

**SOCIAL MEDIA ADVERTISING AND IT'S IMPACT ON
CONSUMER BUYING BEHAVIOR OF COSMETIC
PRODUCT IN KATHMANDU VALLEY**

**A Dissertation Submitted to the Office of the Dean, Faculty of Management in partial
fulfillment of the requirements for the Master of Business Studies (MBS)**

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CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled **“Social Media Advertising and it’s Impact on Consumer Buying Behavior of Cosmetic Product in Kathmandu Valley”**.The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor it has been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of this dissertation.

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BivaKarki

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REPORT OF RESEARCH COMMITTEE

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APPROVAL SHEET

We, the undersigned, have examined the thesis entitled "**Social Media Advertising and its Impact on Consumer Buying Behavior of Cosmetic Product in Kathmandu Valley**" presented by Biva Karki, 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 thesis is worthy of acceptance.

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ABBREVIATIONS

AS	:	Social Media Means (Sum)
B2B	:	Business-to-Business
BP	:	Buyers Perception
BP	:	Consumer Perception (Sum)
CA	:	Consumer Attitude
CA	:	Consumer attitude (Sum)
CBDM	:	Certificate Business Development Manager
CI	:	Consumer Interest
CP	:	Consumer Perception
CV	:	Consumer Value
DC	:	Consumer Value (Sum)
EBM	:	Event Based Marketing
EC	:	Consumer preference (Sum)
FB	:	Consumer buying behavior (Sum)
IBM	:	International Business Machines
SMI	:	Social Media Influencer
SMMA _s	:	Social Media Marketing Activities
SNM	:	Social Network Marketing
SPSS	:	Statistics Package for Social Science
UKM	:	UniversitiKebangsaan Malaysia

ABSTRACT

The study completed in Social Media Advertising And It's Impact on Consumer Buying Behavior of Cosmetic Product in Kathmandu Valley with objectives to analyze current situation of social media means advertising of cosmetic product in Kathmandu valley, examine the social media advertising factor change the consumer perception, attitude, value and interest towards cosmetic product and assess the impact of change consumer perception, attitude, values, and interest on consumer buying behavior of cosmetic product. The study was completed under the descriptive and causal research, where descriptive research design describe the feature and characteristics of the data and response of respondent by taking sample size 400 out of total population of the Kathmandu valley who were used the cosmetic product. Study had used the descriptive, correlation and regression model to reached conclusion. Finding of the study was, there was significant correlation between independent variables consumer perception, attitude, values and interest and dependents variables consumer buying behavior and regression shows the significant impact of independent variable consumer perception, attitude, values and interest on dependent variable consumer buying behavior where calculated f value 37.754 is significant at 0.05 levels that mean regression line was fit. Dependent variable buying behavior and independent variables are social media advertisement, consumer perception, consumer attitude, and consumer value and consumer preferences.

Key words: consumer perception, attitude, values, and interest on consumer buying behavior

CHAPTER I

INTRODUCTION

1.1 Background of Study

Marketing communication is undergoing a digital revolution. The growing attractiveness of blogging, podcasting, and social networks assists world customers to broadcast their sights about a product or service to a probable audience of billions. Traditional advertising does not effort as well as it has in the past. The world, leads readers over the maze of communities, platforms, and social media tools so that they can superior choice which tools to use, and how to use them most effectively. Choices as well as experienced professionals willing to improve their game, this widespread tactics that have been supported to effort in the real marketing world. Social media marketing mastery in the developing world advertising(Tuten & Solomon., 2017).

Social media marketing first started with publishing. Businesses were sharing their comfortable on social media to make traffic to their websites and, confidently, sales. But social media has developed far beyond being just a place to announcement content. Businesses use social media in a myriad of different ways. A business that is concerned about what people are saying around its brand would monitor social media discussions and response to relevant references. A business that wants to recognize how it's performance on social media would analyze its reach, appointment, and sales on social media with an analytics tool. A business that wants to reach a specific set of audience at scale would run highly-targeted social media ads (Smith et al., 2018).

Social Media is shifting the command from marketers to consumers, because concerning to the democracy permitted in social media all users as consumers can now be in interaction with each other exchanging the information about products and services, which push marketers changing their old approaches to match the new requirements of consumers, and exchange with them in individual as probable as they can, specifically in their buying behavior by using social media as marketing channel in both free as word-of-mouth and paid as social media advertising. Moreover, advertising is basically one way that consumers learn about new products, learn about things consumers may want, because the more consumers know about products more choices they can make, as no one

prefer to make deprived choices when it comes to purchase, what social media provide is smart numerous choices more than poor or just many choices(Ertemel & Ammoura, 2016).

There is association of social media advertising marketing tool with consumer buying behavior regarding to the five steps need recognition model for companies working in fashion retail industry, which step has the toughest relation with social media advertising and which has no relation at all concerning to the changes in the consumer's demographic factors(Ertemel & Ammoura, 2016).

Nowadays, social media plays a critical role in shaping consumer opinions, influencing attitudes, and purchasing decisions. Social media's impact on consumers' green behavior and purchase intention has been studied by several scholars, including in the cosmetic market. Social networks can promote buying behavior, and celebrities on social media can shape consumers' attitudes toward buying cosmetics. Social media has become an important communication tools for sharing ideas, creating content and expressing opinions and information. Social media has revolutionized the communication between consumers and companies, including cosmetic products, and allowed consumers to have a more interactive buying experience. Consumers mainly use social media to obtain information about products. The social media platform became an important communication platform. According to global study conducted in 2019, 37% of the consumers discovered online beauty brands by seeing ads in social media, 33% by following recommendations and comments in social media, 22% rely on posts from expert bloggers, 22% follow the brands' social media page, and 22% get information on new products via celebrity endorsements in social media. Social media provides the large number of information which contribute on consumer behavior formation (Pop et al., 2020).

When it comes to purchase intention research, studies extensively rely on the where attitude toward the action, social norm and perceived behavioral control determine the formation of the purchase intention. Since consumer buying behavior is a relatively new concept, additional variables are needed in order to describe more proper relation of social media on cosmetics product buying behavior. Altruistic and egoistic motivations, while egoism indicates a concern with social medial information. Inherent information

about the cosmetic product, health sensitivity and benefits from the consumption use of cosmetic product (Pop et al., 2020).

1.2 Problem Statement

Social media marketing is the use of social media platforms to connect with audience and consumers who use the cosmetic product to build brand, increase sales, and drive website traffic. This involves publishing great content on social media, listening to and engaging. The main means of social media are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. Where means of social media influences the consumer buying behavior of cosmetic product through required information of product, brand, quality, location and logistic or delivery. Social media on consumer's altruistic and egoistic motivation, attitude and subjective norms toward cosmetics product. These days, social media advertising systems are so strong that can choose exactly who will see adverts. Based on their demographics, interests, activities, and motivations, it creates target audiences. The most recent social media tools and methods, including Facebook, Instagram, Twitter, and others, are covered in the social media marketing blog. What affects the consumer's desire, wants, interest, and changes in buying behavior? The inherent information on social media advertising by Facebook, Instagram, twitter, Celebrities, music, time, advertisement design on social Blogs influences cosmetics buying behavior. However, in the case of personal care, attention should be paid to health consciousness while in the brand, quality, weight, price, trustee, reliability considered by the consumer. Most studies describe cosmetic buying behavior influences by the perception, attitude, values and interest.

On the basis of above problem statement the following research question can be raised:

- i. What is the current situation of social media means advertising of cosmetic product in Kathmandu valley?
- ii. Is there relation between advertising of social media advertising change the consumer perception, attitude, value and interest towards cosmetic product?
- iii. Does the impact of changes consumer perception, attitude, values and interest by social media advertising on consumer buying behavior of cosmetic product?

1.3 Objectives of Study

The General objective of the study is analyze the social media impact on change consumer perception, attitude, value and interest as well as consumer buying behavior.

However the specific objectives of study are:

- i. To analyze current situation of social media means advertising of cosmetic product in Kathmandu valley.
- ii. To examine the social media advertising factor change the consumer perception, attitude, value and interest towards cosmetic product.
- iii. To assess the impact of change consumer perception, attitude, values, and interest on consumer buying behavior of cosmetic product.

1.4 Hypothesis of Study

The hypothesis of study are:

H1: Consumer changes perception associate with buying behavior significantly

H2: Consumer's changes attitude associate with buying behavior significantly.

H2: Consumer's changes values associate with buying behavior significantly.

H3: Consumer's changes interest associate with the buying behavior significantly

1.5 Rational of the Study

The study is related to the advertisement impact related to cosmetic product in Kathmandu. The advertisement role is important to create demand of product. Scholars believe that study will be beneficial to the advertisement, advertising agencies, Media, and producers about consumer awareness, attitude, perception, credibility towards ads and the factors effect consumers buying behavior. This study contribute to analyze the market situation, demand of product, factor of advertisement. Though finding producer can formulate business plan, advertisement strategy, and policies of firm. Similarly, the study is important for student to understand insight of consumer behavior, attitude, and perception towards cosmetic product. The study will be useful for new researcher in the field of marketing, advertising and consumer behavior towards buying decision. It is also useful for new researcher for finding new fact of advertising impact on cosmetic product in future. it contribute to designing the advertisement, means of advertisement and keep the information in advertisement which attract consumer, motivate to buy product, change consumer's perception, values, interest and norms about product.

1.6 Limitation of the Study

The study have certain limitations, which are as follows:

- i. The study on social media advertising impact on buying behavior of cosmetic product in Kathmandu valley.
- ii. The study is on the basis of sample 400.
- iii. The convenience sampling technique used for data collection from respondent.
- iv. The study based on social media advertisement and cosmetics product buying behavior.
- v. The study is completely based on primary data collected through survey.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

It entails reviewing and assessing already published information in the field of interest. It is beneficial to focus a researcher's broader areas of interest on a specific study issue. A literature review might provide a researcher ideas for his study's methodology. The theoretical underpinnings and research technique are clear to the researcher. It is necessary to show how the topic under investigation is related to past research endeavors. The need to contextualize an issue within a theoretical framework is critical in particular subject areas, and in these cases, the underlying theory must also be addressed. Work your way up from broad to specific to primary sources of information when you are first scanning a field.

2.2 Theoretical Review

The theoretical literature review aids in identifying what ideas currently exist, their connections, the depth to which they have been explored, and the creation of new testable hypothesis. The theoretical notion, a complete theory, or a framework may be the subject of the analytical unit. The study is focused on using inductive logic. Both primary and secondary data are used in this investigation. The study's field is where the majority of the data are gathered. On the basis of consumer behavior in the marketplace, the relationship between the advertising is examined. In general, there is a significant relationship between marketing and market sales. The customer's perception is also favorable as a result of the many forms of advertising.

2.2.1 Concept of Advertising

Advertising is a form of impersonal consumer contact used in marketing, for which businesses must pay a set amount of money. The success of a corporation in the market is now determined by the current marketing, which is dependent on ads. It has characteristics like (Koirala, 2019).

2.2.2 Features of Advertising

- **Advertising involves Costs:** Advertising entails a number of expenses, all of which are covered by the advertisement's sponsor. There are many different forms of advertising available on the market, but businesses should pay for them all.
- **Advertising is Impersonal Communication:** Advertising conveys information via signs, phrases, symbols, etc. In order to satisfy the requirements and wishes of the consumer, the advertisement gives information about the product, service, price, and location.
- **Advertising can be in Various Forms:** Depending on the geographic scope, targeted audience, and intended effect, advertising can take many different forms. Similar to local, national, and worldwide, for either industrial or consumer usage.
- **Advertising uses Various Media:** There are several methods for advertising, including indoor, outdoor, and display media. There are many different forms of advertising. Depending on the situation, the sponsor will employ various forms of advertising.
- **Advertising promotes Goods, Services and Ideas:** Businesses use advertising to market their products, services, and brand identities. Ideas for new marketing initiatives are created as a result of advertising for goods and services.
- **Advertising is targeted at some Actions:** Advertising has certain aims or purposes. To make that advertising, it was done. There are many different market segments, and advertisements in the actual world of marketing choose the actionable, achievable, and enticing groups for information(Koirala, 2019).

2.2.3 Advertising Theory

Theory explains the relationship between variables that is based on data, fact and factual. Some theory of advertising can be described as follows:

2.2.5.1 Hierarchy of Effects Models

Robert J. Lavidge and Gary A. Steiner created the idea of commercial communication in 1961. In this concept, six processes for advertising are proposed with the presumption that consumer behavior is hierarchical. The model's steps are:

- **Awareness:** At this steps consumer become aware about existence and availability of product and behavior. Provide announcement message.
- **Knowledge:** Buyer gathers information various behavior from available sources. Provide informational and educative message focusing on product attributes.
- **Liking:** Develops feeling of likes on the mind of consumer about product and firm. Provide emotional messages that create positive feeling towards behavior.
- **Preference:** Buyer develops a preference over one behavior than other behavior in market. It proved rational message to influence buyer judgment in favor of the behavior in market.
- **Conviction:** Buyer of product develops favorable attitude toward the behavior of product and organization in the process of decision making. Encourage to purchase product earlier in date.
- **Purchase:** Customer actually makes purchase where advertising reassurances and support the purchase decision of consumers.

Theory focuses to deliver informative message to targets consumers through effective advertising design and ultimate make purchase consumer from unaware consumers to loyal purchase consumers (Koirala, 2019).

2.2.5.2 Means- End Theory and MECCA Model

According to theory, advertising should have a message that directs consumers toward a desired outcome. Personal value may take many different forms, including a comfortable existence, enjoyment, excitement, independence, happiness, security, self-respect, and social acceptability. Advertising that aims to keep viewers interested in the product by making them think they will accomplish some of their personal ideals. This model makes use of five elements:

- **Product Attributes:** Advertisement presents benefits of product to consumer by inherent treats of product like composition of various component and marketing mix.

- **Consumer's Benefits:** It describe the benefits for consumer when they use product. Advertising informs to the consumer about product, quality, price, place and treats of product, which add value to consumer.
- **Leverage Point:** The advertisement leads the viewer to transform the benefits to personal values. The inter link between various benefit and personal value through effective advertisement.
- **Personal Values:** The benefit received by consumers that may be rational or emotional. The personal value in the process of product purchase plays a significant role. Producers always try to create value through providing quality products, services and required information in time.
- **Execution Framework:** Scenario used to convey the message that is designed to complete the linkage between various elements. The interrelation between various variable is there to clarify the inter link (Kotler, et.al. 2014).

2.2.4 Social Media Advertising

Social media advertising refers to the use of social media platforms to promote products, services, or ideas to a targeted audience. It is a form of digital marketing that leverages the vast user base and engagement on social media platforms to reach potential customers and achieve various marketing objectives. The main goal of social media advertising is to increase brand awareness, drive website traffic, generate leads, and ultimately boost sales or conversions. Unlike organic social media posts, which are shared with a brand's followers, social media advertising requires payment to the platform to display sponsored content to a wider and more targeted audience. Here's how social media advertising typically works:

- **Setting Objectives:** Before launching an ad campaign, advertisers define their objectives, such as increasing website clicks, driving app installations, promoting specific products, or gaining more followers.
- **Targeting:** Social media platforms offer advanced targeting options based on demographics, interests, behaviors, and even past interactions with a brand. Advertisers can specify the audience they want to reach, ensuring their ads are shown to the right people.

- **Ad Creation:** Advertisers create engaging ad content that can be in the form of images, videos, carousels, slideshows, or sponsored posts. The content should be visually appealing and tailored to the platform's specifications.
- **Budgeting:** Advertisers set a budget for their campaigns, which can be daily, weekly, or for a specific duration. They can also control how much they are willing to pay for each click, impression, or other desired actions.
- **Campaign Launch:** Once the campaign is ready, it's launched on the chosen social media platform. The ad will then be shown to the target audience based on the specified criteria.
- **Monitoring and Optimization:** Throughout the campaign, advertisers monitor the performance of their ads using analytics tools provided by the social media platform. They can analyze metrics like click-through rates, conversions, engagement, and reach. Based on this data, they can optimize their ads to improve performance.

2.2.4.1 Types of Social Media

- **Facebook:** Offers a wide range of ad formats and has extensive targeting options.
- **Instagram:** Owned by Facebook, it is particularly popular for visual content and is well-suited for lifestyle, fashion, and travel brands.
- **Twitter:** Allows for concise ad messages and is useful for real-time marketing and trending topics.
- **LinkedIn:** Primarily used for B2B advertising and targeting a professional audience.
- **Pinterest:** Great for promoting products and driving traffic to websites.
- **Snapchat:** Known for its short-lived content and popular among younger audiences.

Social media advertising has become an integral part of many businesses' marketing strategies due to the massive user base and the ability to target specific audiences with precision. It allows businesses to reach potential customers where they spend a significant amount of their online time and can lead to increased brand exposure and higher returns on investment when implemented effectively.

2.3 Empirical Review

Kopot & Reed(2023)COVID-19 Pandemic transform the consumer behavior from the normal purchased to online purchase. Similarly the beauty product sold by the various retailer in market, consumer have multiple choice for purchase, out of them online was become an important means of purchase product from the market. The study mainly based on the beauty retailers, objectification theory, body appreciation and beauty concept, social norms, purchase intention. The study was completed under the online survey of online purchase in change the group behavior using objectification theory, theory of reasoned and purchase intention of consumer. There were various hypothesis set and tested with taking the sample data from the 756 participants. The finding of the study was indirectly online retailer influences, however the conceptualization of beauty have insignificant effect on social norms, body appreciation have negative effect on social norms. Effect on trust was indirect on purchase intention. But the impact on group behavior, positive on image, individual perception and purchase intention.

Chrisniyanti & Fah(2022)Main aims to investigate the impact of social media marketing activities (SMMA) on purchase intention of skincare products among Indonesian young adults. The secondary objective of this study is to investigate the mediating effect of subjective norms, perceived behavioral control, brand awareness, and social brand engagement on the relationship between social media marketing activities on purchase intention of skincare products. The study was based on main component of study was social media marketing activities, purchase intention, subjective norms, perceived behavioral control, brand awareness, social brand engagement. The research on the influence of social media marketing activities on young people' desire to purchase skincare goods has not yet been thoroughly examined and is still restricted in Indonesia, despite its popularity in the Indonesian market. A quantitative cross-sectional methodology is used in this investigation. Through non-probability sampling, 271 responses from respondents between the ages of 18 and 34 were obtained. Young adults in Indonesia were shown to be more likely to purchase skincare goods as a result of social media marketing activities (SMMA). Additionally, subjective norms, perceived behavioral control, brand knowledge, and social brand involvement all had a major role in mediating the link between social media marketing activities and purchase intention. The study's findings will help skincare brand marketing and upcoming academics to gain

insightful knowledge on the influence of social media marketing activities on the desire to purchase skincare goods.

Varghese & Agrawal(2021)to explore how the abundance of the content and the user generated information can change the buying pattern of the consumers. The six phases of customer decision process, also known as EBM model has been used.The research has also been done to know the relevance of the model in the context of Social media usage. The study based on social media, consumer behavior, World Wide Web, online platforms. Under the quantitative survey has been done to explore the aspects of the customer decision process.In this study, the buying process of consumers' complicated purchases is examined, with a focus on how the usage of social media has affected the process in particular. The phrase "complex buying behavior" in this context refers to a consumer's rare but highly engaged purchases that significantly alter brand preference. A new trend is emerging: social media. User-generated web technologies including blogs, social networks, and social media websites have been more popular during the past ten years on the World Wide Web. Overall, the technologies that make up social media are the real drivers behind the growth of the user-generated content community, a global one. The growth of social media has led to the People may communicate with one another, exchange ideas, and material on websites like Facebook, Instagram, YouTube, and Twitter. The social media revolution has created new opportunities for learning about both goods and services. Strangers on social media have the power to sway a consumer's view and comments on goods and services, which in turn affects attitudes offline as well. However, social media has clearly given the consumer more power because they are now the only ones who can create content through online dialogues. As a result, customers now have a crucial say in whether a company succeeds or fails. The marketers attempt to comprehend how customers use social media and how they make decisions based on the content showed there that can change their decision process.

Siddiqui & Mehrotra(2021) to understand how the social media has influenced consumer buying behavior. Social media marketing is the contemporary style of marketing as it concentrates on opening new horizons for marketers in order to promote a product or service as compared to conventional media. The study focused on social media marketing, consumer buying decision-making process. Consumer behavior and satisfaction have recently grown in importance for any company looking to establish a

presence in the market and boost profitability. Organizations are using social media strategy for this reason. It is clear from studies that businesses use social media marketing to communicate with customers. Social media marketing has provided businesses a new avenue to interact with customers and influence their purchasing habits. People utilize social media to express their opinions, experiences, and any other information that they think their "connection" or friends would find interesting. The marketer uses social media for advertising purposes. Marketers use this as an advantage to develop marketing strategies that may help them increase their revenue. It is incredibly simple to use social media to connect with customers. These advantages make it easier for people to find what they want. 220 respondents made up the sample, and from a statistical standpoint, univariate and bivariate analyses were used to establish the results. Similar to how it can be observed how much it is impacted and the true impact of social media marketing reflected in the Consumer Buying Decision Making process after conducting the rigorous statistical analysis using SPSS and the analysis supplied by the web platform the host of questionnaire. The Pearson's Correlation research investigates a considerable positive linear association between consumer purchasing behavior and social media marketing. At the 1% level, the correlation coefficient (r^2) was 30.9%. This suggests that social media marketing may be used to anticipate consumer purchasing decisions. Future research can be designed to find an additional variable or variables to explain the CBDM. For a deeper knowledge of the target customer's decision-making process, expand this research to include the responses of more respondents and social media content.

Manan et al.(2020) this study aims to examine customers' perceptions of social media advertisements and their intention to purchase health and beauty products. The study focused on affective, authenticity, credibility, health and beauty, purchase intention, social media advertisement, trust. Since social media gives people the chance to stay in touch with their loved ones, it has become a need in almost everyone's life nowadays. Social media is increasingly being used as a platform for customers to evaluate or gain feedback on specific items before making a purchase. Even if internet shopping is convenient, some people still have doubts about some aspects. When it comes to advertising, many businesses are unaware of how crucial it is to maintain honesty and integrity. Social media posts and advertising aren't always genuine. The study used a six-section questionnaire using a 5-point Likert scale, from 1 for strongly disagreeing to 5 for strongly agreeing. 180 respondents were surveyed, and the recommended sample

technique was snowball sampling. SPSS version 24 was used to analyze the results. The analysis's findings showed that all of the variables' items fell within the 0.728 to 0.859 range, indicating the presence of internal consistency. The results of the regression study, credibility and authenticity did not significantly impact purchase intention, although trust and affectivity did. The study discovered strong positive connections between trust and emotional attitude and product purchase intention on social media. However, it has been discovered that purchase intention has no substantial association with credibility or authenticity. Trust is demonstrated to have a stronger impact on customer purchase intention than emotional factors.

Al-Samydai et al.(2020) the aim of the present study is to know the role of social media on consumers' health behavior toward Herbal cosmetic. The desire for cosmetics to preserve and improve human attractiveness is rising, however certain cosmetics items may include toxic chemicals that have serious adverse effects. Because they are harmless, whether as a finished product or handmade recipe, interest in herbal cosmetics is increasing globally. The main factor of study wereherbal, cosmetic, consumers', health awareness, social media. The methodology of study was depth interviews are used to collect the data by asking face-to-face to the respondent. Findings, the majority of Jordanians favored herbal cosmetics because of their safety. Additionally, 61.33% of the sample agreed that social media significantly influenced their decision to convert from organic to herbal cosmetics. Inviting social media influencers to encourage people to use herbal cosmetics is Jordan's novel method of advertising natural cosmetics.

Chen & Dermawan(2020)Globally, green consumption of the consumer has been raising trend, the consumer's interest in cosmetic product also at increasing trend, the large number of procedure produces the cosmetic product. However companies to be more environmental friendly with portfolio to satisfy emerging consumer's needs. Social media being one of the most important means of advertising, and marketing of product, it shaping consumer's attitude. Applied the theory of planned behavior to describe social media impact on purchase intention and motivation. The empirical studies, an online through the conceptual model with construct the reliability and validity and test of least square modeling. The results of the study shows the attitudes, subjective norms, altruistic and egoistic motivation etc. influences the purchase intension. The external factor such as the information, social media play the important role to motivate consumers towards the

green cosmetics. The study was completed under the survey research design, where key variables were theory of planned behavior, green cosmetics, altruism, egoism, social media and purchase intention of cosmetic product.

Gupta & Singh(2020)the purpose of this paper is to study and understand the factors that affect the consumers' buying behavior with reference to Instagram. The study also investigates the source credibility of Instafamous Celebrities on consumers' buying intention. The goal is to show that celebrities on instagram are influential and effects consumers' purchase behavior. The study based on consumer buying behavior, digital marketing, instagram, instafamous celebrities, micro-blogging, social media influencers. One of the most widely used social networking services worldwide is Instagram. It is currently the most well-known, increasing and spreading popularity among people via apps. The language of Generation Y is now hashtags. With the help of hashtags, every life story finds its way through likes and comments. Instagram is a social media platform that offers much more than simply the ability to share and like photos. Perhaps because of this, it has become more popular than other social media platforms like Facebook and SnapChat. Brands are efficiently utilizing new techniques on social media platforms like Instagram, which is continuing to see fast growth in popularity, in order to increase their visibility in the audience. An online "celebrity" called a social media influencer (SMI) is a new, widely used approach. Similar to celebrity endorsements, companies are utilizing SMI to disseminate information and shape customer views. The use of SMIs in marketing and communication initiatives has become more widespread, whether in the beauty or fashion industries.

Nizar(2019) the purpose of this research is to identify how the social media marketing impact on the consumer purchase decision. The objective of this research is that to define the term social media marketing and consumer purchase behavior, to carry out a literature review on the subject of consumer purchase behavior and impact of social media, to conduct a primary research with the help of questionnaires and interviews on the impact of social media advertising and consumer purchase behavior, and to review the findings and to make recommendations to management of Dialog Axiata. The study based on digital marketing, consumer purchase behavior, and social media marketing Research was based on survey method, as the questionnaire was distributed to collect data from the public for the research about the impact of social media marketing on consumer purchase

behavior. 184 responses were gathered from the distribution of the google forms survey and interview was conducted for further result to be assessed. Interview was directed among three interviewees in Dialog Axiata. Moreover, the data for this research was analyzed through IBM SPSS statistics software Findings in this research Cronbach Alpha, Regression for the independent variables, Correlation for both dependent and independent and descriptive statistics was found by using the SPSS software for this research. The hypothesis that was identified for this research were accepted. There was a significant positive correlation identified in this research which help the study to prove its overall value.

Gautam & Sharma(2017) the study investigate the direct and indirect impacts of social media marketing activities entertainment, customization, interaction, word of mouth, and trend on consumers' purchase intentions in luxury fashion brands. This study employed higher order Structural Equation modeling to test the study model with (n D 243) sample data. The study was focus on confirmatory factor analysis, intimacy, luxury fashion brands, purchase intentions, social media marketing, structural equation modeling and trust. On customers' intents to make purchases, we discovered favorable and substantial effects of social media marketing and customer connections. Furthermore, the entire mediation of customer connections in the relationship between social media marketing and customers' purchase intentions was supported by our study model. Based on the results of our study, we firmly advise luxury fashion company marketers to participate in social media marketing activities.

Ertemel & Ammoura(2016)Consumer decision-making, usually referred to as consumer buying behavior, is the process by which people look for, choose, acquire, use, and dispose of products and services to meet their requirements. The main point of study were social media, social media advertising, consumer buying behavior, five steps need recognition, and fashion retail industry. The study focused on social media advertising and consumer buying behavior in the field of fashion retail industry, then determine the differences if existed in this relation regarding to the name of the brands and consumer demographics factors. By electronic questionnaires conducted for consumers live in Istanbul-Turkey, Findings revealed a weak relationship between social media advertising and consumer need recognition, no relationship with information search, a strong relationship with alternative evaluation, and a moderate relationship for both the buying

decision and post-purchase behavior, which correspond to the five steps of the need recognition model for consumer buying behavior. Additionally, results indicated no changes in this relationship in terms of the consumer's age and educational level. However, there have been differences between genders in terms of customer need detection and information search. Along with that, there are also variations in terms of income between social media advertising and the evaluation of alternatives, particularly for customers who make more than 5.000TL compared to those in other income.

Suresh et al.(2016)Social networking factors that determine social media on cosmetic products in India.Over the past two decades, social media has seen remarkable growth within the Indian beauty industry. In India, where there are many different cosmetic items, social media has grown significantly. Manufacturers of cosmetic goods in India primarily meet the high demand for branded cosmetics items in the low- to medium-price range. However, Indian rivals have recently started producing goods to meet worldwide demand in the market for beauty products.Social media can create an impact on customers that involve in the process of decision making of branded cosmetic products.

Barhemmati & Ahmad(2015)the study was aimed to examine how SNM will influence the ultimate consumer purchase behavior among people who often use social networking websites and to investigate the predicted relationships among social network marketing activities, customer engagement and consumer purchase behavior. Every marketer's major objective is to understand how marketing tools may increase sales since doing so can significantly increase a company's profitability. 50 participants in a quantitative survey were recruited on the National University of Malaysia (UKM) campus. Customers' social networking activity and their purchase behaviors were found to be positively correlated. The study's primary terms were customer engagement,emotional bond, marketing, purchase behavior and social network.

Table 1

Meta Table

S. N	Writer & Date	Article	Objectives	Methodology	Finding
1	Kopot & Reed (2023)	Shopping for beauty: The Influence of the pandemic on body appreciation , Conceptions of beauty, and online shopping behavior	To reasoned and purchase intention of consumer	Analytical research design	Effect on trust was indirect on purchase intention
2	Chrisniyanti & Fah (2022)	The impact of Social Media Marketing on Purchase Intention of Skincare Product Among Indonesian Young Adults	To investigate the mediating effect of subjective norms, behavioral control, brand awareness, and social brand engagement on the relationship between social media marketing activities on purchase intention of skincare products.	Descriptive research design	influence of social media marketing activities
3	Varghese & Agrawal (2021)	Impact of Social Media on Consumer Buying Behavior	to explore how the abundance of the content and the user generated information can change the buying pattern of the consumers	Descriptive research design	Social media has affected buying pattern of Consumers
4	Siddiqui & Mehrotra (2021)	Influence of Social Media Marketing on Consumer Behavior	To understand how the social media has influenced consumer buying behavior.	Descriptive research design	Social media influences the purchasing decision.
5	Manan et al. (2020)	Effect of Social Media Advertisements on Intention to Purchase Health and Beauty Products.	To examine customers' perceptions of social media advertisements and their intention to	Analytical research design	purchase intention has no substantial association

			purchase health and beauty products		
6	Al-Samydai et al. (2020)	The impact of social media on consumers' health behavior towards choosing herbal cosmetics.	To know the role of social media on consumers' health behavior toward Herbal cosmetic	Descriptive research design	Inviting social media influencers to encourage people to use herbal cosmetics
7	Chen & Dermawan (2020)	The Influence of YouTube Beauty Vloggers on Indonesian Consumers' Purchase Intention of Local Cosmetic Products.	To Social media being one of the most important means of advertising, and marketing of product, it shaping consumer's attitude.	Survey research design	the attitudes, subjective norms, altruistic and egoistic motivation etc. influences the purchase intension
8	Gupta & Singh (2020)	To Study the impact of Instafamous Celebrities on Consumer Buying Behavior	To study and understand the factors that affect the consumers' buying behavior with reference to Instagram	analytical research design	Social media influences the buying behavior of consumer.
9	Nizar (2019)	Impact of Digital Marketing on consumer Purchase Decision	to identify how the social media marketing impact on the consumer purchase decision	survey research design	Social medial marketing associated to purchase decision
10	Gautam & Sharma (2017)	The Mediating Role of Customer Relationship on the Social Media Marketing and Purchase Intention Relationship with Special Reference to Luxury Fashion Brands.	Impacts of social media marketing activities	Descriptive and analytical research design	Substantial effects of social media marketing
11	Ertemel & Ammoura, (2016)	The role of Social Media Advertising in Consumer Buying Behavior.	. Determine the differences if existed in this relation regarding to the name of the brands and consumer	Quantitative research design	weak relationship between social media advertising and consumer need recognition

			demographics factors.		
12	Suresh et al. (2016)	A study on factors determining social media on Cosmetic product.	Social networking factors that determine social media on cosmetic products in India	Survey research design	Impact on customers that involve in the process of decision making of branded cosmetic products.
13	Barhemmati & Ahmad (2015)	Effect of Social Network Marketing on Consumer Purchase Behavior through Customer Engagement.	to examine how SNM will influence the ultimate consumer purchase behavior among people	Quantitative survey design	Social networking activity and their purchase behaviors were found to be positively correlated

2.4 Research Gap

Many research studies have been conducted by the different scholars on social media advertising and consumer buying behavior. There is gap between the present research and the previous researchers. The present research elaborately studies as well as establishes the relationship between means of social advertising on consumer perception, attitude, values and motivation to buy the cosmetic product.

Social media significantly influenced their decision to convert from organic to herbal cosmetics (Al-Samydai et al., 2020). The results of the regression study, credibility and authenticity did not significantly impact purchase intention, although trust and affectivity did (Manan et al., 2020). Social media can create an impact on customers that involve in the process of decision making of branded cosmetic products (Suresh et al., 2016). Customers' social networking activity and their purchase behaviors were found to be positively correlated (Barhemmati & Ahmad, 2015). As a result, customers now have a crucial say in whether a company succeeds or fails. The marketers attempt to comprehend how customers use social media and how they make decisions based on the content showed there that can change their decision process (Varghese & Agrawal, 2021). An online "celebrity" called a social media influencer (SMI) is a new, widely used approach. Similar to celebrity endorsements, companies are utilizing SMI to disseminate information and shape customer views (Gupta & Singh, 2020). The results of the study shows the attitudes, subjective norms, altruistic and egoistic motivation etc. influences the

purchase intention. The external factor such as the information, social media play the important role to motivate consumers towards the green cosmetics. The study was completed under the survey research design, where key variables were theory of planned behavior, green cosmetics, altruism, egoism, social media and purchase intention of cosmetic product (Chen & Dermawan, 2020).

However, the research focused on social media advertising impact on consumer perception, attitude, values and interest and change perception, attitude, value and interest on buying behavior of consumers in Kathmandu which results similar with previous scholar or contradict.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Introduction

Research design is a skill in scientific investigation. It is a methodical application of knowledge, to put it another way. By Kothari in 2004. The research challenge may be approached methodically using research technique. It may be viewed as a science that studies how scientific research is conducted. In it, we examine the many approaches often used by a researcher to analyze his research challenge, as well as the reasoning behind them. The researcher must be knowledgeable about technique in addition to research methodologies. When we discuss research technique, we not only discuss the research methods but also take into account the justification for the methods we employ in the context of our research study. Why we don't use other methodologies or techniques that would enable the researcher to independently assess the research findings. It uses a wide range of techniques, including quantitative tools for the display and interpretation of data. Market research describes the information needed to address these difficulties, plans the information gathering techniques, controls and performs the data collection process, analyzes the results, and communicates the findings and their implications. Research methodology is a means to tackle these problems.

A literature review is a critical evaluation and synthesis of existing research and scholarly articles relevant to a particular topic or research question. It serves as a foundational element in academic and research work, aiming to provide a comprehensive understanding of the current state of knowledge in a specific field or subject area. Through a literature review, researchers assess the theories, methodologies, findings, and gaps in existing literature, identifying patterns, contradictions, or areas requiring further exploration. It involves a systematic search, analysis, and interpretation of scholarly sources, presenting a coherent narrative that demonstrates the researcher's understanding of the subject matter while establishing the context and rationale for their own study.

The process of conducting a literature review involves several key steps. Initially, it requires defining the scope and objectives of the review, outlining the specific research questions or themes to explore. Researchers then systematically search for relevant

academic articles, books, and other scholarly materials using databases, libraries, and other resources. After collecting the pertinent literature, they critically evaluate and analyze the sources, identifying common themes, methodologies, and gaps in knowledge. Finally, the literature review culminates in synthesizing the findings, presenting a cohesive narrative that showcases the existing knowledge while highlighting areas for further investigation or research.

3.2 Research Design

Under the descriptive and causal research approach, the study has been finished. The specifics of the problem and its features are studied using this study design. It describes the pertinent facets of the important study factors. The correlation and influence of an independent variable on the dependent variable are measured in causal research designs. It details significant consumer characteristics related to advertising and purchasing patterns.

3.2 Population and Sample, and Sampling Design

The study's sample of consumers from the Kathmandu valley who use cosmetics and reside in Kathmandu place a high importance on the long-term use of cosmetics in their life. Out of them, 400 sample sizes were chosen; the sampling was done based on how long the consumer had been using the cosmetic product.

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

The nature and sources of data in this study is primary data. Primary data can be collected in a number of ways. However, the most common techniques are self-administered surveys, interviews, field observation and experiments. Primary data collection is quite expensive and time consuming compared to secondary data collection. Notwithstanding, primary data collection may be the only suitable method for some types of research. Primary data is used in this study in the form of information collected from structured questionnaire administered to various cosmetic users in Kathmandu valley. For this study 400 questionnaires were distributed among the respondents from Kathmandu valley

3.4 Data collection Method

Respondents were surveyed at their convenience and questionnaire distributed. This has made it easier to collect data that meets the needs of the study.

Several surveys have been created using a certain structural format. Respondents received those questionnaires through. The questionnaire has to be opened and filled out by the respondents.

3.4 Methods of Analysis

SPPS was used to code the respondents' responses, which were then analyzed. Respondent responses were coded using the Likert Scale, which turns qualitative data into quantitative data that is simple to evaluate. The investigation was finished using descriptive statistics. Sum, mean, and standard deviation are derived based on the responses of the respondents in descriptive statistics.

3.4.1 Statistical Tools

a. Arithmetic Mean

Arithmetic Mean of a given set of observations is the sum of the observation divided by the number of observations. In such as case all the items are equally important. Simple Arithmetic Mean is used in this study as per necessary for analysis.

We have,

$$Mean (\bar{X}) = \frac{\Sigma X}{n}$$

Where;

Σx = sum of all values of the observations

n = Number of observations

x = Value of variables

b. Standard Deviation (S.D)

Standard deviation, in this study has been used to measure the degree of fluctuation of interest rate and that of other variables as per the necessity of the analysis.

We have,

$$\text{Standard Deviation } (\sigma) = \sqrt{\frac{\Sigma(X - \bar{X})}{n}}$$

c. Coefficient of Variation (C.V.)

The relative measure of dispersion based on standard deviation is called coefficient of standard deviation and 100-time coefficient of standard deviation is called coefficient of variation. It is denoted by C.V. Thus,

$$\text{C.V.} = \frac{\sigma}{\bar{X}} \times 100$$

Where;

σ = Standard Deviation

\bar{X} = Mean Value of Variables

The distribution having less C.V. is said to be less variable or more consistent. A distribution having greater C.V. is said to be more variable or less consistent.

d. Correlation Coefficient (r)

Correlation analysis in the statistical tools generally used to describe the degree which our variable is related to another. This tool is used for measuring the intensity or the magnitude of linear relationship between two variable X and Y is usually denoted by 'r' can be obtained as:

$$r = \frac{N \Sigma XY - \Sigma X \Sigma Y}{\sqrt{N \Sigma X^2 - (\Sigma X)^2} \sqrt{N \Sigma Y^2 - (\Sigma Y)^2}}$$

Where;

N = no of observation in series X and Y

ΣX = Sum of observation in series X

ΣY = Sum of observation in series Y

ΣX^2 = Sum of square observation in series X

ΣY^2 = Sum of square observation in series Y

ΣXY = Sum of the product of observation in series X and Y

e. Regression analysis

Regression line refers to the relationship between dependent and independent variable. Where dependent variable values is finding through the regression analysis of independent variable.

$$BB = \alpha + \beta_0CP + \beta_1CA + \beta_2CV + \beta_3CI \dots\dots\dots 1$$

Where,

CP = Consumer perception

CA = Consumer Attitude

CV = Consumer Value

CI = Consumer interest

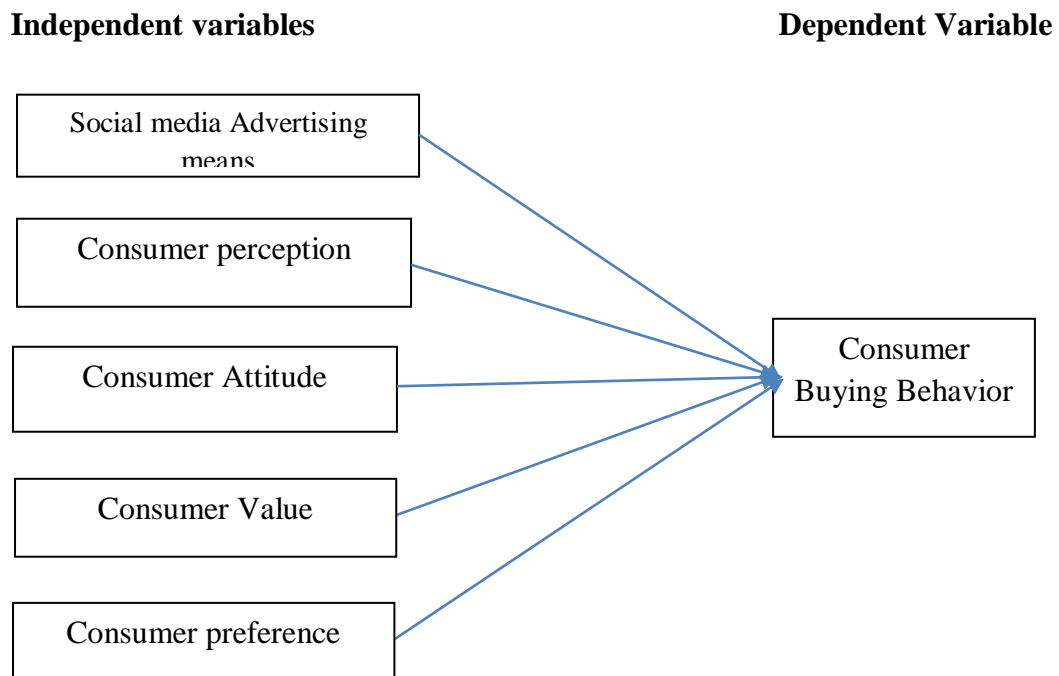
f. Coefficient of Determination (r²)

It explains the variation percent derived in dependent variable due to the any one specified variable; it denotes the fact that the independent variable is good estimator of the behavior of the dependent variable. It is square of correlation coefficient.

3.5 Conceptual Research Framework and Definition of Variables

The study is on impact of advertisement on women buying behavior of cosmetic product.

The framework of the study is as:



(Source: Barhemmati & Ahmad, 2015)

Figure: 3.1 Conceptual Framework

Independent Variables

Means of Social Media Advertising

There are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat of social media advertisings means to promote the product in market. The means of social media advertising influences the behavior of consumer differently.

Factors of Advertising

The factor which is included on advertising process affects the consumer buying behavior in market. The factor such as time, place, music in advertising, using celebrity, design of advertising influences the behavior of consumer.

Consumer perception: Customer perception refers to the thoughts, emotions, and assumptions that consumers have about your brand. It is crucial for increasing client retention and loyalty as well as brand recognition and reputation.

Consumer attitude: Attitude refers to the mental process about any things, product by process information about product and things internally. The consumer understanding and making attitude towards product affect the buying behavior of consumer. Aggressive purchasing, passive purchasing and rational purchasing behavior of consumer can be seen on the basis of attitude. Consumer attitude refers to the feeling towards any things, persons and parties of an individual. The attitudes may be positive or negative, it influences the behavior of individual. Consumer attitude change by various fact, information and data. So, that advertising is one of the means of change consumer attitudes towards product, behavior and manufacturer.

Consumer Value: How much a product or service is worth to a customer is the best way to describe customer value. It is a measurement of all the expenses and advantages related to an item or service. Price, quality, and what the good or service can accomplish for that specific person are a few examples.

Consumer preference: Preferences refer to certain characteristics any consumer wants to have in a good or service to make it preferable to him. This could be the level of happiness, degree of satisfaction, utility from the product, etc. Description: Preferences are the main factors that influence consumer demand.

Dependent Variables

Consumer Buying Behavior

There are various variables affecting consumer's buying behavior. Consumer's perception, attitude, value and interest of consumer influences by the social media advertising. The changed perception, attitude, value and interest affect the buying behavior of consumer. The information, design of advertising, quality, belief, need to consumer, convenience tool in advertising play the important role to change the consumer emotion and rationality.

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Introduction

This section of the study provides the social media advertising impact on buying behavior of cosmetic product consumer in Kathmandu valley. As stated in the methodology, the consumer behavior of cosmetic product is measured using several statistical tools, including descriptive statistical tools like proportion, mean, standard deviation, correlation, and regression, utilizing Excel and SPSS software. Here, the information was gathered from primary sources from the structural questionnaires. The problem has significant literature that covers enough ground to suit the study's goals, which are discussed in the chapter before. Utilizing statistical tools like regression lines and correlation, the study's results were support objective. Regression analysis examines the influence of determinants on the consumer behavior in cosmetic product, whereas correlation analysis examines the relationship between dependent and independent variables. Regression analysis and correlation are the main descriptive statistical tools covered in this chapter.

4.2 Data Analysis and Results

To draw logical conclusions, the information gathered from collected data and mentioned sources was reorganized, retrieved, and documented in a methodological manner using tables. The primary sources' acquired data were organized, improved, and presented in the appropriate way. Several statistical methods, including mean, standard deviation, correlation, and regression, were used to assess the data.

4.2.1 Demography

Demographic variables are characteristics used to describe and categorize populations. These traits can include age, gender, race, ethnicity, education level, income, occupation, marital status, location such as country, region, or city, and household size. They are fundamental in understanding and analyzing various aspects of society, including consumer behavior, public health trends, economic patterns, and political preferences. These variables help researchers, businesses, policymakers, and organizations segment

populations and tailor strategies to better meet the needs and preferences of specific groups.

Table 2

Gender of Respondent

Gender	Frequency	Percent
Male	258	64.5
Female	142	35.5
Total	400	100.0

(Source: Survey 2023)

Tale 2 shows the gender of respondent on demographical variables where the male number 258 out of total 400 number of respondent with 64.50 percent and female respondent are 142 with 35.50 percent.

Table 3

Age of Respondent

Age	Frequency	Percent
15-20	125	31.3
21-30	80	20.0
31-40	128	32.0
41-50	52	13.0
51-60	15	3.8
Total	400	100.0

(Source: Survey 2023)

Table 3 shows the age of respondent who were response on questionnaire, the respondent number in age group 15-20 were 125 with 31.30 percent, 80 numbers from 21-30 age with 20 percent, in age 31-40 with 128 numbers with 32 percent, in age group 41-50 were 52 with 13 percent and in 51-62 age group were 15 with 3.8 percent.

Table 4

Marital Status of Respondent

Marital Status	Frequency	Percent
Unmarried	250	62.5
Married	150	37.5
Total	400	100.0

(Source: Survey 2023)

Table 4 shows the respondent of respondent on marital status where unmarried respondent were 250 with 62.50 percent and married were 150 with 37.50 percent out of total number of respondent 400. The large number of respondent from the unmarried, occupied the 62.50 percent.

Table 5

Education level of Respondent

Education	Frequency	Percent
Literate	15	3.8
SLC	55	13.8
Plus 2	127	31.8
Graduate	147	36.8
Post graduate	56	14.0
Total	400	100.0

(Source: Survey 2023)

Table 5 shows the educational background and level of respondent, where from the literate were 15 out of total 400 with 3.80 percent, from the SLC were 55 number with 13.80 percent, from the plus 2 were 127 with 31.80 percent, from the graduate level were 147 with 36.80 percent and from the post graduate were 56 with 14 percent. The large number of respondent was from the graduate level that was 147 with 36.80 percent. And lowest participant from the literate group that were 15 only occupied 3.80 percent only.

Table 6

Profession of Respondent

Professional	Frequency	Percent
Student	154	38.5
House wife	31	7.8
Government Job holder	27	6.8
Private Jobholder	135	33.8
Self-employee	53	13.3
Total	400	100.0

(Source: Survey 2023)

Table 6 shows the profession of respondent where student were 154 with 38.50 percent, house wife were 31 with 7.80 percent, government job holder were 27 with 6.80 percent, private job holders were 135 with 33.80 percent and self-employee were 53 with 13.30 percent. The large number of respondent was from the student and lowest from the government job holder.

Table 7

Income level of Respondent

Monthly Income	Frequency	Percent
Below Rs. 20000	169	42.3
Rs. 20001-Rs. 40000	136	34.0
Rs. 40001-Rs. 60000	55	13.8
Rs. 60001 -Rs. 80000	24	6.0
Above Rs. 100000	16	4.0
Total	400	100.0

(Source: Survey 2023)

Table 7 shows the monthly income wise respondent, the income below Rs. 20000 were 169 respondent with 42.30 percent, from the Rs. 2001 to Rs. 40000 were 136 with 34 percent, from the Rs. 40001 to Rs. 60000 were 55 with 13.80 percent, from the Rs. 60001 to Rs. 80000 were 24 with 6 percentage and from the above Rs. 100000 were 16 with 4 percent. The highest number of respondent from the income level Rs. below Rs. 20000 with lowest from the above Rs. 100000.

4.2.2 Descriptive Statistics

Descriptive statistics refers to a branch of statistics that involves summarizing, organizing, and presenting data meaningfully and concisely. It focuses on describing and analyzing a dataset's main features and characteristics without making any generalizations or inferences to a larger population.

Table 8

Descriptive statistics of Social media advertising means

Statement	N	Minimum	Maximum	Mean	Std. Deviation
Social media means advertisement trend is at increasing trend in Nepal	400	1.00	5.00	3.93	1.02
Means of social media means advertisement is important in business	400	1.00	5.00	4.08	0.90
Consumer consider the social media means advertising factor to takes information	400	3.00	5.00	3.82	0.60
Social media means advertising is widely used by consumer in the process of buying	400	2.00	5.00	3.48	0.72
Very well familiar with means of social media means of advertising	400	2.00	5.00	3.29	0.75

(Source: SPSS)

Table 8 shows the response of respondent on various statement under the social media advertising means; the response of respondent on statement social media meansadvertising trend in s at increasing trend in Nepal the minimum value 1 with maximum value 5 where mean value 3.93 and standard deviation 1.02, the response on statement means of social media means advertisement is important in business where minimum value 1 with maximum value 5 and means value 4.08 with standard deviation

0.90, the response of respondent on statement consumer considered the social media means advertising factor to takes information minimum value 3 with maximum value 5 and means value 3.82 where standard deviation was 0.60, the response of respondent on statement social media means advertising is widely used by consumer in the process of buying the minimum value was 2 with maximum value 5 and means value were 3.48 where standard deviation 0.72 and the response of respondent on statement minimum value was 2 with maximum value 5 and means value was 3.29 where standard deviation 0.75.

Table 9
Descriptive statistics of Consumer perception

Statement	N	Minimum	Maximum	Mean	Std. Deviation
Means of Social media advertisement change the consumer perception	400	2.00	5.00	3.82	0.70
Design of advertisement on social media change perception	400	2.00	5.00	3.97	0.72
Information through social media change perception	400	1.00	5.00	3.98	0.92

(Source: SPSS)

Table 9 shows the response of respondent on various statement under the consumer perception where the response of respondent on statement means of social media advertising change the consumer perception minimum value was 2 with maximum value 5 and means was 3.82 whereas standard deviation was 0.70, the response of respondent on statement design of advertisement on social media change perception minimum value was 2 with maximum value 5 and mean value was 3.97 where standard deviation was 0.72 similarly, the response of respondent on statement information through social media change perception minimum value was 1 with maximum value 5 and mean value was 3.98 whereas the standard deviation was 0.92.

The highest means value on statement information through social media change perception was 3.98 with standard deviation 0.92 lowest means value was 3.82 under the

means of social media advertisement change the consumer perception. It means the information through social media change perception highly compared to other statement, so the company of cosmetic product consider.

Table 10

Descriptive Statistics of Consumer Attitude

Statement	N	Minimum	Maximum	Mean	Std. Deviation
Fact information by social media change attitude	400	2.00	5.00	3.64	0.84
Data based information in advertisement change attitude	400	2.00	5.00	3.52	0.75
Real and natural message in media change attitude	400	1.00	5.00	3.67	0.97

(Source: SPSS)

Table 10 shows the respondent on various statements under the consumer attitude, the response of respondent on statement fact information by social media change attitude minimum value was 2 with maximum value was 5 and mean value was 3.64 whereas the standard deviation was 0.84, the response value on statement data based information in advertisement change attitude minimum value 2 maximum value 5 and means value was 3.52 whereas standard deviation was 0.75 similarly, the response value on statement real and natural message in media change the attitude minimum value was 1 with maximum value 5 and means value 3.67 where as the standard deviation 0.97.

The highest mean value on statement real and natural message in medial change attitude was 3.67 with standard deviation 0.97 and lowest on data based information in advertisement change attitude was 3.52 with standard deviation 0.75 that means most of respondent prefer the real and natural message on media change attitude, so the company's should consider the real and natural message.

Table 11

Descriptive Statistics of Consumer Value

Statement	N	Minimum	Maximum	Mean	Std. Deviation
Reasonable price information in media change the value	400	2.00	5.00	3.61	0.72
Informational and perceived quality in media change value	400	2.00	5.00	3.53	0.69
Claim services in media and provided services change value	400	1.00	5.00	3.51	0.97

(Source: SPSS)

Table 11 shows the response value on various statement under the statement consumer value where the response value on statement reasonable price information in media change the value minimum value 2 with maximum value 5 and means value was 3.61 where standard deviation value 0.72, the response of respondent on statement informational and perceived quality in media change value minimum value was 2 and maximum value was 5 and mean value was 3.53 and standard deviation value was 0.69, the response value on statement claim services in media and provide services change value minimum value 1 with maximum value 5 and mean value was 3.51 where as the standard deviation value was 0.97

The highest means value on statement reasonable price information in media change the consumer value that was 3.61 with standard deviation 0.72 and lowest mean value on statement claim services in media and provide services change value was 3.51 with standard deviation 0.97. It means the most prefer statement by the respondent about the value of consumer was reasonable price information in media.

Table 12

Descriptive Statistic of Consumer Preference

Statement	N	Minimum	Maximum	Mean	Std. Deviation
Social media advertising about quality change preference	400	1.00	5.00	3.42	1.05
Advertising about competitive advantages change preference	400	2.00	5.00	3.72	0.87
Feeling of utility measure using after advertising change preference	400	2.00	4.00	3.23	0.63

(Source: SPSS)

Table 12 shows the response value of respondent on various statement under the statement consumer preference, where the responded of respondent on statement social media advertising about the quality change perforce minimum value was 1 with maximum 5 with mean value 3.42 and standard deviation 1.05, the response of respondent on statement advertising about competitive advantages change preference minimum value 2 and maximum value was 5 with mean value 3.72 and standard deviation was 0.87, similarly, the response of respondent on statement feeling of utility measure using after advertizing change preference minimum value was 2 with maximum value was 4 and mean value was 3.23 whereas standard deviation was 0.63.

The highest value on statement advertising about competitive advantages change preference that was 3.72 and lowest response mean value on statement feeling of utility measure using after advertising change preference was 3.23

Table 13

Descriptive Statistics of Consumer Buying behavior

Statement	N	Minimum	Maximum	Mean	Std. Deviation
Perception with social media advertising change my buying behavior of cosmetic product	400	2.00	5.00	3.96	0.94
Attitude with social media advertising change my buying behavior of cosmetic product	400	2.00	5.00	3.59	0.81
Clue with social media advertising change my buying behavior of cosmetic product	400	1.00	5.00	3.52	0.97
Preference with social medial advertising change my buying behavior of cosmetic product	400	2.00	5.00	3.59	0.87

(Source: SPSS)

Table 13 shows the response value on various statement under the statement buying behavior of consumer, where the response of respondent on statement perception with social media advertising change my buying behavior of cosmetic product minimum value was 2 and maximum value was 5 and means value 3.96 with standard deviation 0.94, the response of respondent on statement attitude with social media advertising change my buying behavior of cosmetic product minimum value 2 with maximum value 5 where mean value was 3.59 and standard deviation 0.81, the response value of respondent on statement clue with social media advertising change may buying behavior of cosmetic product minimum value 1 with maximum value 5 with mean value 3.52 and standard deviation was 0.97 and response of respondent on statement preference with social media advertising change my buying behavior of cosmetic product minimum value 2 with maximum value 5 and mean value was 3.59 and standard deviation was 0.87.

The highest mean value on statement perception with social media advertising change my buying behavior of cosmetic product was 3.96 and lowest mean value on statement clue with social media advertising change my buying behavior of cosmetic product was 3.52.

It means the perception with social media advertising change the buying behavior of consumer. So, the business firm should consider the perception of advertisement.

Table 14

Descriptive Statistic of social media, perception, attitude, value, preference and buying behavior of consumer

Statement	N	Minimum	Maximum	Mean	Std. Deviation
AS	400	12.00	23.00	18.68	2.06
BP	400	7.00	15.00	11.77	1.80
CA	400	6.00	14.00	10.84	1.97
DC	400	7.00	14.00	10.66	1.78
EC	400	6.00	14.00	10.36	1.99
FB	400	8.00	20.00	14.66	2.75

(Source: SPSS)

Table 14 shows the aggregate of response value of respondent on various statement where the social media advertisement value minimum was 12 and maximum value was 23 with mean value 18.68 whereas standard deviation 2.06, the response on statement consumer perception minimum value was 7 with maximum value 15 and mean value 11.77 whereas standard deviation was 1.80, the response on statement consumer attitude minimum value was 6 with maximum value 14 and mean value was 10.84 whereas standard deviation was 1.97, the response value on statement consumer value with minimum value 6 and maximum value 14 with mean value 10.66 whereas standard deviation was 1.78, the response on statement consumer preference the minimum value was 6 with maximum 14 where mean value was 10.36 and standard deviation was 1.99 similarly the response value on statement buying behavior minimum value 8 with maximum value 20 and average value 14.66 with standard deviation value 2.75.

4.2.3 Correlation

Correlation analysis deals with degree and direction at which the two variables are related each other. Two variables said to be correlated to each other when the change in one is associated to the change in the other variables. The simple correlation coefficient is also called total correlation as it deals only with relationship between two variables and there

are no other variables involve influencing the relationship. There was correlation analyzed among variables social media advertising means, consumer perception, consumer attitude, consumer value, consumer preference and buying behavior.

Table 15

Correlation analysis of consumer buying behavior, social media, perception, attitude, value and preference

Statement	FB	AS	BP	CA	DC	EC
FB Pearson	1	.185**	.372**	.178**	.130**	.445**
Correlation						
AS Pearson	.185**	1	.504**	.312**	.350**	.304**
Correlation						
BP Pearson	.372**	.504**	1	.336**	.581**	.462**
Correlation						
CA Pearson	.178**	.312**	.336**	1	.361**	.484**
Correlation						
DC Pearson	.130**	.350**	.581**	.361**	1	.622**
Correlation						
EC Pearson	.445**	.304**	.462**	.484**	.622**	1
Correlation						

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

(Source: SPSS)

Table 15 shows the correlation among the dependent and independent variables where the dependent variable is buying behavior and independent variables were social media advertising, consumer perception, consumer attitude, consumer value and consumer preference.

The buying behavior correlated with social media advertisement was 0.185 which is at very low degree positive association; the correlation of buying behavior with consumer perception was at low degree correlation that was 0.372 however it was significant at 0.01 levels, correlation of buying behavior with consumer attitude was at very low level that was 0.178 but significant, correlation of consumer value was at very low that is 0.13 but positive and significant, similarly with consumer preference the correlation of buying behavior was low level that was 0.445 positive and significant.

4.2.4 Regression Analysis

Regression analysis is concerned with the prediction of the value of one variable corresponding to known values of other variables on the basis of already observed data. The two variables are specified under regression analysis as dependent and independent variables. The variable whose value is to be predicted is called the dependent variable. The variable whose value is used to estimate the value of another variable is called the independent variable. The value of the dependent variable is dependent on the independent variable.

Table 16

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569 ^a	0.324	0.315	2.27334

a. Predictors: (Constant), EC, AS, CA, BP, DC

(Source: SPSS)

Table 16 shows the value of R that is 0.569, which means multiple correlations among the dependent and independent variables. Similarly, the R-square value was 0.324, which means the independent variable affecting the dependent variables' volume is 32.40 percent, where the remaining 67.60 percent of consumer buying behavior affected by the other variables are not included in the model.

Table 17

ANOVA Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	975.850	5	195.170	37.764	.000 ^b
	Residual	2036.228	394	5.168		
	Total	3012.078	399			

a. Dependent Variable: FB

b. Predictors: (Constant), EC, AS, CA, BP, DC

(Source: SPSS)

Table 17 shows the fitting of regression line, the ANNOVA table measures the regression line at the 0.05 where the value of significant less than 0.05 that means regression line is fit between dependent and independent variables.

The calculated f value 37.754 is significant at 0.05 levels that mean regression line was fit. Dependent variable buying behavior and independent variables are social media advertisement, consumer perception, consumer attitude, consumer value and consumer preferences.

Table 18

Coefficients Analysis of independent variables

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	7.87	1.12		7.02	0.00
	AS	-0.02	0.07	-0.01	-0.25	0.80
	BP	0.58	0.09	0.38	6.81	0.00
	CA	-0.10	0.07	-0.07	-1.45	0.15
	DC	-0.63	0.09	-0.41	-7.04	0.00
	EC	0.78	0.08	0.56	9.89	0.00

a. Dependent Variable: FB

(Source: SPSS)

Table 18 shows the significances of independent variables coefficient at 0.05 level the coefficient of social media was 0.02 negative, insignificant, the consumer perception was 0.58 significant at 0.05 level, coefficient of consumer attitude is 0.10 negative with insignificant at 0.05 level, consumer value coefficient is 0.63 negative significant, and coefficient of consumer preferences was 0.78 significant at 0.05 level.

4.3 Results

The response of respondent on the social media advertising means the mean value on advertisement trend is at increasing trend in Nepal which is near to agree value 4, social media advertisement is important the mean value is 4.08 greater than agree value, consumer consider the advertisement media means advertising factor to takes information mean value is 3.84, widely used by the consumer mean value is 3.48, very well familiar

with means of social media means of advertisement is 3.29. All the mean value is greater than neutral value that means consumer concern to social media advertisement in Kathmandu valley.

Under the social media advertisement information through social media highly influences the consumer perception, secondly design of social media change the consumer perception and means of advertisement also, consumer attitude highly change by the real and natural message in social media mean of response is 3.67, fact information and data base information, similarly the consumer value change by the reasonable price information which have highest mean value 3.61, perceived quality and claim services in media. Again the preferences affected by the advertisement about competitive advantages, mean value of respondent were 3.72 as well as about quality and feeling after advertising. Then the buying behavior of highly affected by the perception change by the social media about the cosmetic product that was 3.96, second highest mean value on statement attitude, preference and clue information change by social media with mean value 3.59, 3.59 and 3.52 respectively.

The buying behavior correlated with social media advertisement was 0.185 which is at very low degree positive association; the correlation of buying behavior with consumer perception was at low degree correlation that was 0.372 however it was significant at 0.01 levels, correlation of buying behavior with consumer attitude was at very low level that was 0.178 but significant, correlation of consumer value was at very low that is 0.13 but positive and significant, similarly with consumer preference the correlation of buying behavior was low level that was 0.445 positive and significant. the value of R that is 0.569 which means multiple correlations among the dependent and independent variables. Similarly, the R-square value was 0.324 that means the independent variable affecting the dependent variables volume is 32.40 percent where remaining 67.60 percent consumer buying behavior affected by the other variable are not included in model. Regression line, the ANNOVA table measures the regression line at the 0.05 where the value of significant less than 0.05 that means regression line is fit between dependent and independent variables.

4.4 Discussion

The analysis of respondent feedback on social media advertising in Nepal, particularly in the Kathmandu Valley, reveals an interesting trend. The mean values obtained from respondent opinions point towards a significant inclination towards social media advertising. For instance, the perceived advertisement trend shows a positive trajectory, aligning closely with an agreeable stance. Moreover, respondents strongly agree on the importance of social media advertising, as indicated by a mean value surpassing the agree value. This sentiment extends to the perception of social media platforms as pivotal sources of information, with a mean value reflecting substantial reliance. Additionally, the data suggests widespread usage and a reasonably good familiarity among consumers with various means of social media advertising. Overall, these findings imply a prevalent and favorable attitude towards social media advertising among consumers in the Kathmandu Valley, highlighting its significance and influence within the Nepalese market.

The data provided emphasizes the substantial influence of social media advertising on consumer behavior regarding cosmetic products. It's evident that various elements within social media campaigns, such as design, authenticity, factual information, competitive advantages, and perceived quality, significantly impact how consumers perceive these products. The reported mean values suggest that consumers are notably swayed by the change in perception prompted by social media advertisements, particularly in terms of their attitudes, preferences, and the information they gather for making purchasing decisions. What stands out is the remarkable impact of social media content design and the emotional resonance of messages, which seem to carry more weight in shaping consumer perceptions compared to factors like price information or competitive advantages. This data underscores the pivotal role of social media in not only influencing consumer perceptions but also steering their buying behavior when it comes to cosmetic products. This finding is supported by previous research, such as Gautam & Sharma (2017), who found that customer connections in the relationship between social media marketing and customers' purchase intentions was supported by our study, Nizar (2019) and Suresh et al. (2016).

The examination of correlations and regression analyses between buying behavior and diverse factors such as social media advertisement, consumer perception, attitude, value,

and preference revealed intriguing insights. Notably, these factors exhibited varying degrees of association with buying behavior. For instance, social media advertisement displayed a notably weak positive association (0.185), while consumer perception and attitude both showcased low positive correlations (0.372 and 0.178, respectively), with statistical significance. Similarly, consumer value and preference exhibited very low positive correlations (0.13 and 0.445, respectively), both demonstrating significance. The cumulative correlation (R) of 0.569 suggested multiple interconnected correlations among these variables. Moreover, the R-square value indicated that approximately 32.40% of the variability in buying behavior could be explained by these independent variables, leaving a significant 67.60% unaccounted for by the model. However, the regression analysis, evaluated through the ANOVA table, underscored a robust fit between the dependent and independent variables, signifying a reliable relationship. This comprehensive analysis unveils the multifaceted nature of buying behavior, illustrating that while these factors play a role, a substantial portion of the variance remains unexplained, potentially influenced by unconsidered elements matching with Chen & Dermawan(2020), Manan et al. (2021) the regression study, credibility and authenticity did not significantly impact purchase intention, although trust and affectivity did. The study discovered strong positive connections between trust and emotional attitude and product purchase intention on social media.

CHAPTER V

SUMMARY AND CONCLUSION

5.1 Summary

Marketing communication is undergoing a digital revolution. The growing attractiveness of blogging, podcasting, and social networks assists world customers to broadcast their sights about a product or service to a probable audience of billions. Traditional advertising does not effort as well as it has in the past. The world, leads readers over the maze of communities, platforms, and social media tools so that they can superior choice which tools to use, and how to use them most effectively. Social media plays a critical role in shaping consumer opinions, influencing attitudes, and purchasing decisions. Social media's impact on consumers' green behavior and purchase intention has been studied by several scholars, including in the cosmetic market. Social networks can promote buying behavior, and celebrities on social media can shape consumers' attitudes toward buying cosmetics. Social media has become an important communication tools for sharing ideas, creating content and expressing opinions and information. Social media has revolutionized the communication between consumers and companies, including cosmetic products, and allowed consumers to have a more interactive buying experience. Consumers mainly use social media to obtain information about products. The objectives of study were to analyze current situation of social media means advertising of cosmetic product in Kathmandu valley, examine the social media advertising factor change the consumer perception, attitude, value and interest towards cosmetic product and assess the impact of change consumer perception, attitude, values, and interest on consumer buying behavior of cosmetic product. The study has adopted descriptive and causal research design with consumer who use the cosmetic product is population out of them 400 sample was taken under the qualitative nature of data collection from the field survey structural questionnaire following the SPSS software to analyze the data under the descriptive, correlation and regression model for data analysis. The finding of study was social media in not only influencing consumer perceptions but also steering their buying behavior when it comes to cosmetic products and the regression analysis, evaluated through the ANOVA table, underscored a robust fit between the dependent and independent variables, signifying a reliable relationship. This comprehensive analysis unveils the multifaceted nature of buying behavior.

5.2 Conclusion

The analysis of respondent feedback on social media advertising in the Kathmandu Valley, Nepal, paints a compelling picture. The data indicates a prevalent and favorable attitude towards social media advertising among consumers. The positive trajectory of perceived advertisements, strong agreement on its importance, and significant reliance on social media platforms for information, and widespread usage and familiarity collectively highlight the substantial significance and influence of social media advertising within the Nepalese market. These findings underscore the potential and effectiveness of leveraging social media platforms for marketing purposes in this region, suggesting a promising landscape for businesses aiming to engage with consumers in the Kathmandu Valley.

The profound association of social media advertising on consumer behavior within the cosmetic products market. The comprehensive analysis underscores the pivotal role played by various elements within social media campaigns, particularly emphasizing the dominance of design and emotional resonance in shaping consumer perceptions. Notably, these aspects wield greater influence over consumer attitudes and preferences compared to traditional factors such as pricing or competitive advantages. This emphasizes the necessity for businesses to craft compelling and emotionally resonant content that aligns with consumer preferences, leveraging the power of social media to significantly sway purchasing decisions in the realm of cosmetic products.

The conducted analyses into the correlations and regression between diverse factors such as social media advertisement, consumer perception, attitude, value, and preference have unveiled valuable insights into their associations with buying behavior. These findings depict a nuanced landscape where certain factors exhibit stronger links, notably consumer perception, attitude, and preference, while others, like social media advertisement and consumer value, showcase weaker yet still significant correlations. The collective interplay of these variables, as indicated by the cumulative correlation (R) of 0.569, contributes to understanding buying behavior, albeit explaining only around 32.40% of its variability. Despite a robust fit between the dependent and independent variables highlighted by the ANOVA table, a substantial portion about 67.60% of the variance remains unaccounted for in the model. This suggests a need for further exploration into additional factors or complex interactions that could contribute to the intricate nature of

buying behavior, aiming for a more comprehensive understanding beyond the current model's scope

5.3 Implications

- Advertising influences the consumer behavior, Consistent and well-targeted advertising can create attraction, awareness among consumers.
- Advertising helps to differentiate between similar cosmetic products. When companies highlight the unique features or benefits of their product in their advertising, it can sway consumer perception of their product & lead to increased sales.
- Advertising is also used to create an emotional connection with consumers. Cosmetic product advertisements often feature beautiful models with perfect skin and a luxurious lifestyle, which can evoke emotions such as confidence, aspiration, and desire.
- Advertising has the power to persuade consumers to purchase a product. This is achieved through repetition, creating a sense of urgency, and using endorsements from celebrities or beauty influencers to convince consumers to buy a product.
- Advertising can also be influenced by social factors, such as the opinions and recommendations of friends, family, and social media influencers. Advertising campaigns that leverage these factors can drive consumer purchasing decisions.
- Advertising helps to build customer loyalty by reminding consumers of the benefits of the behavior and product, and by creating a strong emotional connection with the consumer. A consistent advertising message can help to keep the behavior top-of-mind and lead to repeat purchases.
- Advertising can also influence consumer perception of a behavior or product. A strong advertising campaign can enhance the perceived value of a product, leading to higher price points and a more positive behavior image.

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ABSTRACT The study completed in Social Media Advertising And It's Impact on Consumer Buying Behavior of Cosmetic Product in Kathmandu Valley with objectives to conduct a comprehensive analysis of the current status of social media advertising for cosmetic