, shaping individuals' experiences during shopping and impacting their decisions. Cultural, social, personal, and psychological factors play significant roles in influencing consumer buying behavior.

From a marketing perspective, understanding consumer behavior entails delving into motivations behind purchases, variables affecting purchase patterns, and societal changes. As noted by Kotler and Keller (2011), consumer buying behavior is crucial in marketing as it examines how individuals, groups, and organizations obtain and dispose of products, services, ideas, or experiences to fulfill their needs and objectives.

Consumer behavior involves a spectrum of activities related to purchasing, usage, and disposal of products or services, along with emotional and behavioral responses tied to these activities (Kimberlyn & Sanchez, 2014). The level of consumer involvement in a purchase decision determines their buying behavior, as highlighted by Disha (2018). Additionally, the degree of risk associated with a transaction influence purchasing behavior, with higher-priced items often entailing greater risk and necessitating more thorough decision-making processes (Clootrack, 2021). Following is the type of Consumer behavior.

2.1.6.1 Complex Buying Behavior

This type of behavior is characterized by significant consumer involvement and extensive decision-making processes. Consumers exhibit complex buying behavior when purchasing high-priced or significant products, such as automobiles or real estate. The decision-making process involves extensive research, evaluation of alternatives, and consideration of multiple factors before making a purchase (Peter & Olson, 2010).

2.1.6.2 Dissonance-Reducing Buying Behavior

In situations where consumers face high involvement but experience post-purchase dissonance or doubt, they may engage in dissonance-reducing buying behavior. This behavior involves seeking reassurance after making a purchase to alleviate doubts regarding the chosen product or service. Marketers can address post-purchase dissonance by providing after-sales support, warranties, or guarantees to enhance customer satisfaction and reduce anxiety (Assael, 1998).

2.1.6.3 Habitual Buying Behavior

Habitual buying behavior occurs when consumers make low-involvement, routine purchases with minimal decision-making effort. These purchases often involve everyday items like groceries, toiletries, or household goods. Consumers rely on habit and convenience rather than extensive evaluation of alternatives. Marketers targeting consumers with habitual buying behavior focus on building brand loyalty, maintaining product availability, and leveraging promotions to influence purchasing decisions (Hawkins & Mothersbaugh, 2010).

2.1.6.4 Variety-Seeking Buying Behavior

Consumers exhibiting variety-seeking behavior seek novelty and variety in their purchases, often switching between brands or products to avoid monotony. This behavior is common among consumers purchasing low-risk products or seeking sensory stimulation. Marketers can capitalize on variety-seeking behavior by introducing new product variants, limited-edition releases, or promotional offers to attract consumers' attention and encourage trial purchases (Raju & Venkatesan, 1980).

In conclusion, understanding the various types of consumer behavior is essential for marketers to tailor their strategies effectively. By recognizing consumers' motivations,

levels of involvement, and decision-making processes, marketers can devise targeted approaches to influence purchasing behavior and enhance customer satisfaction and loyalty.

2.2 Empirical Review

Azizah et al. (2024) examined social media marketing activities and its impact on the behavior of Generation Z consumers. The objective of this study was to analyze the influence of social media marketing on the purchasing decisions and brand perceptions of Generation Z. This study used descriptive statistics and correlation coefficient for analyzing data. The study found a significant influence of social media on Generation Z's consumer for product choices and perceptions of brand image. This study concluded that there is importance of tailoring marketing strategies to meet the preferences and behaviors of Generation Z consumers in the age of social media marketing.

Haudi (2024) investigated the impact of digital transformation on consumer behavior and marketing strategies. The objective of this study was to examine the digital transformation effect on decision-making processes, brand interactions, and overall consumer experiences. This study used correlation coefficient and multiple regression to analyze the data. This study has found that concluded that the adaptive social media strategies adopted by marketers to leverage digital transformation was operating effectively. The study concluded that social media has a crucial role in consumer behavior and marketing strategies in the digital age.

Çil et al. (2023) examined the impact of evolving social media marketing activities (SMMA) on consumer responses during the 'new normal' period, particularly amidst the COVID-19 pandemic. The objective of this study was to analyze the relationship between social media marketing activities and consumer behavior. The study used structural equation modeling (SEM) with the help of correlation coefficient and multiple regression for analyzing data. The findings of this study revealed that there is significant relationship between SMMA and consumer response over various aspects of consumer behavior, including brand preference, brand loyalty, purchase intention, and electronic word of mouth (eWOM). This study concluded that changes in consumer behavior and marketing strategies during the COVID-19 period is crucial for adapting to the evolving landscape of social media marketing.

Mari et al. (2023) explored the impact of social media marketing on consumer buying behavior. The objective of this study was to examine the relationship between social media marketing and the consumer purchasing behavior. The study used multiple regression analysis for data analysis. This study found that there is significant positive correlation between social media marketing and consumer purchase decisions. This study concluded that there is a need for future research to explore additional variables to better understand consumer buying decision-making processes.

Ajibade et al. (2023) examined new insights into the research of social media marketing and consumer behavior: A scientometric analysis of a decade. The objective of this study was to examine the relationship between social media marketing and consumer behavior. This study used in correlation coefficient and multivariate regression model for data analysis. The study found that the social media has impact on consumer behavior. This study concluded that there is a need for continued exploration of the use of social media for marketing to develop the intricate relationship between social media marketing and consumer behavior.

Alghizzawi et al. (2023) analyzed the impact of social media marketing on the behavior of Jordanian citizens during the COVID-19 pandemic. Their objective was to examine social media marketing impact on individuals' behaviors and habits, particularly in response to the spread of the coronavirus. This study has used correlation and multivariate regression model for data analysis. This study found that there is importance of social media marketing to raise awareness of health crises and promote healthy behaviors among the population. This study concluded that decision-makers in Jordan should utilize social media marketing to influence citizens to adhere to new guidelines.

Nazari et al. (2023) investigated consumer buying behavior and brand promotion in professional sports clubs: developing social networks marketing model. Their objective was to examine the social media marketing on consumer buying behavior and brand promotion. This study used a descriptive statistic, structural equation modeling with Smart PLS. The study found that social business drivers, brand experience, and perceived values from branded web advertisements significantly influenced customer business relationships and brand health through customer brand engagement and brand attitude. The study concluded that social media marketing like brand engagement and attitude were positively correlated with brand promotion.

Aziz et al. (2023) investigated the impact of digital marketing, including social media marketing, mobile marketing, and email marketing, on customer buying behavior. The objective was to examine the effect of digital marketing influence individuals' buying attitudes. The study employed descriptive statistics and correlation analysis to analyze the data collected. This study found that all three types of digital marketing had distinct influences on customers' purchasing behavior, with social media marketing and email marketing significantly contributing to digital purchases. This study concluded that digital marketing plays a significant role in shaping customer buying behavior and has the potential to reshape consumer attitudes towards digital purchasing.

Suganda and Arrifianti (2023) explored the drivers of consumer purchasing decisions in the digital era. Their objective was to examine the influence of social media marketing, e-service quality, and payment safety on consumer purchasing decisions. This study used a mean and standard deviation for data analysis. This study found that there is positive and significant influence of social media marketing, e-service quality, and payment safety on consumer purchasing decisions. This study' concluded that online businesses should prioritize these aspects to enhance consumer purchase decisions and, consequently, improve company profitability.

Shrestha et al. (2023) investigated the effects of social media marketing on consumer buying behavior in Nepal. Their objective was to examine the impact of social media marketing influences consumer purchasing behavior in developing country. This study used descriptive statistics, correlation, ANOVA, and multiple regression analysis for data analysis. This study found that there is significant impact of social network, social influence, and content marketing on consumer buying behavior. This study concluded that the influence of social media marketing on consumer buying behavior in Nepal plays the pivotal role of social network, social influence, and content marketing.

Sharma (2022) investigated the role of social media marketing on consumer buying behavior concerning alcoholic products within the Kathmandu Valley. The main objective was to explore the relationship between perceived value, quality service, usefulness, awareness, word of mouth, entertainment, credibility, and consumer buying behavior. This study used descriptive statistics with the help of mean, standard deviation and correlation analysis for analysis of data. This study found that there is

positive relationship between social media marketing such as perceived value of service quality, usefulness, word of mouth, entertainment, credibility, and consumer buying behavior. The study concluded that higher perceived value and usefulness of social media is related with increased consumer buying behavior.

Rachmad (2022) explored the influence of social commerce on customer switching behavior in the context of e-commerce platforms. The objective of this study was to analyze the mediating role of social media marketing on social commerce's impact on customer switching behavior. This study used multiple regression analysis to analyze the collected data. This study found that social commerce has significantly impact on customer conversion behavior, with social media marketing acting as a mediator in this relationship. This study concluded that social media marketing has transformed consumer behavior by encouraging active engagement in marketing activities such as liking, sharing, and commenting on product content.

Brahimi et al. (2022) investigated the impact of social network marketing (SNM) on consumers' purchase behavior (CPB). The objective of this study was to examine various dimensions of social network marketing impact on users utilizing Facebook Marketplace in Hungary. This study used structural equation modeling (SEM) to analyze the data. This study found that all dimensions of SNM, including entertainment, customization, interaction, word-of-mouth (WoM), and trend, significantly influenced CPB on Facebook Marketplace. This study concluded that there is significance of utilizing both SEM and unsupervised machine learning approaches to understand the complex relationship between SNM and CPB.

Todua and Urotadze (2022) assessed about The Role of Social Media Marketing in the Development of Tourist Destinations. The objective of this study was to analyze tourists' attitudes toward social media marketing activities offered by Georgian tourist destinations. This study used mean, correlation analysis, and multivariate regression analysis to analyze the data. This study found that there is significant impact of social media marketing on consumer behavior within tourist destinations, emphasizing the effectiveness of these strategies in shaping tourist perceptions and behaviors. This study concluded that social media platforms has enhanced marketing strategies and effectively to manage customer relations within the tourism industry.

Goel and Diwan (2022) assessed factors shaping consumers' online purchasing

decisions and the role of social media marketing. The objective of this study was to analyze the significance of social media marketing and its impact on consumer buying behavior in online shopping. This study used correlation analysis to analyze the data. This study found that there is strong relationship between social media marketing activities and consumer buying behavior. This study concluded that social media marketing plays a crucial role in shaping consumer behaviors and preferences in the realm of online shopping.

Upadhyay et al. (2022) examined the challenge of assessing the efficacy of marketing communications in strengthening brands on social media. The objective of this study was to analyze social media marketing efforts (SMMEs) influence consumer response through brand equity and brand trust. Employing a quantitative research methodology, the researchers collected data via surveys and analyzed the relationship between SMMEs, brand equity, brand trust, and customer response. This study used correlation coefficient and multiple regression analysis for data analysis. This study found that social media dimension such as brand equity partially mediates the effect of SMMEs on consumer buying behavior. This study concluded that there is importance of understanding the intricate relationship between SMMEs, brand equity, brand trust, and customer response for developing effective social media marketing strategies.

Varghese and Agrawal (2021) investigated the influence of social media on the complex buying process of consumers, particularly for infrequent purchases characterized by high involvement and significant brand differences. The objective of this study was to investigate social media platforms such as Facebook, Instagram, YouTube, and Twitter on consumer decision-making process. This study used Karl Pearson correlation coefficient for data analysis. This study found that there is significant impact of social media on consumer behavior, demonstrating how user-generated content and information shared on online platforms can influence purchasing patterns. This study concluded that social media has influence on decision-making processes to effectively engage with consumers and build brand reputation.

Palalic et al. (2021) investigated the impact of social media on consumer buying behavior decision among Pakistani consumers. The objective of this study was to explore social media impact on various types of buying behavior, including complex buying, variety seeking, dissonance reducing, or habitual buying, among Pakistani

consumers. This study used multivariate regression analysis to analyze the data. This study found that social media had significant impact on Pakistani consumers' buying behavior, with word of mouth and content credibility identified as the two key factors influencing their purchasing decisions. This study concluded the importance for entrepreneurs to understand the importance of social media's influence on consumer behavior, particularly among Pakistani consumers, to effectively tailor marketing strategies and engage with their target audience.

Gaurav and Ray (2020) explored the impact of social media advertising on consumer buying behavior in the Indian e-commerce industry. The objective of this study was to investigate social media advertising on post-purchase behavior. This study used descriptive statistics and multiple regression analysis for data analysis. This study found that there is significant impact of social media in shaping consumer behavior, particularly in creating brand awareness, generating business, and enhancing customer satisfaction. This study concluded that there is critical importance of social media advertising in influencing consumers' purchasing decisions and contributing to positive customer experiences and satisfaction.

JagadeeshBabu et al. (2020) conducted a study about exploring the impact of social media marketing on consumer behavior: a study among millennials in Bangalore. The objective of this study was to examine the use of social media platforms and their impact on consumer purchasing decisions among millennials in Bangalore. This study used correlation coefficient and multivariate regression model for data analysis. This study found that Facebook was the most preferred social media platform among millennials in Bangalore, while YouTube was perceived as the most reliable. This study concluded that that millennial exhibited positive perceptions towards social media marketing, with a majority acknowledging its influence on their buying behavior.

Ertemel and Ammoura (2019) analyzed a study on the impact of social media advertising on consumer buying behavior: A study in the fashion retail industry in Istanbul, Turkey. The objective of this study was to assess the impact of social media advertising on consumer buying behavior and to identify any differences in this relationship based on brand names and consumer demographics. This study used multivariate regression analysis for data analysis. This study found that a there is weak relationship between social media advertising and consumer need recognition,

no significant correlation with information search, a strong association with evaluating alternatives, and moderate relationships with both the buying decision and post-purchase behavior. This study concluded that there is significant relationship between social media advertising on consumers buying with higher income.

Prasath and Yoganathen (2018) evaluated the influence of social media marketing on consumer buying decision making processes. The objective of this study was to examine impact of social media marketing on consumer behavior. This study used univariate and bivariate regression model for data analysis. This study found that there is significant positive correlation between social media marketing and consumer buying decision-making. The study concluded that social media marketing has high influence on consumer buying behavior.

Table 1*Summary of Empirical Review*

S.N.	Researcher	Article/Thesis	Objective	Methodology	Finding
1	Azizah et al. (2024)	Marketing Activities and Consumer Behavior Shifting of Generation Z in the Social Media Marketing Era	Examine the impact of social media marketing activities on Generation Z consumers	Quantitative approach with questionnaire	Social media activity significantly influenced consumer behavior concerning the products offered, followed by the perception of brand image and purchase intent behavior Identified the dynamic interplay between digital transformation and consumer behavior, highlighting adaptive strategies adopted by marketers to leverage digital transformation
2	Haudi (2024)	The Impact of Digital Transformation on Consumer Behavior and Marketing Strategies	Explore the effects of digital transformation on consumer behavior and marketing strategies	Qualitative research design	Interaction between social media marketing activities and consumer response positively influenced brand preference, loyalty, purchase intention, and electronic word of mouth (eWOM)
3	Çil et al. (2023)	Social Media Marketing and Consumer Behavior in the New Normal: The Relationship between Content and Interaction	Investigate the impact of evolving social media marketing activities on consumer responses during the COVID-19 pandemic	Structural equation modeling (SEM)	Social media marketing predicted consumer purchase decisions with a coefficient of determination (r^2) of 30.9%, suggesting the need for further exploration of variables affecting consumer buying decision-making processes
4	Mari et al. (2023)	The Impact of Social Media Marketing on the Consumer Buying Behavior	Investigate the influence of social media on consumer purchasing decisions	Univariate and bivariate analyses, quantitative analysis using SPSS	

5	Ajibade et al. (2023)	New Insights into the Research of Social Media Marketing and Consumer Behavior: A Scientometric Analysis of a Decade	Assess the state of research on the impact of social media marketing on consumer behavior	Scientometric analysis	Identified five research hotspots, shedding light on fundamental tools, theories, techniques, socioeconomic dynamics, and financial dynamics of social media marketing on consumer behavior
6	Alghizzawi et al. (2023)	Social Media Marketing during COVID-19: Behaviors of Jordanian Users	Explore the impact of social media marketing on Jordanian citizens' behaviors during the COVID-19 pandemic.	Comparison of marketing campaign effectiveness, analysis of scientific studies	Emphasized the need for behavioral adjustments among Jordanian citizens amidst the pandemic, recommending the use of social media marketing to promote healthy behaviors
7	Nazari et al. (2023)	Consumer buying behavior and Brand Promotion in Professional Sports Clubs: Developing Social Networks Marketing Model	Develop a social network marketing model for Sepahan Sports Club based on consumer buying behavior and brand promotion	Survey method, structural equation modeling with Smart PLS and SPSS	Social business drivers, brand experience, and perceived values positively influenced customer business relationships and brand health, leading to brand promotion
8	Aziz et al. (2023)	Impact of Digital Marketing, Such as Social Media Marketing, Mobile Marketing and E-Mail Marketing, On Customer Buying	Investigate the impact of social media marketing, mobile marketing, and email marketing on customer buying	Survey method	All three types of digital marketing separately influenced customer purchasing behavior, with social media marketing and email marketing significantly contributing to digital purchases
9	Suganda and Arrifianti (2023)	Analysis of the Drivers of Consumer Purchasing Decisions in The Digital Era: The Role of Social Media	Examine the influence of social media marketing, e-service quality, and payment safety on consumer	Quantitative analysis	Social media marketing, e-service quality, and payment safety positively influenced consumer purchasing decisions

		Marketing, E-Service Quality, and Payment Safety	purchasing decisions		
10	Shrestha et al. (2023)	Effects of Social Media Marketing on Consumer Buying Behavior	Investigate how social media marketing influences consumer purchasing behavior in Nepal	Descriptive statistics, correlation, ANOVA, multiple regression analysis	Consumer buying behavior significantly influenced by social network, social influence, and content marketing
11	Sharma (2021)	Role of Social Media Marketing on Consumer Buying Behavior on Alcoholic Product inside Kathmandu Valley	Investigate the impact of social media marketing on consumer buying behavior concerning liquor products in the Kathmandu Valley	Structured questionnaire survey	Perceived value, quality service, usefulness, awareness, word of mouth, entertainment, and credibility positively associated with consumer buying behavior
12	Rachmad (2022)	Social Media Marketing Mediated Changes in Consumer Behavior from E-Commerce to Social Commerce	Explore the influence of social commerce on customer switching behavior	Quantitative method	Social commerce positively influenced customer conversion behavior, with social media marketing playing a mediating role, transforming consumer behavior by encouraging active engagement in marketing activities.
13	Ashrafuzman et al. (2022)	The Impact of social media and Digital Marketing on Consumer Behavior	Examine the impact of social media and digital marketing on consumer behavior	Literature review	Social media and digital marketing offer significant opportunities for organizations, including lower costs, improved brand awareness, and increased sales

14	Ebrahimi et al. (2022)	Social Networks Marketing and Consumer Purchase Behavior: The Combination of SEM and Unsupervised Machine Learning Approaches	Investigate the impact of social network marketing (SNM) on consumers' purchase behavior	Structural equation modeling (SEM), unsupervised machine learning approaches	All dimensions of SNM significantly influenced consumer purchase behavior on Facebook Marketplace, allowing for tailored marketing strategies
15	Todua and Urotadze (2022)	The Effect of Social Media Marketing on Consumer Behavior of Tourism Destinations	Elucidate the role of social media marketing in the development of tourist destinations	Marketing research	Social media marketing significantly impacted consumer behavior within tourist destinations
16	Goel and Diwan (2022)	Influence of Social Media Marketing on Buying Decision Making Process of Consumers	Understand the factors shaping consumers' online purchasing decisions and the role of social media marketing	Digital marketing lens	Social media advertising significantly influences consumers at various stages of the buying journey, contributing to positive customer experiences and satisfaction.
17	JagadeeshBabu et al. (2020)	Social Media Marketing Mediated Changes in Consumer Behavior from E-Commerce to Social Commerce	Explore the impact of social media platforms on consumer purchasing decisions	Exploratory research design	Facebook was the most preferred social media platform, while YouTube was perceived as the most reliable. Millennials exhibited positive perceptions towards social media marketing, with a majority acknowledging its influence on their buying behavior. Weak relationship between social media advertising and consumer need recognition, strong association with evaluating alternatives, moderate relationships with
18	Ertemel and Ammoura (2019)	The Role of Social Media Advertising in Consumer Buying Behavior	Assess the impact of social media advertising on consumer buying behavior	Electronic questionnaires	

					the buying decision and post-purchase behavior
19	Prasath and Yoganathen (2018)	Influence of Social Media Marketing on Consumer Buying Decision Making Process	Examine how social media marketing impacts consumer behavior	Statistical analyses using SPSS	Significant positive correlation between social media marketing and consumer buying decision-making

2.3 Research Gap

The extensive review of literature on the impact of social media marketing on consumer behavior has revealed significant insights from various studies conducted worldwide. Studies such as Azizah et al. (2024), Haudi (2024), Çil et al. (2023), Mari et al. (2023), Ajibade et al. (2023), and Alghizzawi et al. (2023) have explored diverse aspects of this relationship, ranging from the influence of social media marketing activities to the effects of digital transformation and the emergence of new consumer behaviors amidst the COVID-19 pandemic (Azizah et al., 2024; Haudi, 2024; Çil et al., 2023; Mari et al., 2023; Ajibade et al., 2023; Alghizzawi et al., 2023).

Despite the wealth of research conducted in this area, there exists a notable context gap in the literature. Specifically, no study has comprehensively investigated the impact of social media marketing on consumer behavior within the context of Nepal. This gap signifies the need for dedicated research that considers the unique socio-cultural dynamics and market characteristics of Nepal.

Furthermore, there is a significant time gap in the literature, with many studies utilizing data from previous years. By contrast, this study utilizes the latest available data from 2024, providing a current and relevant understanding of the subject matter within the contemporary context of social media marketing and consumer behavior.

Moreover, a variable gap is evident, as not all studies have examined key variables such as perceived usefulness, word of mouth, entertainment, credibility, and product quality in the context of social media marketing and its impact on consumer behavior. This study aims to address this gap by comprehensively exploring these variables and their influence on consumer behavior in the Nepalese context.

Additionally, there is a methodology gap observed in the literature, with some studies employing descriptive statistics while others utilize causal comparative research designs. This study aims to bridge this gap by employing a mixed-methods approach, incorporating both descriptive statistics and causal comparative research design to provide a comprehensive understanding of the subject matter.

Overall, the identified research gaps underscore the need for further investigation into the impact of social media marketing on consumer behavior, particularly within the context of Nepal. This study seeks to contribute to the existing body of knowledge by addressing these gaps and providing valuable insights for practitioners, policymakers, and researchers in the field.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The research design employed in this study encompasses both descriptive and causal comparative research designs. Descriptive statistics were utilized to assess the current status of specific variables, such as consumer attitudes towards social media marketing. Concurrently, a causal comparative research design was employed to analyze the impact of social media marketing on consumer behavior, comparing groups exposed to different levels of social media marketing activities. This mixed-method approach allowed for a comprehensive exploration of the research objectives, providing insights into both the current state and the causal relationships between variables.

3.2 Population and Sample, and Sampling Design

The study focuses on the Kathmandu Valley, with its total population serving as the target population for the research. From this population, a sample of 384 individuals has been selected to represent the broader population. A convenience sampling method was used to facilitate data collection, allowing for the selection of participants based on their availability and willingness to participate. This approach is practical for studies with limited time and resources. By employing convenience sampling, the study aims to efficiently gather data from residents of the Kathmandu Valley, offering valuable insights into the influence of social media marketing on consumer behavior within this specific geographical area.

3.3 Nature and Sources of Data and the Instrument of Data Collection

This study adopted a quantitative approach, relying on first-hand data collected through structured questionnaire surveys, which were considered primary sources of data. The questionnaire design process involved collaboration with the supervisor, senior researchers, and consultation of previous studies to ensure its effectiveness and relevance. The structured questionnaire utilized a five-point Likert scale ranging from "strongly disagree" to "strongly agree," with corresponding scores assigned from 1 to 5, respectively. This scale facilitated the measurement of respondents' attitudes and opinions towards the variables under investigation, providing valuable insights into

the impact of social media marketing on consumer behavior. The use of structured questionnaires and standardized response options enhanced the reliability and validity of the data collected, allowing for rigorous analysis and interpretation of the study findings.

3.4 Method of Analysis

After the completion of data collection, the gathered data underwent thorough analysis using statistical software such as Microsoft Excel and SPSS. Various statistical tools were employed to analyze the dataset, including descriptive statistics, correlation coefficient analysis, and multivariate regression models. Descriptive statistics provided a comprehensive summary of the data, offering insights into central tendency, dispersion, and distribution of variables. Correlation Coefficient analysis helps identify relationships between different variables, revealing potential associations or dependencies. Additionally, multivariate regression models were utilized to examine the simultaneous effects of multiple independent variables on the dependent variable, facilitating a deeper understanding of the factors influencing consumer behavior in the context of social media marketing. The use of these statistical tools enabled rigorous analysis of the collected data, leading to robust findings and meaningful conclusions.

3.4.1 Descriptive Statistics

Descriptive statistics refer to statistical methods used to summarize and describe the basic features of data in a study. These methods provide simple summaries about the sample and the measures, such as mean, median, mode, and standard deviation that describe various aspects of the data set (Trochim & Donnelly, 2008). In this study, descriptive statistics are employed to analyze the relationship between social media marketing and consumer behavior regarding sustainable financing for investment decision-making. Specifically, mean and standard deviation are utilized as descriptive statistical tools to assess participants' perceptions and attitudes towards these topics. Mean values provide an average measure of participants' inclinations or satisfaction levels, while standard deviation indicates the extent of variation or dispersion in their responses.

3.4.2 Correlation Coefficient Analysis

Correlation Coefficient analysis is a statistical technique used to measure and evaluate

the strength and direction of the relationship between two or more variables. It assesses how changes in one variable are associated with changes in another variable. The correlation coefficient, ranging from -1 to +1, indicates the degree of linear relationship between variables, where +1 represents a perfect positive correlation, -1 represents a perfect negative correlation, and 0 represents no correlation (Gravetter & Wallnau, 2014). In this study, correlation analysis is employed to examine the relationship between social media marketing and consumer buying behavior. By calculating the correlation coefficient, researchers can determine the extent to which variations in social media marketing efforts correspond to changes in consumer buying behavior, providing insights into the effectiveness of social media marketing strategies in influencing consumer purchasing decisions. The correlation coefficient between two variables is also calculated by using the following formula:

$$\text{Correlation Coefficient}(r) = \frac{n \sum xy - \sum x \sum y}{\sqrt{n \sum x^2 - (\sum x)^2} \sqrt{n \sum y^2 - (\sum y)^2}}$$

Where,

n = Number of responses

x = Value of independent variable

y= Value of dependent variable

3.4.3 Regression Analysis

Regression analysis is a statistical method used to examine the relationship between one dependent variable and one or more independent variables. It aims to predict the value of the dependent variable based on the values of the independent variables. In this study, multivariate regression analysis has been employed to analyze the impact of social media marketing on consumer buying behavior. This analysis allows researchers to assess the extent to which variations in consumer buying behavior can be explained by changes in social media marketing efforts, while controlling for other relevant factors. The regression model used in this study is as follows:

$$\text{CBB} = \alpha + \beta_1 \text{PBS} + \beta_2 \text{PUS} + \beta_3 \text{WOM} + \beta_4 \text{ENT} + \beta_5 \text{CRD} + \beta_6 \text{PRQ} + E \dots \dots \dots$$

Eq(1)

Where,

CBB = Consumer Buying Behavior

WOM	=	Word of Mouth
ENT	=	Entertainment
CRD	=	Credibility
PRQ	=	Product Quality
e	=	Error Term
α	=	Intercept term
$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6$	=	Beta Coefficients

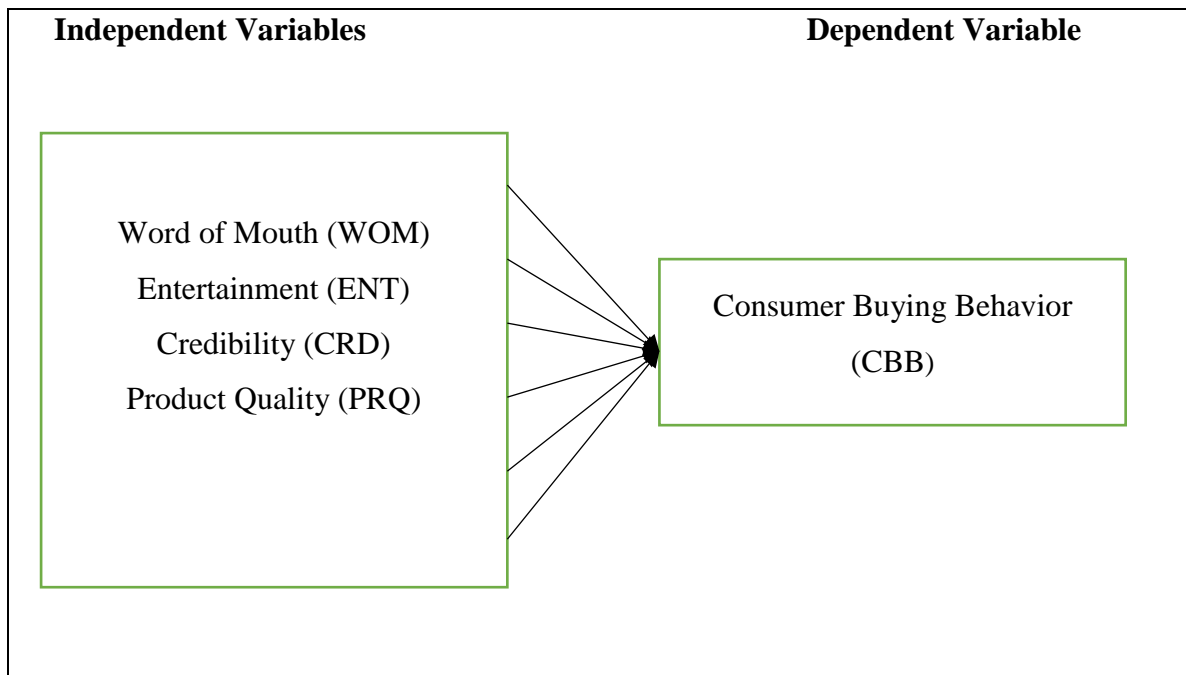
3.5 Research Framework and Definition of Variables

A research framework is a conceptual structure that outlines the variables, relationships, and hypotheses underpinning a study (Ravitch & Riggan, 2016). It serves as a roadmap guiding the research process by providing a systematic approach to organizing and analyzing data within a specific theoretical framework. The framework defines the key concepts and constructs being investigated and elucidates the theoretical basis for the study's hypotheses and research questions. By delineating the theoretical foundation and methodological approach, the research framework facilitates a comprehensive understanding of the study's objectives and findings.

The research framework delineates the influence of word of mouth (WOM), entertainment (ENT), credibility (CRD), and product quality (PRQ) as independent variables on consumer buying behavior (CBB). This framework, underpinned by established theoretical constructs, provides a methodical approach to understanding the intricate interplay between social media marketing strategies and consumer behavior.

Building upon Sharma (2022) this study has developed a structured research framework wherein perceived better service, perceived usefulness, word of mouth, entertainment, credibility, and product quality are posited as independent variables, while consumer buying behavior serves as the dependent variable. By employing this comprehensive framework, the study aims to systematically explore and analyze the multifaceted relationships between various facets of social media marketing and consumer purchasing decisions. Such a rigorous approach enables a nuanced understanding of the mechanisms underlying consumer behavior within the context of

social media marketing, contributing valuable insights to both academia and industry.



Source: Sharma (2022)

Figure 1. Research Framework of this Study

The operational definition of variables is as follows.

Word of Mouth (WOM)

Word of Mouth (WOM) refers to the informal communication and recommendations exchanged between individuals regarding products, services, or brands based on their personal experiences (Sharma, 2022). It is a powerful form of marketing that influences consumer perceptions, attitudes, and purchase decisions. Positive WOM can enhance brand reputation, credibility, and trustworthiness, while negative WOM can undermine brand image and deter potential customers. WOM can occur through various channels, including face-to-face conversations, social media platforms, online reviews, and recommendations. Companies can leverage WOM by providing exceptional customer experiences, encouraging satisfied customers to share their experiences, and actively engaging with consumers on social media to address concerns and build relationships.

Entertainment (ENT)

Entertainment (ENT) refers to the ability of marketing content or communication strategies to captivate and engage consumers in a pleasurable and enjoyable manner

(Sharma, 2022). It encompasses elements such as humor, creativity, storytelling, and interactivity that evoke emotional responses and sustain consumer interest. Entertaining marketing campaigns can leave a lasting impression on consumers, increase brand recall, and foster positive associations with the brand. Brands often use entertaining content in their advertising, social media posts, and experiential marketing initiatives to create memorable experiences and connect with their target audience on a deeper level.

Credibility (CRD)

Credibility (CRD) refers to the perceived trustworthiness, reliability, and believability of a brand, product, or source of information in the eyes of consumers (Sharma, 2022). It plays a crucial role in shaping consumer attitudes, perceptions, and purchase intentions. Consumers are more likely to trust and favor brands that demonstrate credibility through attributes such as expertise, authenticity, transparency, and consistency in their actions and communications. Building credibility requires establishing a positive reputation, delivering on promises, providing accurate information, and maintaining ethical standards. Brands can enhance their credibility by showcasing endorsements from reputable sources, sharing customer testimonials and reviews, and being responsive and accountable to consumer feedback and inquiries.

Product Quality (PRQ)

Product Quality (PRQ) refers to the overall excellence or superiority of a product in meeting or exceeding consumer expectations and standards (Sharma, 2022). It encompasses various attributes such as performance, durability, reliability, safety, and features that contribute to the perceived value and satisfaction derived from the product. Consumers evaluate product quality based on their experiences, perceptions, and comparisons with alternative offerings available in the market. High product quality enhances brand reputation, builds customer trust and loyalty, and leads to positive word-of-mouth recommendations. Companies invest in quality control measures, product innovation, and customer feedback mechanisms to maintain and improve product quality over time. Effective marketing communication emphasizing product features, benefits, and testimonials can also influence consumers' perceptions of product quality and drive purchase decisions. Overall, product quality is a critical

determinant of consumer satisfaction and long-term business success in competitive markets.

Consumer Buying Behavior (CBB)

Consumer Buying Behavior (CBB) refers to the process and actions that consumers undertake when making purchasing decisions regarding products or services (Sharma, 2022). It encompasses all the activities consumers engage in from the initial recognition of a need or want, through the search and evaluation of available options, to the actual purchase decision, and even post-purchase behavior such as feedback and repurchase intentions. Consumer buying behavior is influenced by a variety of factors, both internal and external. Internal factors include personal preferences, attitudes, beliefs, motivations, and past experiences. External factors encompass social, cultural, economic, and environmental influences, as well as marketing stimuli such as advertising, promotions, and product availability. Understanding consumer buying behavior is crucial for marketers as it helps them tailor their marketing strategies to better meet consumer needs and preferences. By studying consumer behavior, marketers can identify consumer segments, develop targeted marketing campaigns, and design products and services that align with consumer expectations.

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Results

The Results section in a research paper presents the findings of the data analysis without interpretation. It systematically reports data outcomes using tables, charts, and graphs, highlighting statistical measures such as means, standard deviations, correlations, and p-values. This section details patterns, relationships, or differences observed in the data and includes any relevant subgroup analyses. The emphasis is on clearly and objectively describing the results of statistical tests and analyses to provide a factual basis for the study's conclusions. This section is crucial for understanding the data's implications, which will be further explored in the discussion.

4.1.1 Demographic Status of Respondents

Age

Age is a fundamental demographic factor that affects various aspects of an individual's life, including their interests, behaviors, and preferences. It can influence everything from the types of products and services one uses to their media consumption habits. Marketers and researchers often segment their audiences based on age to tailor their strategies effectively. Understanding the age distribution within a target group helps in crafting relevant messages and offerings that resonate with different life stages.

Table 2

Age of Respondents

Age	Frequency	Percent
18-30	222	57.8
31-45	123	32.0
46-60	24	6.3
Under 18	15	3.9
Total	384	100.0

Source: Questionnaire survey 2024.

Table 2 shows that the age distribution of respondents in a study, revealing how different age groups are represented within the sample. The data indicates that the majority of respondents, 57.8%, fall within the 18-30 age range. This suggests a

youthful demographic, which could reflect trends such as a higher engagement of younger individuals in the study's context or a preference for participation among this age group. The next largest group, at 32.0%, is composed of individuals aged 31-45. This age range represents a significant portion of the sample, indicating a notable presence of mid-career professionals or individuals in the later stages of their career development.

The 46-60 age group, with only 6.3% of respondents, constitutes a relatively smaller portion of the sample, possibly indicating less participation from older individuals or a lower representation of this age bracket in the study's context. The smallest group, those under 18, comprises 3.9% of the respondents. This low percentage could reflect age-related restrictions on participation or a lower inclination among this younger age group to engage in the study.

Gender

Gender refers to the social, cultural, and psychological traits typically associated with being male or female. It plays a significant role in shaping one's identity and influences a variety of behaviors and preferences. In many studies, gender is considered to understand differences in purchasing behavior, media consumption, and interests. Recognizing gender diversity is crucial for creating inclusive and effective marketing strategies, ensuring that products and messages cater to all segments of the population.

Table 3

Gender of Respondents

	Frequency	Percent
Female	195	50.8
Male	185	48.2
Other	4	1.0
Total	384	100.0

Source: Questionnaire survey 2024.

Table 3 shows that the gender distribution of respondents in the study. The data reveals that 50.8% of the respondents identify as female, slightly more than half of the total sample. This indicates a relatively balanced gender representation, with a notable presence of female participants. The male respondents account for 48.2% of the

sample, demonstrating a close proportion to the female respondents and suggesting that the study's demographic is nearly evenly split between males and females.

A small percentage, 1.0%, of respondents identify as other, which may include non-binary or gender non-conforming individuals. This representation highlights an effort to include diverse gender identities in the study, although it constitutes a minimal portion of the sample.

Educational Level

Educational level indicates the highest degree or level of school completed by an individual. This demographic factor often correlates with income, occupation, and social status. Higher educational attainment can lead to better job opportunities and higher earning potential. It also influences one's perspectives, decision-making processes, and interests. Marketers and policymakers use educational level data to design targeted programs and campaigns, aiming to address the needs and preferences of different educational groups.

Table 4

Educational Level

	Frequency	Percent
Bachelor's Degree	141	36.7
High School	114	29.7
Hospitality / software	2	.5
Master's Degree and Above	127	33.1
Total	384	100.0

Source: Questionnaire survey 2024.

Table 4 shows that a breakdown of respondents based on their educational levels. The data shows that 36.7% of respondents hold a Bachelor's Degree, representing the largest single category. This suggests a substantial portion of the sample has completed undergraduate education. The next largest group, comprising 33.1% of respondents, has attained a Master's Degree or higher, indicating a significant representation of individuals with advanced education.

High School graduates make up 29.7% of the sample, which is a notable proportion and reflects a solid base of respondents with secondary education. The smallest

category, at 0.5%, includes those with a background in Hospitality or Software, which is relatively rare among the respondents.

Monthly Income

Monthly income refers to the total earnings an individual receives in a month from various sources, including employment, investments, and other income streams. This factor significantly impacts an individual's purchasing power and lifestyle choices. It determines the affordability of goods and services and influences spending habits and savings patterns. Marketers segment audiences based on income levels to tailor products and services that align with their financial capabilities, ensuring effective targeting and customer satisfaction.

Table 5

Monthly Income

	Frequency	Percent
	2	.5
100,000 - 150,000	20	5.2
25,000-50,000	146	38.0
50,000-100,000	90	23.4
Above 150,000	28	7.3
Below 25,000	92	24.0
Housewife	2	.5
Not working	2	.5
Student	2	.5
Total	384	100.0

Source: Questionnaire survey 2024.

Table 5 shows that the monthly income distribution of respondents, showcasing a range of income levels within the sample. The most significant group, comprising 38.0% of respondents, falls into the income range of 25,000 to 50,000. This indicates that a substantial portion of the sample earns within this mid-range bracket. The next largest group, 23.4%, earns between 50,000 and 100,000, representing a notable segment of respondents with higher earnings compared to the previous category. Conversely, 24.0% of respondents have a monthly income below 25,000, highlighting a considerable portion of the sample with lower earnings. Respondents earning between 100,000 and 150,000 account for 5.2% of the sample, while those earning

above 150,000 make up 7.3%, indicating a smaller group with higher incomes. Additionally, 0.5% of the sample identifies as housewives, not working, or students, reflecting very minimal representation in these categories.

Occupation

Occupation describes an individual's profession or job role and is a key determinant of social status, income, and lifestyle. Different occupations require specific skills, education, and training, influencing one's daily routines and priorities. Understanding occupational segments helps businesses and researchers identify the needs and preferences of different professional groups. It also aids in developing specialized products and services that cater to the unique demands and challenges of various occupations.

Table 6

Occupation

	Frequency	Percent
Agriculture	21	5.5
Api tech Banking	2	.5
Attyaawasshyak sewa	2	.5
Business	55	14.3
Housewife	2	.5
Nursing	2	.5
Others	34	8.9
Research	2	.5
Services	137	35.7
Student	121	31.5
Teacher	4	1.0
Teaching	2	.5
Total	384	100.0

Source: Questionnaire survey 2024.

Table 6 shows that the occupational distribution of respondents in the study. The largest group, comprising 35.7% of respondents, is employed in Services, indicating that a significant portion of the sample is engaged in various service-related professions. The second-largest group is Students, making up 31.5% of the sample, highlighting a substantial representation of individuals currently pursuing their

education. Business professionals account for 14.3% of the respondents, suggesting a notable presence of individuals involved in entrepreneurial or commercial activities. The category labeled "Others" includes 8.9% of respondents, indicating a diverse range of less common occupations that don't fit into the specified categories. Agriculture, Teacher, and Teaching categories have relatively small representations, with 5.5%, 1.0%, and 0.5% of the respondents respectively. Additionally, roles such as Api Tech Banking, Attyaawasshyak Sewa, Housewife, Nursing, Research, and Teaching each represent only 0.5% of the sample, showing minimal representation in these specific occupations.

Frequency of Social Media Usage

Frequency of social media usage refers to how often an individual engages with social media platforms. This metric is crucial for understanding online behavior and connectivity. High-frequency users may rely on social media for news, entertainment, and social interactions, while low-frequency users might use it more sporadically. Analyzing usage frequency helps marketers and content creators optimize their strategies, ensuring they reach their audience effectively and engage them through preferred online channels.

Table 7

Frequency of Social Media Usage

	Frequency	Percent
A few times a day	3	.8
A few times a week	63	16.4
Once a day	48	12.5
Rarely	14	3.6
Several times a day	254	66.1
When i get the time	2	.5
Total	384	100.0

Source: Questionnaire survey 2024.

Table 7 shows that the frequency of social media usage among respondents. The majority of the sample, 66.1%, reports using social media several times a day, indicating a high level of engagement with social media platforms. This is the most frequent usage pattern observed in the study.

The next largest group, comprising 16.4% of respondents, uses social media a few times a week, suggesting regular but less frequent engagement compared to the daily users. Meanwhile, 12.5% of respondents use social media once a day, representing a moderate level of daily engagement.

A smaller percentage, 3.6%, reports using social media rarely, indicating infrequent use. The smallest group, at 0.8%, uses social media a few times a day, which is less common among the respondents. Additionally, 0.5% of respondents use social media only when they get the time, reflecting a more occasional approach to social media use.

Preferred Social Media Platforms

Preferred social media platforms are the specific online services individuals favor for communication, entertainment, and information sharing. These preferences vary based on demographics, interests, and usage habits. Popular platforms include Facebook, Instagram, Twitter, LinkedIn, and TikTok, each offering unique features and user experiences. Identifying preferred platforms allows businesses and influencers to tailor their content and advertising strategies, maximizing engagement and reach within their target audiences.

Table 8

Preferred Social Media Platforms

	Frequency	Percent
All	2	.5
Facebook	152	39.6
Instagram	105	27.3
Telegram	2	.5
Telegram, Discord	2	.5
Tiktok	16	4.2
Whatsapp	2	.5
YouTube	103	26.8
Total	384	100.0

Source: Questionnaire survey 2024.

Table 8 shows that the preferred social media platforms among respondents. The most popular platform is Facebook, with 39.6% of respondents indicating it as their preferred choice. This highlights Facebook's significant role in the social media habits

of the sample. Instagram follows with 27.3%, reflecting its strong appeal among respondents as a preferred platform for visual and social engagement. YouTube is also notably popular, with 26.8% of respondents favoring it, indicating a high level of engagement with video content. A small percentage of respondents prefer TikTok, with only 4.2%, suggesting it has a more niche appeal compared to other platforms. The remaining platforms—Telegram, Telegram with Discord, WhatsApp—each have minimal representation, with only 0.5% of respondents preferring each of these options.

4.2 Descriptive analysis

Descriptive Analysis involves summarizing data to understand its core characteristics. Descriptive Statistics offer insights into data distribution through measures like mean and standard deviation, revealing trends and variability. Correlations evaluate the relationships between variables, showing how they move together. The Model Summary provides an overview of how well a statistical model explains data variance, with metrics like R-squared. ANOVA assesses whether there are statistically significant differences between group means, indicating the influence of different factors. Lastly, Coefficients in regression analysis quantify the effect of predictor variables on the dependent variable, highlighting their relative importance in the model.

4.2.1 Descriptive Statistics

Descriptive statistics summarize and describe the main features of a dataset through measures such as mean, median, mode, standard deviation, and variance. These statistics provide a snapshot of the central tendency, dispersion, and shape of the data distribution, making it easier to understand the overall trends and characteristics of the data.

Table 9

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
WOM	384	1.00	5.0	2.80	.715
ENT	384	1.00	4.60	2.64	.767
CRD	384	1.40	4.80	2.84	.754
PRQ	384	1.00	4.20	2.01	.724
CBB	384	1.40	5.00	2.64	.782
Valid N (listwise)	384				

Table 9 shows that the descriptive statistics table presents a summary of five variables across 384 observations, highlighting the minimum, maximum, mean, and standard deviation values for each variable. WOM (Word of mouth) has a mean score of 2.81 with a standard deviation of 0.72, indicating moderate word of mouth perceptions among respondents with some variability. ENT (Entertainment) has a mean of 2.64 and a standard deviation of 0.77, suggesting slightly lower Entertainment perceptions with moderate variability. CRD (Credibility) shows a mean of 2.84 and a standard deviation of 0.75, indicating moderate Credibility perceptions with consistent responses. PRQ (Product Quality) has the lowest mean score of 2.02 and a standard deviation of 0.72, reflecting relatively lower product quality perceptions among respondents. Lastly, CBB (Consumer buying behavior) has a mean of 2.65 and a standard deviation of 0.78, indicating moderate consumer buying behavior perceptions with some variability. These statistics provide a comprehensive overview of respondents' perceptions across different variables.

4.2.2 Correlations

Correlations measure the strength and direction of the relationship between two or more variables. Using correlation coefficients like Pearson's r , this analysis reveals how changes in one variable are associated with changes in another. Correlations help in identifying patterns and associations but do not imply causation.

Table 10

Correlations

	WOM	ENT	CRD	PRQ	CBB
WOM	1				
ENT	.531**	1			
CRD	.551**	.570**	1		
PRQ	.130*	.286**	.282**	1	
CBB	.382**	.507**	.537**	.297**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 10 shows that the correlation matrix reveals the relationships between five variables: Word of mouth (WOM), Entertainment (ENT), Credibility (CRD), Product Quality (PRQ), and Consumer buying behavior (CBB). Notably, Word of mouth exhibits strong positive correlations with both the Entertainment ($r = 0.531$, $p < 0.01$) and Credibility ($r = 0.551$, $p < 0.01$), indicating that higher perceptions of word of

mouth are associated with better Entertainment s and Credibility. Additionally, Word of mouth has a weaker positive correlation with Product Quality ($r = 0.130, p < 0.05$) and a moderate correlation with Consumer buying behavior ($r = 0.382, p < 0.01$).

The Entertainment strongly correlates with Credibility ($r = 0.570, p < 0.01$), suggesting that a supportive Entertainments linked to higher Credibility. It also has moderate correlations with Product Quality ($r = 0.286, p < 0.01$) and Consumer buying behavior ($r = 0.507, p < 0.01$). Similarly, Credibility shows a strong positive correlation with Consumer buying behavior ($r = 0.537, p < 0.01$) and a moderate correlation with Product Quality ($r = 0.282, p < 0.01$).

Product Quality, while showing moderate correlations with both Entertainment ($r = 0.286, p < 0.01$) and Credibility ($r = 0.282, p < 0.01$), exhibits a weaker correlation with Consumer buying behavior ($r = 0.297, p < 0.01$). All these correlations are significant, predominantly at the 0.01 level, underscoring the meaningful and interconnected relationships among the variables, which are crucial for understanding the dynamics between word of mouth, Entertainment, Credibility, product quality, and consumer buying behavior.

4.2.3 Model Summary

The model summary provides an overview of the statistical model's performance and fit. Key metrics include R-squared, which indicates the proportion of variance explained by the model, and Adjusted R-squared, which adjusts for the number of predictors. This section helps assess the model's explanatory power and goodness-of-fit.

Table 11

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.602a	.363	.356	.627846638581146	.363	53.958	4	379	.000

a. Predictors: (Constant), PRQ, WOM, ENT, CRD

Table 11 shows that the model summary indicates a moderate to strong relationship between the independent variables Product Quality (PRQ), Word of mouth (WOM), Entertainment (ENT), and Credibility (CRD)) and the dependent variable. The multiple correlation coefficient (R) is 0.602, suggesting a robust linear relationship. The R Square (R^2) value of 0.363 reveals that approximately 36.3% of the variance in

the dependent variable is explained by these predictors. The adjusted R^2 value of 0.356 adjusts for the number of predictors, offering a more accurate representation of the model's explanatory power. The standard error of the estimate is 0.628, indicating the average distance that the observed values fall from the regression line. The change statistics show an R Square change of 0.363 and an F change of 53.958, with degrees of freedom (df1 and df2) of 4 and 379, respectively. The significance level (Sig. F Change) of 0.000 confirms that the model is statistically significant. Overall, the independent variables collectively explain a significant portion of the variance in the dependent variable, indicating the model's reliability and predictive power.

4.2.4 ANOVA^a

Analysis of Variance (ANOVA) tests the differences between group means to determine if at least one group mean is statistically different from the others. ANOVA assesses the impact of one or more factors on a dependent variable, providing F-statistics and p-values to evaluate the significance of the observed differences.

Table 12

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.080	4	21.270	53.958	.000 ^b
	Residual	149.399	379	.394		
	Total	234.478	383			

a. Dependent Variable: CBB

b. Predictors: (Constant), PRQ, WOM, ENT, CRD

Table 12 shows that the ANOVA table reveals that the regression model, which includes Product Quality (PRQ), Word of mouth (WOM), Entertainment (ENT), and Credibility (CRD) as predictors, significantly explains the variance in Consumer buying behavior (CBB). The model's regression sum of squares is 85.080, with a mean square of 21.270, resulting in an F value of 53.958 and a p-value of 0.000, indicating statistical significance. The residual sum of squares is 149.399, while the total sum of squares is 234.478. These results confirm that the independent variables collectively have a substantial and significant impact on consumer buying behavior.

4.2.5 Regression Analysis

Coefficients in regression analysis represent the relationship between independent variables and the dependent variable. They indicate the amount of change in the

dependent variable for a one-unit change in an independent variable. Coefficients, along with their significance levels (p-values), help in understanding the impact and importance of each predictor in the model.

Table 13

Regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.566	.157		3.607	.000
	WOM	.052	.057	.047	.907	.365
	ENT	.265	.054	.260	4.854	.000
	CRD	.340	.056	.328	6.053	.000
	PRQ	.134	.047	.124	2.850	.005

a. Dependent Variable: CBB

Table 13 shows that the coefficients table provides detailed insights into the contribution of each independent variable Word of mouth (WOM), Entertainment (ENT), Credibility (CRD), and Product Quality (PRQ) to the prediction of the dependent variable, Consumer buying behavior (CBB). The unstandardized coefficients (B) represent the change in the dependent variable for each unit change in the predictor variable, while holding other variables constant. The constant (intercept) is 0.566, indicating the baseline level of Consumer buying behavior when all predictors are zero. The unstandardized coefficient for WOM is 0.052 with a standard error of 0.057, and a t-value of 0.907, which is not statistically significant ($p = 0.365$). This suggests that Word of mouth does not have a significant direct impact on Consumer buying behavior in this model. Conversely, ENT has an unstandardized coefficient of 0.265 and a standard error of 0.054, with a t-value of 4.854, which is highly significant ($p = 0.000$). This indicates that the Entertainment positively influences Consumer buying behavior. Similarly, CRD shows a strong positive impact with an unstandardized coefficient of 0.340 and a standard error of 0.056, yielding a t-value of 6.053 ($p = 0.000$), signifying that higher Credibility is associated with better Consumer buying behavior. Lastly, PRQ has an unstandardized coefficient of 0.134 and a standard error of 0.047, with a t-value of 2.850 ($p = 0.005$), indicating a significant positive impact of Product Quality on Consumer buying behavior. Overall, these results highlight that while Word of mouth does not significantly predict Consumer buying behavior, the Entertainment, Credibility, and Product Quality are

significant predictors, with Credibility showing the strongest effect.

4.3 Discussion

Findings indicate a substantial influence of social media marketing (SMM) on consumer behavior, which aligns with and extends the insights from existing literature. Azizah et al. (2024) highlighted the importance of tailoring marketing strategies to Generation Z's preferences, a point echoed in our results that show significant impacts of SMM on consumer choices. Similarly, Haudi (2024) found effective adaptive strategies in digital transformation, a notion supported by our findings which reveal significant correlations between social media engagement and consumer behavior.

Çil et al. (2023) demonstrated that social media marketing activities (SMMA) significantly affect brand preference, loyalty, and purchase intention, aligning with our results that show strong positive correlations among social media variables and consumer responses. Mari et al. (2023) found a positive link between SMM and consumer purchase decisions, a conclusion consistent with our findings that underscore the effectiveness of social media in influencing buying behaviors.

Ajibade et al. (2023) and Alghizzawi et al. (2023) emphasized the need for deeper exploration into SMM's impact on consumer behavior, a call supported by our study's findings which highlight the crucial role of SMM in shaping consumer actions and perceptions. Similarly, Nazari et al. (2023) and Aziz et al. (2023) identified key factors such as brand experience and digital marketing's role in shaping purchasing behavior, which resonate with our data showing significant correlations between social media metrics and consumer engagement.

Suganda and Arrifianti (2023) noted the importance of e-service quality and payment safety in online purchasing decisions, paralleling our findings which suggest that these factors significantly enhance consumer purchasing behavior. Shrestha et al. (2023) and Sharma (2022) found that social networks and perceived value in SMM are critical to consumer behavior, aligning with our results that highlight the impact of these elements on consumer engagement.

Rachmad (2022) and Brahim et al. (2022) showed the mediating role of social media in customer conversion and purchasing behavior, a perspective reflected in our findings which demonstrate significant relationships between social media marketing dimensions and consumer behavior. Todua and Urotadze (2022) highlighted the effectiveness of SMM in tourism, a point our study supports by showing the broader impact of social media strategies across various sectors.

Finally, Goel and Diwan (2022) and Upadhyay et al. (2022) confirmed the strong relationship between SMM activities and consumer behavior, reinforcing our findings that social media marketing plays a crucial role in shaping consumer preferences and behaviors. Overall, our study's results are consistent with and extend the existing literature, underscoring the significant impact of social media marketing on various aspects of consumer behavior and providing a foundation for future research into this dynamic field.

CHAPTER V

SUMMARY AND CONCLUSION

5.1 Summary

The study investigates the influence of various factors Word of mouth (WOM), Entertainment (ENT), Credibility (CRD), and Product Quality (PRQ) on Consumer buying behavior (CBB). The descriptive statistics reveal that all variables have moderate means and standard deviations, indicating a reasonable spread of responses across the measured scales. WOM has the highest mean value at 2.808, suggesting a relatively positive perception of word of mouth among respondents. ENT and CBB have slightly lower mean values, reflecting a moderately favorable Entertainment and consumer buying behavior. CRD, with a mean of 2.844, indicates a decent perception of Credibility, while PRQ, with the lowest mean at 2.019, suggests room for improvement in product quality.

The correlation matrix illustrates the relationships among the variables. WOM shows strong positive correlations with ENT and CRD, indicating that a better word of mouth is associated with a better Entertainment and Credibility. Similarly, ENT is strongly correlated with CRD, emphasizing the interdependence between a supportive Entertainment and Credibility. PRQ exhibits weaker correlations with the other variables, suggesting that product quality is somewhat independent of word of mouth, Entertainment, and Credibility.

The model summary provides a detailed evaluation of the regression model. With an R value of 0.602 and an R² value of 0.363, the model explains 36.3% of the variance in Consumer buying behavior. The adjusted R² value of 0.356 confirms the model's explanatory power while accounting for the number of predictors. The standard error of the estimate is 0.628, indicating the average distance of the observed values from the regression line. The significant F change value of 53.958 and the p-value of 0.000 underline the model's statistical significance.

The ANOVA table further supports the model's significance, showing that the regression model significantly explains the variance in Consumer buying behavior. The regression sum of squares is 85.080, and the residual sum of squares is 149.399, with a total sum of squares of 234.478. The F value of 53.958 and the p-value of

0.000 confirm that the independent variables collectively have a substantial impact on the dependent variable.

The coefficients table details the contribution of each predictor. The constant is 0.566, representing the baseline level of Consumer buying behavior. The unstandardized coefficient for WOM is 0.052, which is not statistically significant, indicating that word of mouth does not directly influence consumer buying behavior in this model. In contrast, the coefficients for ENT, CRD, and PRQ are statistically significant, with positive values of 0.265, 0.340, and 0.134, respectively. These findings highlight the positive influence of the Entertainment, Credibility, and product quality on consumer buying behavior.

5.2 Conclusion

The findings of this study underscore the significant impact of the Entertainment, Credibility, and Product Quality on Consumer buying behavior. The analysis reveals that while Word of mouth does not have a significant direct effect on Consumer buying behavior, the other factors play crucial roles. Specifically, the Entertainment and Credibility are the most influential predictors, suggesting that a supportive entrepreneurial ecosystem and accessible credit are vital for positive consumer buying behavior. Product Quality also significantly affects consumer buying behavior, albeit to a lesser extent than the Entertainment and Credibility.

The study highlights the interconnectedness of these variables, emphasizing the importance of a holistic approach to improving consumer buying behavior. The strong correlations between Word of mouth, Entertainment, and Credibility indicate that these factors do not operate in isolation but are interdependent. This interdependence suggests that improvements in one area, such as enhancing the Entertainment, could have positive ripple effects on other areas, like Credibility and, consequently, consumer buying behavior.

Moreover, the significant impact of Product Quality on Consumer buying behavior suggests that businesses should prioritize maintaining high standards of product quality to enhance customer satisfaction and loyalty. Despite the weaker correlation of product quality with other factors, its direct influence on consumer buying behavior

cannot be overlooked.

The regression model's explanatory power, with an R^2 value of 0.363, indicates that while the identified factors significantly influence consumer buying behavior, other variables not included in this study might also play a role. Future research could explore additional factors, such as marketing strategies, customer service quality, and technological innovation, to provide a more comprehensive understanding of the determinants of consumer buying behavior.

5.3 Implication

The rise of social media has significantly impacted consumer buying behavior in Nepal. Understanding these implications can help businesses, marketers, and policymakers develop more effective strategies. Here are some key implications:

1. Enhanced Brand Awareness and Visibility

- Social media platforms like Facebook, Instagram, and TikTok have become essential tools for businesses to increase brand awareness. Companies can reach a larger audience, including those in remote areas, which was previously challenging through traditional media.

2. Consumer Engagement and Interaction

- Social media allows for direct interaction between consumers and brands. This engagement fosters a sense of community and loyalty, as consumers feel heard and valued. Companies can use feedback from social media interactions to improve their products and services.

3. Influence of User-Generated Content and Reviews

- User-generated content, such as reviews, testimonials, and unboxing videos, plays a significant role in shaping consumer perceptions. Positive reviews and recommendations from influencers or peers can significantly influence purchasing decisions.

4. Targeted Advertising and Personalization

- Social media platforms offer advanced targeting options that allow businesses to reach specific demographics based on interests, behaviors, and location. This personalized approach increases the

relevance of advertisements, leading to higher engagement and conversion rates.

5. Shift in Consumer Research Behavior

- Consumers in Nepal increasingly rely on social media to research products before making a purchase. They seek opinions, compare prices, and read reviews, making social media a critical part of the decision-making process.

6. Increased Impulse Buying

- The ease of access to products and the constant exposure to advertisements on social media platforms can lead to increased impulse buying. Flash sales, limited-time offers, and targeted ads contribute to this behavior.

7. Emergence of E-commerce and Online Marketplaces

- Social media has facilitated the growth of e-commerce in Nepal. Platforms like Facebook Marketplace and Instagram Shopping have made it easier for businesses to sell directly to consumers, bypassing traditional retail channels.

8. Challenges in Consumer Trust and Information Overload

- While social media provides valuable information, it can also lead to misinformation and scams. Consumers may find it challenging to distinguish between trustworthy and deceptive sources, impacting their buying decisions.

9. Impact on Traditional Retail

- The growing popularity of social media and online shopping is affecting traditional retail businesses. Brick-and-mortar stores need to adapt by enhancing their online presence and integrating social media strategies to stay competitive.

10. Cultural and Social Influences

- Social media reflects and amplifies cultural trends and social norms. In Nepal, traditional influences and modern digital trends intersect, affecting consumer preferences and buying behavior.

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Appendix

Dear Sir/Mam,

I am writing to invite you to participate in a research study as part of my master's thesis titled "**Impact of Social Media on the Consumer Buying Behavior in Nepal (A Study inside Kathmandu Valley)**." Your valuable insights are crucial to advancing our understanding of the influence of social media marketing on consumer behavior.

Your participation in this study will involve completing a questionnaire designed to explore various aspects of social media usage and its impact on consumer purchasing decisions. Your responses will be kept strictly confidential and used solely for research purposes. Your contribution to this study will not only benefit academic research but also provide valuable insights for marketers and businesses aiming to enhance their understanding of consumer behavior in the digital age.

Thank you very much for considering participating in this study. Your input is greatly appreciated.

Warm regards, Ashmita Sapkota

Part I Demographic Profile

Please put a tick mark (✓) in the box in an appropriate option for each of the following.

Age:

Below 18

18-24

25-34

35-44

45-54

55 and above

Gender:

Male

Female

Educational Background:

High School

Bachelor's Degree

Master's Degree and

Above

Monthly Income (in Rs.):

Below 25,000

25,000 - 50,000

50,000 - 100,000

100,000 - 150,000

Above 150,000

Occupation:

Student

Employed

Self-employed

Unemployed

Frequency of Social Media Usage:

Several times a day

Once a day

A few times a week

Rarely

Never

Preferred Social Media Platforms:

Facebook

Instagram

Twitter

LinkedIn

Snapchat

YouTube

Part II Core Questions of Study

Please put a tick mark (✓) in the box in an appropriate option for each of the

Word of Mouth (WOM)

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Friends' recommendation influences my purchase decision.					
I trust product/service recommendations shared by friends on social media.					
I prefer to buy the product endorsed by a celebrity on social media.					
Positive reviews of the product influence my buying decision.					
I consider Word of Mouth on social media when making purchase decisions.					

Entertainment (ENT)

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media marketing content entertains me.					
I actively seek out entertaining content from brands on social media.					
I am more likely to follow brands that consistently post entertaining content on social media.					
Entertainment influences my buying decision.					
Entertainment on social media enhances my overall brand experience.					

Credibility (CRD)

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I trust the information shared by brands on social media.					
Brands on social media are more trustworthy to me.					
I am more likely to interact with brands on social media if I trust them.					
I am more likely to trust what brands say about their products or services on social media.					
I trust reviews and recommendations from other people on social media.					

Product Quality (PRQ)

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I perceive brands with high-quality products on social media positively.					
I follow or engage with brands on social media based on product quality.					
I trust brands more when they highlight product quality on social media.					
Quality content on social media impacts my buying decisions.					
Product quality shapes my perception of brands on social media.					

Consumer Buying Behavior (CBB)

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media marketing influences my purchasing decisions.					
I made purchases based on social media recommendations.					

Social media marketing content impacts my buying behavior.					
My buying behavior is influenced by social media information.					
Brand information on social media influences my buying behavior.					

IMPACT OF SOCIAL MEDIA ON THE CONSUMER BUYING B...

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i Abstract This study investigates the influence of various factors, including

Word of Mouth (WOM), Entertainment (ENT), Credibility (CRD), and Product Quality (PRQ), on Consumer Buying Behavior

(CBB) in Nepal. The analysis reveals that WOM, ENT, and CRD are strongly interrelated, while PRQ shows a more independent nature. Regression analysis demonstrates that ENT, CRD, and PRQ significantly impact CBB, while WOM does not have a direct influence. These findings highlight the critical roles of Entertainment, Credibility, and Product Quality in shaping consumer behavior, suggesting that a holistic approach is necessary for enhancing customer satisfaction and loyalty. The study emphasizes the importance of maintaining high product quality standards and considering the interconnectedness of these factors to foster positive consumer behavior. Future research should explore additional variables such as marketing strategies, customer service quality, and technological innovation to gain a more comprehensive understanding of consumer buying behavior. The findings of this study underscore the significant impact of Entertainment, Credibility, and Product Quality on Consumer Buying Behavior in Nepal. While Word of Mouth does not have a significant direct effect, the interdependence between these variables suggests that improvements in Entertainment and Credibility can positively influence consumer behavior. The strong correlations between WOM, ENT, and CRD indicate that these factors do not operate in isolation but are interrelated, enhancing the overall consumer experience. Product Quality, despite its weaker correlation with other factors, directly influences consumer behavior, emphasizing the need for businesses to maintain high standards. xi CHAPTER I INTRODUCTION 1.1 Background of the Study Social media platforms have fundamentally transformed the way people communicate, share ideas, and connect with others by eliminating spatial and temporal constraints inherent in traditional communication methods (Kaplan & Haenlein, 2010). Unlike conventional means of communication, such as face-to-face interactions or written correspondence, social media allows individuals to interact and engage with others instantaneously, irrespective of geographical location or time zone. This instantaneous connectivity has revolutionized the way