

**IMPACT OF SOCIAL MEDIA INSTAGRAM REELS ON PURCHASING  
DECISION-MAKING BEHAVIOR AMONG YOUNG CUSTOMERS OF  
KATHMANDU**

A Dissertation submitted to the Office of the Dean, Faculty of Management in Partial Fulfilment  
of the requirements for the Master's Degree

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## **Certificate of Authorship**

I hereby corroborate that I have researched and submitted the final draft of the dissertation entitled **“Impact of Social Media Instagram Reels on Purchasing Decision-Making Among Young Customers of Kathmandu”**. 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 have been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

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## Report of Research Committee

Mrs. Sarita K.C. has defended the research proposal entitled “**Impact of Social Media Instagram Reels on Purchasing Decision-Making Among Young Customers of Kathmandu**” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestions and guidance of supervisor Asso. Prof. Dr. Kapil Khanal and submit the thesis for evaluation and viva voce examination.

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## Approval Sheet

We have examined the dissertation entitled **“Impact of Social Media Instagram Reels on Purchasing Decision-Making Among Young Customers of Kathmandu”** presented by Sarita K.C. for the degree of Master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the dissertation is acceptable for the award of the degree.

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## **Abbreviations**

AAN	Advertising Association of Nepal
ANOVA	Analysis of Variance
CBB	Consumer Buying Behaviour
E-WOM	Electronic Word of Mouth
GDP	Gross Domestic Product
Gen Z	Generation Zoomer
IA	Instagram Advertisement
II	Instagram Information
IM	Influence Marketing
IM	Instant Message
LS	Level of Satisfaction
MP	Motivation to Purchase
NTA	Nepal Telecommunications Authority
PLS	Partial Least Square
SEM	Structural Equation Modelling
SM	Social Media
SMIs	Social Media Influencers
SPSS	Statistical Package for Social Science
TAM	Technology Acceptance Model
UGC	User-generated content
US	United States
WOM	Word of Mouth

## Abstracts

The main objective of this study is to discover the economic impact of Instagram reels on the decision-making of the customers of Kathmandu aged 18-40 years. The descriptive and causal research design was used in this research. This study used primary data from two hundred men and women living in the Kathmandu Valley. The collected data has been analyzed by using some statistical tools such as frequency, mean, standard deviation, correlation analysis, ANOVA and regression analysis. The data is collected through a structured questionnaire method using the Likert Scale. Many determinants influence consumer buying behaviour in this study four variables are taken as independent variables such as Instagram advertisement, Instagram information, motivation to purchase, and level of satisfaction. The collected information and the numerical data have been analyzed by using the SPSS 27.0 version and descriptive statistics, correlation, ANOVA and regression tools are used and tables are used to show the data and results clearly.

The regression analysis shows that the R square was to be 0.234. it indicates the model has been explained. In other words, predictors account for 23.4% of the variance in the dependent variables i.e. consumer buying decisions. This demonstrates that the remaining percentage is accounted for by other variables. A high R squared value indicates that a sizable percentage of the consumer buying behaviour variability can be explained by independent variables, according to the summary table. Instagram ads have a positive but not statistically significant impact on consumer buying behaviour. Instagram information has a positive and significant impact on consumer buying behaviour. Consumer buying behaviour is positively but not statistically influenced by the motivation to purchase. The level of satisfaction has a positive and insignificant impact on consumer buying behaviour. Businesses should prioritize and enhance their Instagram marketing strategies. This could involve creating more detailed, engaging, and relevant content that effectively communicates product information, benefits, and uses to the target audience

**Keywords:** *Instagram advertisement, Instagram Information, Level of Satisfaction, Consumer Buying Behaviour*

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

Social media advertising is a type of digital marketing where a target audience is reached by conducting paid ad campaigns across many social media networks. It can be optimized for a number of goals, including lead generation, website traffic, or product sales, and it enables exact audience targeting in addition to instant visibility (Vanipriya, 2023). Brands use social media advertising as their primary means of reaching consumers. Find more about its advantages, disadvantages, instances, and best practices (Deshpande, 2022).

Electronic banking, or e-banking, is one of the newest developments that banks have embraced as technology progresses. E-banking, which allows bank customers to conduct their financial operations electronically via the Internet using a laptop or personal computer at their convenience and without being constrained to typical bank operating hours, is one of the channels for electronic banking. With lengthier wait times and greater spatial persuading than traditional branch banking, e-banking is a cutting-edge delivery method with a significantly lower cost structure than traditional delivery methods. E-banking is therefore very enticing to banks and clients who are adopting new technology. (Segal and Woods, 2018) due to the widespread use of free Internet banking, many banks now only operate online, which reduces costs and enables them to provide savings account rates that are more competitive and produce higher profit margins.

Electronic banking is the practice of transferring funds between accounts directly via electronic means as opposed to paper cheques or cash. Because electronic banking reduces bank expenses, it may increase bank profits. With e-banking, most financial transactions may be easily finished at the customer's convenience. Consumers can access their money at any time, transferring money between accounts, paying payments, and making purchases (Koirala, 2019)

Customers are vital to the survival and prosperity of any organization, and the banking sector is no different. As a result, it becomes essential to retain clients rather than merely please them because doing so may improve bank performance and profitability. In the present era,

technology affects everyone's lives, and one development that is having a quicker influence than the others on banking practices is internet banking. Furthermore, clients are rapidly moving from traditional banking to online banking due to a number of benefits like time and cost savings. Technology has a hugely positive and good impact on everyone's life in the present era. The swift advancement of information technology has significantly transformed the worldwide business and economic terrain, impacting the lives of millions of people. Technological developments have expedited customer transactions and communication in the banking sector. It is defined as a bank providing its customers with 24/7 online banking access to data or services from their residences or places of business. It is viewed as an extra channel that is utilized in conjunction with current channels to provide convenience without charging for some branch visitation charges, such as going there or waiting in line. Time limits, geographic limitations, and physical hurdles to financial services are eliminated with online banking (Morawetz, 2018).

More control over advertisements, creative ad forms, reaching qualified clients, increasing conversion rates, and an advanced tracking system are some of the main advantages of social media advertising. Furthermore, social media advertising makes it possible to create an audience database, hyper-target certain people, and monitor return on investment (Durante, 2021). With 4.14 billion active social media users globally, social media advertising has the potential to greatly raise brand recognition, strengthen brand loyalty, and boost conversion rates (Common Ground Digital, 2021).

Businesses can find success with Instagram Reel advertisements, particularly if they are aiming to attract youthful customers. Wider audience reach, increasing traffic to a user's profile, product promotion, and elevated brand awareness are just a few of the advantages they provide (Molenaar, Koba, 2023). Instagram Reels advertisements offer a more seamless transition between sponsored and non-paid content because they resemble organic material. Users can skip the advertisement, save it, like it, comment on it, and share it for up to thirty seconds (Olafson, Karin, 2021). Because they have the same appearance, Instagram Reels advertisements also facilitate a more seamless transition between sponsored and organic content (Kearns, Jenner, 2022). In general, Instagram Reels advertisements can be a useful complement to a company's advertising plan, particularly when it comes to expanding audience reach and boosting interaction.

Businesses can utilize Instagram Reels advertisements, a particular kind of advertisement, to reach more people on the platform. These are vertical, full-screen videos that appear in between viewers' normal, unsponsored Reels. Businesses can easily grab their audiences' attention when they're scrolling through related content by displaying Instagram Reels advertising in the Reels tab, on the Explore page, and in the feed (Olafson, Karin, 2021). These advertisements, which resemble Instagram Stories advertising, are a new type of placement for ads on the app. Like other advertising, they loop and let users remark, share, save, and like. When it comes time to start using Instagram Reels advertisements, there are tips to maximize their effectiveness, such as promoting your Reels and using them as campaigns in the Ads Manager for your sponsored campaigns (Molenaar, Koba, 2023).

## **1.2 Problem statement**

The majority of social media sites have produced a new revenue stream. As more and more people utilize social networks to launch careers, the appearance of influencers has come to be associated with the risk of untalented celebrity. Like other social media sites, Instagram Reels has its fair share of influencers that use videos to create what are referred to as meme machines. Social media influencers known as "meme machines" profit off views, likes, comments, and shares. In May 2023, there were 2,939,900 Instagram users in Nepal, representing 9.3 percent of the country's total population. 55.7 percent of them were men, making up the majority. The majority of users were between the ages of 18 and 24. (Napoleoncat.com 2023).

To some extent, this kind of advertising is still unregulated and carries the risk of being abusive in its message, but overall, this kind of entrepreneurship is encouraged as the trade and know-how field improve. Users who are of a generation that is impacted by social trends are affected by the absence of regulation, and as the community has expanded from a local to a worldwide one, there is a higher chance of harmful effect. In a research on the subject, 650 girls and males between the ages of 16 and 25 reported having bad experiences with Instagram reel use, accounting for 85% of the sample. Ninety percent of the respondents reported being approached with bullying or sexual advances, and half of them had experienced nudity.

The majority of interviewees had nowhere to go to vent or report these instances, which was the main cause of the unfavorable interaction. Instagram offers a reporting option, but most users don't utilize it since they don't know how to use it. Instagram is also blamed for promoting anti-social conduct, in contrast to other social media sites. There has been a suggestion made that people are becoming less social as social media platforms gain in popularity. It's said that kids show off on apps like Instagram reels when they are bored with their academics (F. Ucciferri, 2020).

This assertion might be seen as carrying on generations of worries about the interactions and behavior of young people. While new kinds of social contact have historically alarmed elder generations, grownups and middle-aged persons are the primary culprits when it comes to Instagram clips and abuse of the platform. According to the survey, the great majority of youthful users have complained about being called and solicited by older persons who are seeking sexual favors from them. It seems that the younger generation has acclimated to an expressional form, while the older age struggles to distinguish between innocent play and sexual invitation, despite some dubious trends on Instagram reels.

Boulianne (2015) states that the increase in online material and social media platforms such as Instagram, Facebook, Twitter, and the like has resulted in a 22 percent decrease in the amount of mainstream media that individuals aged 4 to 15 view, and a 15 percent decrease in those aged 16 to 34. Additionally, Hutton and Fosdick (2017) claim that younger audiences' share of watchers declines by 13% year.

Instagram is used by people of all ages; teenagers, grandparents, and everyone in between. However, there is unquestionably a concentration in the 18–34 age group. It appears that Gen Zers and Millennials adore the 'Gram. According to Statista, the Instagram audience is divided into the following age groups: 8 percent of people aged 13 to 17; 30.8 percent of people aged 18 to 24; 30.3 percent of people aged 25 to 34; 15.7 percent of people aged 35 to 44; 8.4 percent of people aged 45 to 54; 4.3 percent of people aged 55 to 64; and 2.6 percent of people aged 65 and above. The majority of Instagram users—nearly 85%—are under 45 ([Statista, 2024](#)).

(95% of persons between the ages of 18 and 34) believe that following a company on social media is highly likely (Furlow, 2016). Despite this amazing achievement, there is still an

issue regarding how social media awareness may effectively encourage consumer referrals and product trials. It is also stated by Jahn & Kunz (2016) that 33% of social media users would prefer to get in touch with brands through social media as opposed to the phone. Instead of calling or emailing customer service, one in three social media users would prefer to use social media. Meaningful social media relationships increase the likelihood that 75% of people will post something favorable about the brand. Customers are more inclined to suggest your brand to others (71%) if they have a favorable social media customer care experience ([Bigcommerce.com](https://www.bigcommerce.com))

These data points demonstrate how social media is quickly developing into a useful tool for connecting companies with potential clients. Nevertheless, it is still unclear if social media tactics can increase brand loyalty among consumers and if they are useful in encouraging people to buy a company's goods.

As of my last update in January 2022, while Instagram Reels marketing can be a powerful tool in many regions, including Nepal, there may be some challenges specific to the Nepalese market:

**Limited Access to Stable Internet:** In Nepal, access to stable and high-speed internet may be limited in certain areas. This could hinder the reach and effectiveness of Instagram Reels marketing campaigns, as users may face difficulties in accessing and streaming video content.

**Language and Cultural Barriers:** Instagram Reels marketing content needs to resonate with the local audience in terms of language and cultural preferences. Creating content that effectively engages Nepalese users while respecting their cultural sensitivities can be challenging for marketers unfamiliar with the local context.

**Competition from Local Platforms:** While Instagram is popular in Nepal, there may be competition from local social media platforms that cater specifically to the Nepalese audience. Marketers need to understand the landscape and preferences of Nepalese users to effectively position Instagram Reels against local alternatives.

**Limited Advertising Infrastructure:** The advertising infrastructure for Instagram Reels in Nepal may not be as developed compared to more mature markets. Marketers may face

limitations in targeting options, analytics, and support from the platform for running effective advertising campaigns.

**Socio-Economic Factors:** Socio-economic factors such as low purchasing power and varying levels of digital literacy among the population can impact the effectiveness of Instagram Reels marketing campaigns in Nepal. Marketers need to tailor their strategies accordingly to reach their target audience effectively.

Addressing these challenges requires a deep understanding of the Nepalese market, creative adaptation of content, and strategic planning to maximize the impact of Instagram Reels marketing efforts in the region.

- How does social media especially Instagram reels affect consumer decision-making behaviour?
- How do consumers' usage of Instagram reels and the information shared through this platform influence their overall experience with products or services?
- What is the economic impact of Instagram reels on the customer's buying decision-making behavior?

### **1.3 Objectives of the study**

The study expects to evaluate the impact of social media Instagram reels on the decision-making of customers. The research will address the following objectives:

- To evaluate the impact of social media Instagram reels on the decision-making of customers of Kathmandu aged 18 to 40 years.
- To assess the consumer experience of the customers based on their social media Instagram reels usage and information shared by it.
- To discover the economic impact of Instagram reels on the decision-making of the customers of Kathmandu age 18-40 years.

### **1.4 Rationale of the study**

The study examines how social media, particularly Instagram, affects young customers' decisions to buy in Kathmandu. The study's goal, according to the researcher, is to add to the body of knowledge already accessible on the use of social media by businesses. These results can also be used by social media influencers and businesses to better understand the behavior

of potential customers. Businesses will have a deeper grasp of the value of social media marketing, how to gain customers' confidence, and what motivates consumers to buy certain products. Companies may see an uptick in customer loyalty, revenue, and brand loyalty. The results of this study can also be used by consumers to gain a better understanding of how to use social media for product search and purchase. People will receive more education about the factors influencing the products they choose as well as how to choose wisely when exposed to social media messages.

The research can also be very helpful to marketing companies that develop marketing mixes and strategies for their clients. The study's conclusions helped them understand the significance of Instagram as a part of social media marketing. They also discover what kinds of material customers find appealing in Instagram advertisements and what works best for Instagram marketing. They should understand how important it is to include social media marketing in their services for clients. They also came to the realization that these kinds of marketing initiatives needed to be integrated into their continuous marketing campaigns.

Additionally, this investigation is also significant for future specialists because it provides crucial guidelines that aid analysts looking into a related report area.

### **1.5 Limitations of the study**

Limitations of studying Instagram Reels marketing in Nepal include:

- This study focuses on the impact of social media Instagram reels on purchasing decision-making behaviour among young customers in Kathmandu
- The purchase intention as a part of purchase behaviour has only been tested in this study.
- This study is based on the primary data collected using a questionnaire method.
- Only Instagram has been considered in this study as social media for marketing.
- The respondents are only between the age groups of 18-40 for the study on youth.

## **CHAPTER II**

### **LITERATURE REVIEW**

The results of many researchers on the topic are presented in this chapter. The results of previous studies are examined in this chapter with reference to theses, journals, books, and websites. Their contributions have aided in gathering vital information that backs up the current investigation. A conceptual review, theoretical review, empirical review, and research gap are all included in this chapter.

#### **2.1 Conceptual Review**

##### **2.1.1 Social Media**

Social media refers to all of the platforms, tools, and services that enable one-to-one, one-to-many, and many-to-many communication. Although people have always been able to participate in media as creators as well as consumers thanks to the Internet, the social side of media convergence did not gain traction until the rise of Web 2.0 websites in the 2000s. These websites aimed to be decentralized, user-focused, and adaptable enough to change when its users added new features (Flew, 2017). Social media is exemplified by the rise of online communication platforms like Facebook, Twitter, YouTube, and Instagram, as well as blog software like Blogger and WordPress and social networks like Facebook.

Social media is an online communication technique used in marketing and communications, according to the University of South Florida. Social media platforms enable users to create and share material online and to converse with one another. There are many different types of social media, including wikis, blogs, podcasts, IM apps, virtual worlds, photo and video sharing websites, blogs, micro-blogs, and social networking sites. Billions of individuals utilize social media platforms for networking and information exchange globally. You may communicate with loved ones, learn new things, follow your hobbies, and have fun with social networking. Social media can assist you in developing your professional network and learning more about a certain topic by enabling you to communicate with other subject matter experts. Social media offers your company the ability to engage with clients, hear what they have to say, and build your brand.

A social media platform is a website or application that lets users create and share content while interacting with other users. It is possible for anyone with an internet connection to sign up and create a social media presence. These users are free to share anything they want, and anyone who visits their sites or profiles can view it—as long as the platform permits it. Tablets, cellphones, and PCs can all be used by social media users to immediately exchange content. In summary, social media has evolved into a platform that allows people to interact, share content, and have conversations (Hudson, 2020).

Social media is a personal platform for user-focused networking and social interaction that serves as a conduit between consumers and marketers (Chi, 2011). According to (Mangold and Faulds, 2009), companies must learn how to use social media in addition to developing their business strategies. Companies can reach a larger audience by utilizing social media and, by extension, social networking. Businesses are using social media platforms like Facebook, Instagram, and Twitter far more frequently for promotional purposes.

Social media sites like Facebook, Instagram, YouTube, WhatsApp, Twitter, and Facebook are powered by user-generated content. These apps significantly alter the way that customers purchase and sell (Kapoor et al., 2018). (Kim and Ko, 2010), social media has a big influence on a brand's reputation. The report indicates that businesses who do not include social media into their online marketing plan are missing out on opportunities to connect with customers. Modern businesses are increasingly realizing the value of social media platforms as efficient means of executing marketing campaigns and establishing successful connections with their target market (Kohli et al., 2015; Popp and Woratschek, 2016; Harrigan et al., 2017).

### **2.1.2 Instagram**

In October of 2010, Kevin Systrom and Mike Krieger started Instagram, the first social network centered around photos. In just one week following its app store debut, Instagram surpassed one million followers. In contrast to other social media platforms like Twitter and Foursquare, which took two and a year, respectively, to reach the same user base, Instagram has grown at a faster rate. Instagram reached one million users in just two months after launch, and the number of users is continually rising (Wersm.com). Since direct messaging

was added and Instagram was made available for Android phones, its growth has accelerated even further (Wersm.com, 2017).

Instagram is one of the fastest-growing online photo and video social web services where users share their personal photos and movies with other users, despite the lack of academic research on the platform (Sheldon and Bryant, 2016). Instagram's recent decision to expand its advertising platform makes it a worthwhile channel to focus on. Because of this, it is anticipated that revenue from Instagram advertisements would reach \$2.81 billion in 2017, overtaking both Twitter and Google in the United States (Vizard, 2015a, 2015b). Individuals spend more time on Instagram than on other websites that are similar, which suggests that this type of media needs additional research (Sheldon and Bryant, 2016).

An influencer is an Instagram user with a substantial following who, because of their reach and level of trust, has persuasive power. Influencers on Instagram can amass a sizable following almost overnight, and by just showing products on their pages, they can even have a major positive impact on sales (Haran, 2019).

The photo-sharing website Instagram recorded 500 million daily active Stories users globally in January 2019, up from 400 million global DAU in June 2018, according to Statista. Using the "story" feature of the app, users can publish images and videos that disappear 24 hours after they are posted. Instagram's visual content makes it an excellent platform for businesses and retailers to present their products in an eye-catching way.

Numerous celebrities and influencers rely heavily on sponsored posts on Instagram as their main source of income. In 2018, there were roughly 3.7 million sponsored influencer posts on the network. Globally, the majority of influencer posts on Instagram were photos; only 13.56 percent of influencer posts were videos. With over a billion monthly active members, Instagram is one of the most popular social networks worldwide. Users of the app can edit and share their photos with other users in private or with followers who have been given the go-ahead (Statista, 2020). As of July 2021, 2.208 million people in Nepal were using Instagram, according to Napoleon Cat (2021).

- **Instagram Information**

Data suggests that Instagram is trying to overtake Twitter as the most dependable social media information source, since it is swiftly becoming recognized as a trustworthy source of information. According to the 2020 Reuters Institute Digital News, since 2018, Instagram users' amount of information searches has doubled, especially among younger users. A Reuters story claims that Instagram's eye-catching photos and educational content are drawing in more and more youthful users. On Instagram, there are two ways to exchange information. In the beginning, companies and entrepreneurs would publish details about their names, products, and services to tell users about them. Users may also respond to information released by clients and business owners with information they share.

In any case, Instagram data is useful for both consumers and businesses. Companies can learn about the characteristics of their target market, such as geography, interests, likes, dislikes, buying habits, and peak website engagement periods. In addition to their location, Instagram can provide details about their likes and dislikes. By following hashtags on Instagram, you can observe what a large percentage of users are talking about and doing, which will help you focus your content more effectively. Consumers have access to all product and brand information, including features, costs, and comparable products from other companies. To find out how well they match, these can be compared to the customer's requests. Discussions between users on Instagram can also help spread information by affecting opinions about products, services, and businesses. As long as users and marketers keep creating and sharing content on Instagram, the platform will continue to gain credibility as a source of information for consumers (Pelemo, 2022).

### **2.1.3 Instagram Marketing Tools**

Brands and companies have used a number of Instagram-specific marketing tools throughout the years to connect with consumers and close deals. We'll talk about these tools and the benefits they offer businesses on Instagram.

- **Instagram Stories**

Instagram introduced stories in 2016 to allow users to share pictures, videos, or boomerangs that vanish after a day. Instagram stories have features including text, location, gifs, polls,

temperature, drawings, and similar features. Thanks to a feature like location, individuals who are connected to that place can still find the news even if they are not following the account that shares it. Hashtag stickers can also be used in stories to direct users searching for relevant hashtags to the account and post. Businesses can also offer viewers to choose between two options for products, services, features, or advice by using surveys embedded in their tales. Additionally, brands can pose questions on their Instagram stories and invite followers to respond, or they can let followers pose queries concerning the business, the brand, or the goods (Carbone 2019.)

One of the newest features on Instagram stories is the countdown function, which can be used to notify users of upcoming or ongoing sales or any other action they need to take. Companies can promote events or dates they want their customers to remember by using the countdown feature (Carbone, 2019).

Instagram stories allow businesses to post live content, and these recordings are available for 24 hours after the live event ends. One element of the Instagram story is live videos. The publisher of the story may see how many people have seen it and can also receive direct messages or emojis with comments and responses from Instagram users (Rouse, 2018; Hauser, 2018).

- **Instagram Ads**

Instagram's emergence has given businesses all around the world access to a vital social media platform, and marketers have learned how to utilize it to communicate with both existing and new customers about their brands, products, and services. Because Instagram users can use the app to investigate products and services, Instagram's strong customer response rate also helps to make advertising more effective for both customers and businesses trying to advertise. Previous studies have shown that consumers are familiar with Instagram and are becoming increasingly acclimated to utilizing digital gadgets. The platform has also had a big impact on their purchase selections.

In the fashion industry, for instance, followers of pages featuring ads and those who view these ads are more likely to make purchases because fashion garners a lot of attention on Instagram, especially when it comes to advertisements. Seventy-two percent of Instagram users think that Instagram ads influenced their purchases in the categories of fashion, style,

and beauty. Currently, Instagram advertising is thought to have more influence than that of other social media networks (Salphini, 2017).

Businesses may increase brand recognition and educate potential customers about their products and brand by using Instagram marketing. Instagram advertisements have a plethora of alternatives and possibilities that can assist boost website traffic and sales. Companies can utilize carousel, photo, story, and video advertising to advertise their products and content. The company chooses whether to drive people who interact with the advertisement to its website, profile, or direct messaging. These ads can be placed immediately within the application. In addition to helping businesses promote a product or brand, Instagram adverts also provide them with information on potential customers. Businesses can select their target market, budget, and other requirements while creating their ads. Following the introduction of the advertisements, they will also track the degree of customer interest or questions and ad responsiveness.

Most firms don't hesitate to use Instagram marketing due to their potential for significant returns on investment. It is challenging for a user to use Instagram for any length of time without seeing these kinds of adverts due to the way the ads are created. The advertisement can be ignored, clicked for more information, or viewed by the user. Instagram users often see ads based on websites they have visited, things they have previously looked at or purchased, and search history they have previously searched. In this way, the algorithm shows the user what they are probably going to be interested in and could decide to buy (Pelemo, 2022).

- **Instagram Reviews**

Instagram reviews allow users to share their brand and product experiences with other users. Additionally, they aid in the identification of opportunities for service, product quality, customer support, and other business-related improvements. Thanks to Instagram's like and comment feedback system, consumers of goods and services as well as customers of businesses and brands can publish reviews on the social media platform describing their experiences with those brands or commodities. Businesses on Instagram now have the duty of convincing clients to use their products or services by showcasing their superiority. With

over 1 billion monthly users, 83 percent of users use the social media site to find things. The most effective way to showcase a product's effectiveness is through Instagram reviews.

Customers can and will post reviews of a business's products or services just beneath its adverts on Instagram, which makes for intriguing feedback. This implies that the effectiveness of the advertisement is directly impacted by the caliber of the review that is posted in the comment section. Although positive Instagram reviews are very beneficial to the brand and prospective customers, negative comments can cause significant damage to a business and may have wider repercussions than positive ones (Pelemo, 2022).

- **Content Creation**

Companies and enterprises produce interesting and engaging content to engage with their followers and customers and encourage them to interact with their brands and products. Businesses can benefit from user-generated content by planning consumer campaigns to create content that will be reshared (Wörfel, 2019). Businesses and enterprises are also encouraged to put content on their profiles, such photographs and videos, to attract visitors.

Most businesses will maintain the same theme and design across all of their Instagram profiles in order to maintain a distinct voice. These days, editing and innovation are priorities for businesses and brands hoping to attract a wide customer to use their services. In Nigeria, creating humorous content is a great way to promote your Instagram account, brand, or product. A lot of firms rely on color to raise visibility, and when they publish material on Instagram, they deliberately try to keep to a single-color theme. This work maintains the account looking unified, appealing, and consistent even though new topics are being addressed or various things are being offered (Paul, 2019).

To guarantee that a company's profile appears on the user's timeline at all times and promotes more engagement, content creation have to incorporate images, short films, and IGTV movies. When releasing content, captions and hashtags are essential for boosting interactions with the account's followers. Businesses can also promote user involvement by asking users to tag other users or leave comments with their ideas (Wörfel, 2019).

#### **2.1.4 Influencer Marketing on Instagram**

Influencer marketing (IM), a branch of social media marketing also known as E-WOM marketing, is becoming more and more popular among millennials and Gen Z. (not only comparable). Scholars have recently focused on how influencers could encourage alterations in public perception or behavior. The majority of this research has focused on using influencers as a commercial marketing tactic (Liselot et al., 2020).

Influencer marketing is the process of using well-known people's support on social media to advertise a brand or business's products. A person can be deemed influential if they have a sizable following or if they have a significant impact on people who follow them (Wörfel, 2019). Influencers are individuals who are used in influencer marketing, often referred to as influencer marketing, to promote events or product launches that center on these influencers due to their degree of influence over their target audience. Brands pay digital influencers to promote their products to their following on the internet in exchange for their thoughts and experiences (Bro, 2017).

Influencer marketing, sometimes referred to as influencer outreach, is the practice of persuading well-known internet personalities to share their opinions about things they endorse with their audience. This trend in digital marketing has been built on top of traditional marketing, which is largely focused on the usage of radio and television and is more oriented towards the general market than its target demographic directly (Sammis et al., 2016). IM is a marketing strategy in which businesses pay specific influencers to create and/or share branded content for their audience with the goal of increasing brand awareness and promoting sales (Lou and Yuan, 2019). Finding and pursuing market influencers is the goal of influencer marketing (IM). Brown and Hayes (2008) For businesses that need to know the value of social media and how to use it to interact with both current and potential customers, these influencers have produced a new marketing tool (Taillon et al., 2020).

Social media influencers, or SMIs, are becoming more and more popular among social media users and advertisers. While some celebrities are influencers on social media, not all celebrities are. Traditional celebrities and influencers are not the same thing because the majority of the former are experienced content creators (Taillon et al., 2020). A idea and a story are developed by the corporation or marketing organization in order to justify a

celebrity endorsement. Although they only have a minor role to perform, the celebrity uses their influence to support the campaign. Stated differently, a campaign's face could be a celebrity, but not its brains (Shane Barker, 2020).

Conventional celebrities also differ in that they are not always required to be experts on the products they promote. They are not fashion designers, nor did they have any role in the manufacture of such items. On the other hand, the primary factor contributing to the success of influencer marketing is the influencer's personal familiarity with the products being promoted. Their recommendations are seen as trustworthy and relevant since they are recognized as authorities in their respective industries. Influencer marketing and celebrity endorsements are also very different from each other. One-way communication is more likely in the former case. On the other hand, influencers usually promote audience involvement. It is possible for a celebrity to endorse a product in a TV commercial or on social media. While those ads are meant to be seen and heard, fans cannot interact with them (Barker, 2020).

In order to attract the interest of their fan base, these SMIs quickly transition from using personal blogs to social media sites like Facebook, Instagram, YouTube, and, more recently, TikTok. These SMIs enjoy a variety of pastimes, such as food, fashion, entertainment, and so forth. Liselot and associates (2020) These days, movies and, more lately, images/pictures have replaced text. Because social media audiences are segmented, marketers need to invest in the right social media platforms and SMIs on popular social media sites.

Using instant messaging, marketers have been able to increase their clientele and revenue (IM). According to Martínez-López et al. (2020), Instagram's funding has doubled to US\$2380 million as a result. Marketers hope to build intimacy for their businesses and foster brand love and loyalty by utilizing SMIs as message mediators, online brand ambassadors, and storytellers (Santiago and Castelo, 2020). (Veirman, et al., 2017). SMIs create content to engage with their audience, giving them the chance to promote branded material and promote product testing. They not only give information but also co-create stories with their audience, which lends them more credibility and plausibility (Veirman et al., 2017) Using instant messaging, marketers have been able to increase their clientele and revenue (IM). According to Martínez-López et al. (2020), Instagram's funding has doubled to US\$2380 million as a

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Influencer marketing is frequently separated into the following two subcategories: Earned influencer marketing comes first. It comes from unpaid or continuing collaborations with influencers or from content that they endorse on behalf of other companies in an effort to further their own social progress. Paid influencer marketing follows closely behind: Paid influencer marketing campaigns may be included anywhere in the content and may involve sponsorship, pre-roll advertising, or testimonial message (Sudha and Sheena, 2017). The size of the audience determines a great majority of budgets. Influence can come from a wide range of sources. Any person, group, place, or brand has the power to sway other people. There are numerous uses for influencer marketing. Some marketers use influencer marketing to establish credibility in the market, others to create social conversations around their brand, and others yet to drive online or in-store sales of their products.

Consumers of nowadays research products on social media, especially by searching for postings from influencers endorsing specific brands (Veirman et al., 2017). These brand postings provide links to the business's website together with informative product qualities in an effort to entice message visitors to like and comment (Swani et al., 2017). Because social media platforms allow users to create and share user-generated content (UGC), consumers are utilizing them to enlighten one another about products, services, and businesses (Murugesan, 2007).

Instagram is the visual-focused platform of choice for influencers when it comes to media consumption. Using hashtags and likes, Instagram users can share and promote promotional posts on a regular basis, generating word-of-mouth advertising (Constine, 2018; Sheldon and Bryant, 2016). Because of this, the quantity of sponsored posts on Instagram more than doubled to over 1.5 million between 2016 and 2017. (Chadha, 2018). Influencers are describing their experiences with the product in greater detail in an effort to persuade their

followers to make a purchase (Erkan and Evans, 2016). Celebrities are the most frequently used influencers because they have a positive impact on consumers' perceptions of brands, plans to buy, and intents to engage in electronic word-of-mouth communication (Djafarova and Rushworth, 2017; Kim et al., 2015). Nevertheless, there is little scholarly research on Instagram as a platform for advertising, despite the fact that the platform is predicted to produce 3.3 billion US dollars in income from ads by 2020 (Clement, 2019).

### **2.1.5 Instagram and Business**

Social media networks have recently provided brand managers with special tools that allow them to develop more original and innovative content strategies. Additionally, brand managers can use social media to further branding goals and customize fan messaging to optimize engagement chances (Wearesocial, 2017). Influencer marketing has grown into one of the most effective online tools for consumer influence. In 2019, brand managers spent US\$6.5 billion on influencer marketing, up from US\$1.7 billion in 2016, according to a survey of over 800 of them (Drummond-Butt, 2019). In addition, Instagram's popularity as a social media network and a venue for companies to promote on has increased significantly over the past several years (Kim et al., 2017; Serra Cantallops et al., 2018; Rietveld et al., 2020).

In this approach, in addition to using Instagram as a direct channel or advertising medium, marketers use it as a platform to more efficiently reach their target audiences through Instagram influencers (Belanche et al., 2019). Because of this, businesses increasingly favor launching influencer-based marketing campaigns on Instagram (Relatabe, 2019; Sanz-Blas et al., 2019). Influencers aim to boost user engagement with their accounts and user interest in the promoted products by showcasing new items (like clothes) on Instagram (likes, comments, sharing content, and gaining new followers). Because these behavioral intents are typical of basic online behaviors that arise from watching influencer-product posts on social media networks, they were chosen for the study (Jacobsen and Munar, 2012).

Influencers work hard to improve the amount of interactions on their accounts since more interactions are crucial to the development of their online communities (Blazevic et al., 2014). The interplay between opinion leader and opinion seeker ensures that the latter is consistently looking to the former for advice and information regarding marketed, branded

goods (Casalo et al., 2018; Flynn et al., 1996). Brands need to support these behaviors because followers' information-seeking actions are the initial step from an Influencer's Instagram post toward their eventual purchase of the products that are being pushed (Haans et al., 2013). As a result, influencers can improve the quantity of interaction on their accounts; brands can do the same by putting their products in front of more people, which will spark curiosity and promote good behavior.

Consequently, social media forces companies to look for innovative interactive methods to engage and communicate with their target market (Khamis et al., 2017). With SM's increasing use, brand managers have an opportunity to engage with their target audiences (Meredith, 2012). For instance, companies are able to build considerably more interesting connections with their clients (Papasolomou and Melanthiou, 2012). By the end of this year, 51% of brands should be active on Instagram, according to research from Brandwatch Agency in 2016. In addition, Instagram accounts are owned by 90% of the top 100 worldwide firms. Furthermore, more than one-third of Instagram users have already used their phone to make an online purchase, increasing their chances of doing so by 70% when compared to non-users (Brandwatch, 2016).

Additionally, the same survey found that the average engagement per post rose by 416 percent when compared to two years prior. It's important to remember that these Instagram statistics demonstrate how vital it is for marketers to use this well-liked platform in order to reach their target demographic. The study is provided on the connection between the use of human face photographs and involvement in extensive image-sharing networks (Bakhshi, 2014). Utilizing a dataset of one million Instagram images, the research employed a quantitative methodology to investigate the correlation between faces and interaction. The two social engagement feedback elements that shaped our research design were likes and comments. According to the study, images with humans have a 38% higher likelihood of getting comments and a 38% higher chance of being liked. However, the data show that there is no appreciable variation in the quantity, age, or gender of faces. The study provides the first understanding of the connection between participation in large-scale image-sharing networks and images of human faces.

The study "How Instagram Develops Travel Destination Brands: Going Beyond User Gaze?" was conducted by Fatantia and Suyadnyab in 2015. They used a qualitative approach to make use of an Instagram dataset from two Instagram accounts. They found that conventional travel advertising is insufficient, and the research highlights the need of Instagram profiles for enhancing marketing.

### **2.1.6 Social Media Marketing in Nepal**

Digital and social media advertising now accounts for 10% of the overall advertising market, which also includes print, TV, radio, and other media, according to the Advertising Association of Nepal (AAN). This is a significant increase from the 5% it was two years ago. In Nepal, Facebook, YouTube, Twitter, Instagram, and Viber are a few of the most popular social networking sites. 9.8 million people in the country are active Facebook and Instagram users, according to domestic social media marketing groups. The percentage of the population in Nepal using social media in January 2021 was 44.2%. According to Kemp (2021), the rise in the popularity of digital media can be attributed to the easy access to affordable internet connectivity and the increasing number of people acquiring smartphones. Data released in May 2021 by the Nepal Telecommunications Authority (NTA) shows that over 26.35 million people are linked to internet services, accounting for up to 87.19% of the nation's population with internet access (The Himalayan Times, 2021).

Digital marketers have seen the increased efficacy of YouTube and Instagram as social media marketing tools, as well as Instagram's expanding reach. These days, big businesses are starting to budget for digital marketing. Mobile phone, automobile, clothing, shoe, and cosmetic companies have been the main users of digital media to reach their target audiences. Due in large part to its improved efficacy, social media marketing is becoming the focus of most firms (The Kathmandu Post, 2018).

## **2.2 Theoretical Review**

### **2.2.1 The porter's five forces perspective**

From a theoretical standpoint, a company that attains a competitive edge through cost or benefit advantages will do better (Porter, 1980). This theory contends that an organization's competitive advantage stems from external environmental issues it must resolve, such as preventing competitors from entering the market, differentiating its products, needing a

certain amount of capital, and the cost of switching customers (Lady et al., 2002). According to this idea, the level of competition in an industry is influenced by five factors: supplier bargaining power, consumer power, industry rivalry, threat of new entrants, and threat of replacement products (Porter, 1980). The idea continues by stating that, even in the face of persistent external challenges, a firm's competitive position is influenced to some degree by the strengths and weaknesses of industry members. Second, prospective new competitors entering the market, buyer and supplier bargaining power, and the possibility of replacement products could all significantly impair an organization's capacity to compete.

Businesses have the ability to impact the five elements through their techniques and are not solely dependent on industry structure, even though it decides who will benefit. The five forces paradigm makes clear what important to managers and assists them in determining which aspects will benefit them the most in the long run. According to this theory, acquiring a competitive advantage mostly rests on a person's capacity to adjust to the unique requirements of a given company. The five forces model is a very helpful tool for considering and examining the different types of internal rivalry that exist in corporations. Nevertheless, the model undervalues the importance of innovation and unique business characteristics and overemphasizes the significance of industry and strategic group structure as drivers of corporate profit rates, painting a stagnant image of competitiveness (Ghemawat et al., 2009).

### **2.2.2 The technology acceptance model (TAM)**

Davis (1986) introduced the TAM Model, which focuses on the factors influencing end users' acceptance of computers. TAM states that two perceptions affect a person's behavioral intention to utilize a system: perceived ease of use and perceived usefulness. Perceived ease of use refers to how much a person believes using the system will be error-free, whereas perceived utility refers to how much a person believes utilizing the system will increase his or her performance at work. TAM states that these two ideas have the biggest effects on people's adoption of computers.

In order to explain user behavior generally across a wide range of end-user computing technology and user demographics, TAM aims to provide a condensed, theoretically grounded explanation of the factors driving computer acceptance. However, as it draws on

data from nearly ten years of IS research, it could be particularly useful for simulating computer adoption (Welch and Worthington, 2010). According to the Technology Acceptance Model (TAM), a person's attitude toward embracing technology and their assessment of its utility can both explain their desire to use it. Learning how to utilize and operate technology should be simple. This implies that users' opinions of usability ought to have a favorable effect on their opinions of reliability and their propensity to use internet marketing (Rowley, 2011).

### **2.2.3 Effectiveness of digital marketing strategies**

How far digital marketing can go will depend on its ability to increase customer insights, efficiently adjust to changing circumstances, and translate those insights into better customer experiences and services. To stand out and be remembered, it must also interact with target consumers, create communities with them, enhance marketing effectiveness, and develop novel approaches to convey value propositions (Shabgoo et al., 2011). It certainly depends on the caliber of employees, their educational background, and their ability to collaborate.

### **Market penetration**

The least hazardous alternative is the market penetration strategy, which makes use of the company's current assets and competitive advantages in a growing market. It implies that there can be chances to grow market share or even exit methods when rivals reach their capacity constraints. Merely maintaining the present market share could spur expansion. Furthermore, this strategy usually doesn't need much extra money, and it might concentrate on advertising to draw in and win over new clients. Sponsorships, targeted advertisements, transient discounts, or promotional events are a few examples of such initiatives. One significant concern, though, is the possibility of reprisals from rival companies. This risk is increased if products can be successfully substituted for one another and if the market share of competitors must be lost in order to attain penetration (Johnston and Scholes, 2002).

### **Market Development Strategy**

Selling current items to customers in related markets is known as market development. These clients can represent new markets, unexplored vertical markets, or other prospects. In order to expand its distribution network, find potential new customer segments, and establish new

domestic and international sites, the company looks for new geographic areas both domestically and internationally. In an attempt to lower their market share, it also searches for goods that are strong substitutes for competing brands (Pearce and Robinson, 2001).

### **Product Development Strategy**

When internal variables indicate distribution weakness or product development strength, and external factors indicate market saturation, intense competition, or other market hazards, new product development methodologies are applied. When internal criteria suggest that there are untapped markets for current items due to better distribution but inferior production or product development, a new market development plan may be formed (Jauch and Glueck, 1988).

### **Diversification Strategy**

Diversification can be achieved through two different approaches: related diversification and unrelated diversification. Related diversity decreases the costs associated with product and market adaptations, such as the need to adopt new technologies, and helps a company avoid potential internal conflict with its present competitors (Doyle, 1994). The process by which a company enters areas whose growth is primarily driven by financial rather than industrial causes, or whose distribution or technology tactics have nothing to do with what it already offers, is known as unrelated diversification. The company can overcome limitations in the market it has chosen to enter and grow into by diversifying into other industries. In the absence of a link, diversification could be conglomerate or concentric.

#### **2.2.4 Maslow's hierarchy of needs**

Maslow's hierarchy of wants, which provides a theory of human motivation based on the hierarchy of needs, is one of the most well-known and widely accepted theories of consumer behavior. Maslow's hierarchy of needs hypothesis states that there are five basic categories of human needs, which range from biogenic or lower-level requirements to psychogenic or higher-level demands.

Customers attempt to meet their lower-level requirements before addressing their higher-level goals. When a low-level demand is resolved, the client might move on to a high-level need that is starting to emerge. The most basic wants are the psychological ones, like

clothing, food, and shelter, that are required to sustain a person's life. Security and safety demands, which entail control over one's immediate surroundings, make up the second need level. Social needs, also known as affiliation needs, comprise love, affection, friendship, and a sense of belonging. They occupy the third rung of this hierarchy. The fourth level is made up of egoistic demands, also referred to as esteem requirements (Belch and Belch, 2001). It encompasses both outwardly directed needs, like the need for status, reputation, or prestige, and inwardly centered needs, like the need for autonomy, achievement, and self-acceptance. The final level of needs is the urge for self-actualization, or the drive to fulfill one's potential and aspirations. It's important to remember that Maslow thought that many people are unable to reach the highest level of self-fulfillment because their egoistic demands are not met to a sufficient degree (Pelemo, 2022).

### **2.2.5 The Marshallian economic theory**

According to the Marshallian economic theory, consumers will spend their money on the products and services that best meet their needs. Marshallian theory's ancestors include Jeremy Bentham and Adam Smith. Adam Smith's theory of economic growth holds that all human conduct is motivated by self-interest. By viewing man as an individual who carefully weighs the possible advantages and disadvantages of his decisions as well as how those decisions may effect him personally, Bentham enhanced this notion (Pelemo, 2022).

When Bentham's theory was applied to consumer behavior in the late 19th century, Jevons and Marshall in England, Walras in Switzerland, and Menger in Australia independently established the idea of "marginal utility" almost concurrently (Kotler, 1979). With realism in mind, Alfred Marshall devised a theory that examines how a change in one variable, such as price, influences a consumer's decision when other variables remain constant. According to the Modern Utility Theory, an economic man optimizes his utility by taking into account all possible outcomes of every transaction he makes or plans to make. It was established based on assumptions made by Runyon and Stewart Marshall. According to (Runyon and Stewart, 1987), Marshall employed money as a means of equating psychological demands, and the cost-benefit analysis enables one to weigh the relative values of gratifying one's own desires against those of others.

### **2.2.6 Howard-Sheth Theory**

In 1969, Jagadish Sheth and John Howard published a paper titled "The Theory of Buyer Behavior," which introduced the Howard Sheth theory of customer behavior. The idea states that consumer behavior is a complex process involving several perceptual, behavioral, and learning processes. The Howard Sheth Model integrates the numerous psychological, social, psychological, and commercial elements that affect consumer decisions into a logical sequence for information processing (Howard, 1997).

The four primary categories of variables in the Howard-Sheth theory of consumer behavior are input, outputs, exogenous (external) variables, and perception and learning constructs. Three different kinds of stimuli or information sources that are present in the consumer's environment make up the first variable, input. These comprise the external attributes of a brand that the marketer provides, such as its features (significant stimuli), as well as the symbolic attributes that are expressed through language or imagery (symbolic stimuli). The consumer's social environment, which includes things like family, peer groups, and social class, is the source of the third stimulus. The consumer is more personally impacted by this social influence, which is outside the marketer's control. Perceptual and learning constructs, the second variable, deal with how a consumer's desires and past experiences can affect how they absorb information and possibly cause perceptual biases. These prejudices affect people's understanding and perception of a brand. Good brand experiences can boost a customer's self-esteem and influence their purchasing behavior.

The output of this model, or the choice to buy, is the third variable. One could categorize a customer's response to a purchase as satisfied or unsatisfied. If the customer is happy, he will develop a preference for the brand. But when a consumer is dissatisfied with a product, a bad attitude shows. The fourth variable in the Howard-Sheth theory is the exogenous, or external, variable. This variable affects customers' decisions indirectly as well as directly through a variety of routes. These variables include the individual's social class, financial status, personality traits, and the significance of the purchase (Pelemo, 2022).

### **2.3 Empirical Review**

Kiruthika and Rajam (2024) conducted research on impact of social media on consumer buying behaviour. The main objective of the study was to examine the complex purchasing

process that consumers undertake, with a particular focus on how the use of social media affects this process. The researcher used percentages and the Chi-squares test to analyze the data. The outcome demonstrated that the study is limited to examining how social media affects customers' purchasing decisions. For their purchasing selections, the majority of consumers browsed through customer evaluations on social media forums and obtained information from these platforms. The findings showed that social media significantly influences customers' purchasing decisions. The research findings indicate that social media platforms have an impact on consumers' purchasing decisions and their level of satisfaction with both online and offline products. Marketers are attempting to comprehend how customers use social media and how they make decisions depending on the information they encounter there, which has the potential to influence how consumers make decisions. The outcome demonstrated that the study is limited to examining how social media affects customers' purchasing decisions. For their purchasing selections, the majority of consumers browsed through customer evaluations on social media forums and obtained information from these platforms. The findings showed that social media significantly influences customers' purchasing decisions. The research findings indicate that social media platforms have an impact on consumers' purchasing decisions and their level of satisfaction with both online and offline products. Marketers are attempting to comprehend how customers use social media and how they make decisions depending on the information they encounter there, which has the potential to influence how consumers make decisions.

Giri et al. (2024) conducted research on consumer buying behaviour towards social media. The main purpose of the study was to analyze consumer buying behaviour towards social media. The researcher used a simple percentage method and Garrett ranking to analyze the data. The outcome showed that consumers are very happy with their social media purchasing habits. The study's findings indicate that social media has become a dynamic marketplace where customer choices are influenced by every click, like, and share due to the effect of influencers, targeted advertising, and trends.

Faradis and Luqman (2022) conducted research on the utilization of Instagram as a promotional medium in marketing communication strategy in the culinary industry during the COVID-19 Pandemic. The main purpose of the study was to find out what strategies make Instagram an effective and representative promotional medium during the COVID-19

Pandemic. A qualitative descriptive approach was adopted in this research to analyze the data. The outcome showed that Instagram is a useful and representative promotional tool during the COVID-19 epidemic since the social media platform is becoming more and more popular, as seen by the sharp rise in users over the past several years. According to the study's findings, Instagram also provides its users with an easier-to-use user interface that facilitates connection and can display elements that both maximize content dissemination and are positively received by users.

Ananda and Halim (2022) conducted research on the impact of reels video marketing on customers' purchasing intentions. The main objective of the study was to find out how the influence of the reel feature on Instagram can have a direct effect on consumer buying interest. The test measurement model (Outer model) and structural model test (Inner model) were adopted in this study to analyze the data. The study's findings showed that factors based on independent scenarios, user involvement, perceived benefits, perceived enjoyment, and celebrity involvement directly and significantly influence consumer brand attitudes, which in turn significantly and favorably influence consumer purchase intentions. On the other hand, consumers' opinions about brands are not significantly and favorably impacted by intriguing material.

Oruc and Aydin (2022) conducted research on the effect of social media content on consumer behaviour: the case of Instagram. The main objective of the study was to investigate what influences that behaviour on an online shopping journey. The researcher used descriptive statistics to analyze the data. The findings indicate that reels in particular play a major role in visibility. The Instagram page has shown a boost in overall engagement, reach, and interaction. While content changes and increased media richness may be helping the business become more visible, they are not enough to draw in new clients, grow the consumer base, or improve engagement and interaction.

Soares and Reis (2022) investigated the behaviour of Adolescents and their parents in relation to the Micro-influencers in Instagram. The main objective of the study was to understand what kind of behaviour is influenced by digital micro-influencers. The researcher used Pearson correlation to analyze the data. The findings validate the impact of digital micro-influencers on the decisions made by teenagers, who frequently adopt their

consumption habits and recommendations along with their way of life. This closeness results from micro-influencers' repeated appearances using the product they endorse, which increases their legitimacy. The study's findings indicated that parents' lack of control over their teenagers' social media accounts is due to their perception that their kids are capable of identifying this kind of advertising.

Silveira et al. (2022) conducted research on the impact of YouTube and TikTok influencers in the customer journey: an empirical comparative study among Generation Z users. The main purpose of the study was to analyze the impact of YouTubers and TikToker influencers in the customer journey phases, among Generation Z users. Descriptive statistics and T-tests were used to analyze the data. The findings indicated that although mostly in the early phases of the process, both kinds of influencers may have an impact on the customer journey. Additionally, it was discovered that, relative to TikTokers, YouTubers often had a greater influence in each of those stages. The study concluded that while social media influencers have been the subject of numerous research papers, no studies that specifically addressed the stages of the customer journey decision-making process or that compared influencers on the two platforms in that context could be located.

Meson et al. (2021) investigated the social media marketing gains importance after COVID-19. The main purpose of the study was to examine how the COVID-19 pandemic led to increases in consumer's social media marketing behaviour in the United States. The researcher used analysis of variance (ANOVA) to analyze the data. The results demonstrated that customers are using social media more frequently to identify items, gather product-related information, assess products, and make product purchases. Accordingly, the results show how crucial social media marketing has become since the start of the COVID-19 pandemic. In light of how consumer decision-making processes relate to changes in social media behavior, the study's conclusions were offered to assist firms in adapting.

Varghese and Agrawal (2021) conducted research on the impact of social media on consumer buying behaviour. The main objective of the study was to study the impact of social media on the consumer buying behaviour process. A quantitative survey was conducted to analyze the data. The outcome showed that businesses recognize the value of social media in marketing and selling their goods since it is the most effective means of drawing people to

goods and services. The marketing strategies ought to be created in a way that appeals to a range of consumer demographics, including age and class. Customers' decision to buy is positively influenced by social media influencers. Because it retains the power to alter viewers' thoughts and perceptions, consumers are drawn to content that features sales, promotions, and influencers. The study came to the conclusion that consumers' purchasing habits can be altered by the wealth of content and user-generated information.

Dulek and Audin (2020) conducted research on the effect of social media marketing on E-WOM, brand loyalty, and purchase intent. The main purpose of the study was to investigate the effect of social media marketing on brand loyalty, electronic word-of-mouth communication and purchase intention. The researcher used structural equation modelling (SEM) to analyze the data. The results demonstrated that while social media marketing had no good influence on purchase intention, brand loyalty had a favorable effect on buy intention while E-WOM had no beneficial effect. Social media marketing increases purchase intention indirectly by fostering brand loyalty, even though it has no direct impact on purchase intention. The study concluded that social media marketing is crucial for companies.

Gaytan et al. (2020) conducted research on the impact of internal and external promotional variables on consumer buying behaviour in an emerging economy- an empirical study. The main objective of the study was to investigate the impact of promotional and word-of-mouth variables on consumer buying behaviour. The researcher used a t-test to analyze the data. The outcome demonstrated that every promotion-mix component significantly affects customer purchasing and decision-making behavior, but strangely, the word-of-mouth components are not taken up. Sales promotions and outside factors have less of an impact than other marketing strategies like direct marketing, online advertising, and others. The study's conclusion assists businesses and government agencies in identifying the best ways to promote their products and in reaching the Omani government's target of 81 percent of GDP coming from sources other than oil.

Voramontri and Klieb (2019) conducted research on the impact of social media on consumer behaviour. The main purpose of the study was to research empirically the role of social media in consumers' decision-making process for complex purchases. The correlation and

regression analysis were adopted in this study to analyse the data. The findings demonstrated that the use of social media affects customer satisfaction during the information search and alternative assessment phases, with satisfaction increasing as the customer advances through the process to the point of final purchase choice and post-purchase assessment. The study found that it was conducted among South East Asian internet-savvy consumers and that it only took into account transactions made by the customers—abandoned searches were not taken into account.

Sharma and Bhatt (2018) conducted research on the impact of social media on consumer buying behaviour – a descriptive study on the TAM Model. The main objective of the study was to investigate the impact of social media on consumer buying behaviour. The researcher used correlation analysis, multiple regression analysis and ANOVA was used to analyze the data. The study's findings showed that perceived usefulness, perceived value, and perceived risk were substantially correlated and that these three factors have a major impact on consumers' intentions to make purchases using social media. According to the study's findings, this medium is very helpful for analyzing consumer online buying behavior and for helping businesses increase demand for their goods.

Bilgin (2018) conducted research on the effect of social media marketing activities on brand awareness, brand image and brand loyalty. The main purpose of the study was to examine the effect of social media marketing activities on brand awareness, brand image and brand loyalty. The researcher used structural equation modelling (SEM) to analyze the data. The findings showed that social media marketing initiatives have been found to positively impact brand image and brand loyalty; however, brand awareness has shown to have the most noticeable impact. Furthermore, research indicates that brand loyalty is significantly impacted by brand awareness and brand image. The study came to the conclusion that there is little to no correlation between brand awareness and brand image.

Lim et al. (2017) conducted research on the impact of social media influencers on purchase intention and the mediation effect of customer attitude. The main purpose of the study was to explore the impact of social media influencers on purchase intention and the mediation effect of customer attitude. The researcher used PLS-SEM techniques to analyze the data. The

findings revealed that all hypotheses are found to be supported except for source credibility. The mediating effects of consumer attitude are also determined.

Michaela and Orna (2015) conducted research on fashion-conscious consumers, fast fashion and the impact of social media on purchase intention. The main purpose of the study was to investigate the impact of social media with regard to the adoption of fashion trends and purchase intention. The researcher used stepwise linear regression to analyze the data. The study advanced theoretical knowledge about social media's influence, shopping behavior, and the fashion-conscious market. The study came to the conclusion that the fast fashion industry, which embraced social media later than other industries, would need to change to keep up with the growing influence of social media on various markets.

**Table 1**

*Meta table*

<b>Source</b>	<b>Topic</b>	<b>Objective</b>	<b>Methodology</b>	<b>Findings</b>
Kiruthika and Rajam, 2024	Impact of social media on consumer buying behaviour	To examine the complex purchasing process that consumers undertake, with a particular focus on how the use of social media affects this process	Percentage, Chi-squares test	The research is based only on the impact of social media on consumers buying behaviour. The majority of the consumers gathered the information from social media for buying decisions and read the consumer reviews on forums of social media. The results showed that social media has a great impact of social media on consumers' buying behaviour.

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Giri et al., 2024	Consumer buying behaviour towards social media	To analyze consumer buying behaviour towards social media	Simple Percentage method, Garrett Ranking	The result reveals that the customers are highly satisfied with buying behaviour on social media. This study states that the role of influencers, targeted advertising, and trends have transformed social media into a bustling marketplace where every click, like, and share contributes to consumer choices.
Faradis and Luqman, 2022	The utilization of Instagram as a promotional media in marketing communication strategy in the culinary industry during the COVID-19 Pandemic	To find out what strategies make Instagram an effective and representative promotional media during COVID-19 pandemic	Qualitative descriptive approach	The researcher concludes that Instagram is an effective and representative promotional media during the COVID-19 pandemic because Instagram itself has a lot of increasing popularity which is marked by the number of users that has increased significantly in recent years. Besides that, Instagram also offers its users where the user interface that is displayed makes it

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				easier for users to connect so that it is easier to use, it can display features that can optimize content distribution and are perceived well by users.
Ananda and Halim, 2022	Impact of reels video marketing on Customers' purchasing intention	To find out how the influence of the reel feature on Instagram can have a direct effect on consumer buying interest	Test Measurement Model (Outer Model), Structural Model Test (Inner Model),	The results of this study indicate that variables based on independent scenarios, user participation, perceived benefits, perceived enjoyment, and celebrity involvement directly have a positive and significant effect on consumer brand attitudes, and consumer brand attitudes also have a positive and significant effect on consumer purchase intentions. While interesting content directly (direct effect) does not have a positive and significant effect on consumer brand attitudes
Oruc	and The effect of social	To investigate	Descriptive	It was found that

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Aydin, 2022	media content on what influences consumer behavior: the case of Instagram on an online shopping journey	Analysis	especially reels have a significant importance in visibility. The overall engagement, reach, and interaction of the Instagram page have been increased. Modifications in the content and variety of media richness may be influencing the visibility of the brand yet they are not solely sufficient to attract customers, find new customers, increase the engagement and interaction
Soares and Reis, 2022	The behaviour of Adolescents and their Parents in relation to the Micro-influencers on Instagram	To understand what kind of behaviour is influenced by digital micro-influencers	Pearson Correlation The results obtained confirm the influence of digital micro-influencers on teenagers' choices, who often follow their suggestions and consumption patterns, as well as their lifestyle. This proximity is because micro-influencers appear several times to use the product they promote, giving more credibility.

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				<p>The results show weaknesses in parents' control of adolescents' social networks these days because they believe their children can recognize these types of advertising</p>
<p>Silveira et al., 2022</p>	<p>The impact of YouTube and Tiktok influencers in the customer journey: an empirical comparative study among Generation Z users</p>	<p>To analyze the impact of YouTubers and TikToker influencers in the customer journey phases, among Generation Z users</p>	<p>Descriptive statistics, T-test</p>	<p>The results show that both types of influencers might influence the customer journey, but mainly in the first stages of the process. It was also found that YouTubers tend to have a higher influence in each of those stages than TikTokers. Although the topic of social media influencers has already been studied in several research papers, no study was found addressing separately the stages of the customer journey decision-making process, nor comparing influencers of both platforms in that</p>

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Mason et al, 2021	Social marketing importance Covid-19	media gains after 19 led to increases in consumers' social media marketing behaviour in the United States (US)	To examine how the Covid-19 pandemic led to increases in consumers' social media marketing behaviour in the United States (US)	Analysis of Variance (ANOVA)	context. The findings showed that consumers have increased their utilization of social media as a tool for identifying products, collecting information on products, evaluating products, and making product purchases. Thus, the findings demonstrate the growing importance of social media marketing since the COVID-19 pandemic began.
Varghese and Agrawal, 2021	Impact of social media on consumer buying behaviour	To study the impact of social media on the consumer buying decision process	To study the impact of social media on the consumer buying decision process	A quantitative survey	It is suggested that organizations understand the crucial role of social media in selling and promoting their merchandise as social media is the best way to entice customers towards products and services. The marketing methods should be designed in such a way that could attract the various ages and classes

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Dulek and Audin, 2020	Effect of social media marketing on E-WOM, brand loyalty, and purchase intent	To investigate the effect of social media marketing on brand loyalty, electronic word-of-mouth communication and purchase intention	Structural Equation Modelling (SEM)	of the customers. Social media influencers make a positive impact on the buying decision process of the customers. Consumers are more attracted towards content that shows discounts, promotions and influencers because it keeps that ability to change customers' mindsets and perceptions.	The findings show that social media marketing had a positive effect on brand loyalty and E-WOM, there was no positive effect on purchase intention and brand loyalty had a positive effect on purchase intention but E-WOM had no positive effect. Though it does not affect the intention of buying directly, social media marketing will increase the purchase intention
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Gaytan et al, 2020

Impact of internal and external promotional variables on consumer buying behaviour in an emerging economy – an empirical study

To investigate the impact of promotional and word-of-mouth variables on consumer buying behaviour

T-test

indirectly because it has a positive effect on brand loyalty. Social media marketing is very important for businesses

The result showed that all the promotion-mix variables have a significant impact on consumer buying and decision-making behaviour, but surprisingly there are no takers for the word-of-mouth variables. Advertising, internet, direct marketing and others have more impact, and sales promotions and external variables have less impact. The study helps firms and public authorities to seek excellent strategies in deciding the best product promotions and also to achieve the Omani government goal of 81 per cent of non-oil GDP by 2020

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Voramontri and Klieb, 2019	Impact of social media on consumer behaviour	To research empirically the role of social media in consumers' decision-making process for complex purchases	Correlation analysis, Regression analysis	Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. The research was done among internet-savvy consumers in South-East Asia, and only considered purchases that were made by consumers, not including searches that were abandoned.
Sharma and Bhatt, 2018	Impact of social media on consumer buying behaviour – a descriptive study on the TAM Model	To investigate the impact of social media on consumer buying behaviour	Correlation, Multiple Regression Analysis, ANOVA	The result of the study revealed that there was a significant correlation reported among perceived usefulness, perceived value, and perceived risk and all three significantly influence purchase

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				intention when the consumer wants to purchase through social media. The study is highly useful in understanding the online shopping behaviour of consumer that helps organizations to stimulate the demand for their products through this medium.
Bilgin, 2018	The effect of social media marketing activities on brand awareness, brand image and brand loyalty	To examine the effect of social media marketing activities on brand awareness, brand image and brand loyalty	Structural Equation Modelling (SEM)	The results revealed that social media marketing activities have been found as effective factors in brand image and brand loyalty; it has been determined that the most obvious effect is seen on brand awareness. In addition, it has been found that brand awareness and brand image have a significant effect on brand loyalty. Furthermore, in the research, it has been achieved that brand awareness has a limited

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				effect on the brand image.
Lim et al., 2017	The impact of social media influencers on purchase intention and the mediation effect of customer attitude	To explore the impact of social media influencers on purchase intention and the mediation effect of customer attitude	PLS-SEM Techniques	The findings reveal that all hypotheses are found to be supported except for source credibility. The mediating effects of consumer attitude are also determined. Implications, limitations, and suggestions for recommended research are further discussed.
Michaela and Orna, 2015	Fashion-conscious consumers, fast fashion and the impact of social media on purchase intention	To investigate the impact of social media with regard to the adoption of fashion trends and purchase intention	Step Wise Linear Regression	The study contributes to a further theoretical understanding of the fashion-conscious segment, the impact of social media, and shopping behaviour. The fast fashion segment which adopted late social media will have to adapt to the increased impact of social media amongst different types of segments.

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## 2.4 Research Gap

Upon examining the literature from various social media marketing resources, a wealth of data pertaining to the goal and research question was discovered. Similar to the current study,

numerous studies have been carried out globally using a variety of social media characteristics, such as age, gender, brand loyalty, and brand awareness, as a basis to comprehend client purchasing behavior.

Similar studies on the influence of social media platforms such as Instagram reels on Kathmandu consumers' purchasing decisions have not been conducted in Nepal. There have been several research conducted on Facebook marketing and how it affects consumer purchasing decisions, but none that specifically examines the effects of these strategies have been identified. Given the growing popularity of social media marketing, especially on Instagram, it is imperative that a study of this kind be done specifically looking at the Kathmandu Valley. This research will close the gap between the growing number of social media users in Nepal and the usefulness of using these platforms as a key component of a marketing mix to influence consumer behavior. The primary focus of the findings is on how social media Instagram clips affect Kathmandu consumers' purchasing decisions; this is a relatively new topic that has not yet received much attention. Therefore, the researcher will close this gap with this research. Additionally, this study makes suggestions for using Instagram as the platform for marketing new goods and services.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

The methodology that the researcher employed to conduct this study is discussed in great detail. Throughout the data gathering phase of the project, it provides an explanation of the strategies employed and the reasoning behind their selection. The population and sample, data collection techniques, data analysis, software, research framework, and variable definitions come first in a study.

#### **3.1 Research Design**

The research design used for this study is casual and descriptive research design. Descriptive research design aims to depict characteristics of a population or phenomenon, focusing on what exists or happens. Descriptive design is used to explain the many parts of online banking services. Causal research design seeks to establish cause-and-effect relationships between variables, determining why certain outcomes occur. In a similar vein, the link between the independent variable (Instagram reel) and the dependent variable (consumer buying behaviour) can be ascertained by casual design.

#### **3.2 Population and Sample**

In Nepal alone, there are 2.37 million Instagram users; however, due to a number of factors, including phony accounts and the refusal to reveal location information, precise user data regarding location is unknown. No documentation of this kind by any institution, etc. A sample of 200 respondents was chosen to gather data. These responders were categorized according to age because the study focuses on young people's purchasing habits. This study is based on the primary data collected from 200 men and women found in Kathmandu. This may include students and anyone who was purposively selected as respondents.

Instagram user girls/women aged 15-40 years old (Nos. 100)

Instagram user boys/men aged 15-40 years old (Nos. 100)

Total sample size 200

### **3.3 Sources of Data**

To fulfil the research objectives, most of the data has been collected from primary sources. The required data, as demanded by the study, has been collected through the field survey from randomly sampled students of 2 different colleges in Kathmandu. On the other hand, some supporting information has been collected from Instagram reels social media websites. The study was able to reach 185 respondents from two different colleges, outsiders. Besides, the questionnaire was designed in an online version. The online version of the questionnaire was filled out by 15 respondents.

This research is based on primary sources of data. Primary data was collected through the survey method using a structured questionnaire. The questionnaire consisted of three sections. The first section included questions related to the individuals' socio-economic characteristics like gender, age and education level. The second section included questions related to the impact of social media Instagram reel marketing on consumer buying behaviour. The last section included questions related to the characteristics of Instagram influencers and the purchase intention

In addition to being informed of the purpose of the research and its primary goal, the respondents were asked to complete the questionnaire. This approach to data collection improved our knowledge of customer's buying behaviours. The questionnaires were given out and collected at the respondent and researcher's convenience.

### **3.4 Data Collection Technique**

The process of obtaining information from specified respondents in order to address the research questions is known as data collection. The basic data formed the basis of this investigation. Observations, experiments, and social surveys such as questionnaires and interviews are examples of primary data sources. The questionnaire method is employed in this study to collect data from participants. In addition, the questionnaire was introduced in the web version. A Google spreadsheet questionnaire was prepared and introduced among wider respondents.

### 3.5 Data analysis

This study combined both quantitative and qualitative in nature and analysis all the way through is based on the available literature. Therefore, tools of the study were selected accordingly as demanded by the purpose of the study and data nature. For the analysis of data different anecdotes, data derived from field survey has been analyzed by means of descriptive statistics as well as inferential statistics. Under descriptive statistics, the central tendency has been measured through arithmetic mean. To measure consistency, standard deviation and coefficient of variation have been used. Similarly, to observe the data nature in terms of normality, skewness and kurtosis has been considered. To analyze the phenomena, statistical graphics have also been used as per the data nature.

Similarly, to draw the statistical inferences multiple regressions have been applied. It is because; this study intends to draw inferences about the impact of Instagram reels on the purchasing decision-making behavior of the customers in Kathmandu. In addition, correlation coefficients between the variables were used to examine through the correlation matrix. In this study, all the statistical parameters have been computed with the help of a computer software called Statistical Package for Social Sciences (SPSS: Version 27.0).

#### 3.5.1 Descriptive statistics

Descriptive statistics are numerical measures used to describe and summarize the features of a dataset. They provide a concise summary of the main characteristics of the data, such as central tendency, variability, and distribution. These statistics are essential for understanding the basic properties of a dataset before performing more complex analyses. Here are some common descriptive statistics:

- **Mean:** The average value of a dataset, calculated by summing all the values and dividing by the number of observations. The mean, also known as the arithmetic mean or average, is a measure of central tendency in a dataset. It is calculated by summing up all the values in the dataset and then dividing by the total number of values. Mathematically, the mean ( $\bar{X}$ ) of a dataset with (n) observations is given by:

$$\bar{X} = \frac{1}{n} \sum_{i=1}^n x_i$$

Where,

$x_i$  represents each individual value in the dataset.

N represents no of item observed

The mean provides a representative value that summarizes the typical value of the data points in the dataset. It is widely used in various fields such as statistics, mathematics, and science to describe the central tendency of a distribution.

- **Standard Deviation:** The square root of the variance, providing a measure of the average distance of data points from the mean. It indicates the extent of variability in the dataset. The standard deviation is a measure of the dispersion or spread of a dataset. It quantifies the average distance of data points from the mean of the dataset. In other words, it indicates how much individual data points deviate from the mean.

Mathematically, the standard deviation ( $\sigma$  or  $s$ ) of a dataset with ( $n$ ) observations is calculated as follows:

$$\sigma = \sqrt{\frac{1}{n} \sum_{i=1}^n (x_i - \bar{x})^2}$$

The standard deviation provides a measure of the variability or dispersion of the data points around the mean. A higher standard deviation indicates that the data points are more spread out from the mean, while a lower standard deviation indicates that the data points are closer to the mean. It is commonly used in statistics, research, and various fields to understand the distribution and variability of data.

- **Frequency:** In the context of statistics refers to the number of times a particular value or category occurs within a dataset. It is a basic concept used to describe the distribution of data. Frequencies are essential for understanding the distribution of values within a dataset. They provide information about how often certain values occur, which is valuable for summarizing and analyzing data. Frequency distributions are often presented in tables or visualizations to provide a clear summary of the distribution of data values.

Descriptive statistics provide valuable insights into the basic characteristics of a dataset, helping researchers to understand its underlying structure and make informed decisions about further analysis or interpretation.

### **3.5.2 Correlation analysis**

Correlation analysis is a statistical technique used to measure the strength and direction of the relationship between two quantitative variables. It is a fundamental tool in statistics and data analysis, helping researchers and analysts understand how changes in one variable are associated with changes in another variable.

The correlation coefficient, often denoted by  $r$ , quantifies the degree of linear association between two variables. The value of  $r$  ranges from -1 to 1:

$r=1$ : Perfect positive correlation, indicating that as one variable increases, the other variable also increases linearly.

$r=-1$ : Perfect negative correlation, indicating that as one variable increases, the other variable decreases linearly.

$r=0$ : No correlation, indicating no linear relationship between the variables.

Correlation analysis helps in understanding the direction and strength of relationships between variables, which is crucial for making predictions, identifying patterns, and making informed decisions. It is widely used in various fields such as finance, economics, social sciences, and healthcare for analyzing relationships between different variables.

### **3.5.3 Regression analysis**

Regression analysis is a statistical method used to explore the relationship between one dependent variable and one or more independent variables. It aims to model the relationship between variables, understand how changes in the independent variables affect the dependent variable, and make predictions based on the observed data.

To examine the impact of Instagram Reels on customer decision-making, a regression model was used. The model is specified as;

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where,

Y = Dependent variables

$\beta_1 \dots \beta_4$  = Beta coefficient

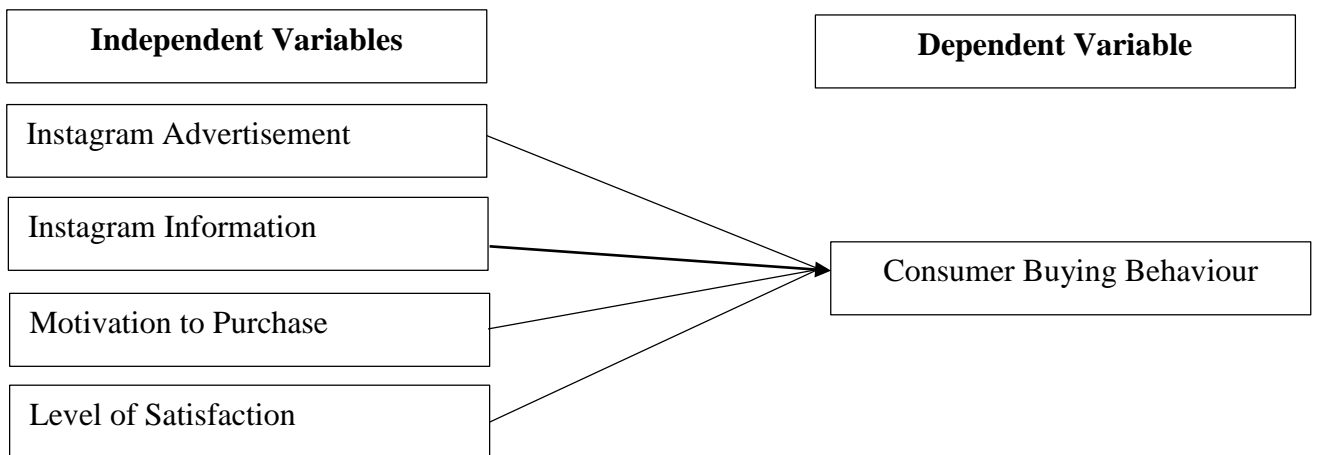
$X_1 \dots X_4$  = Independent variables

e = Error term

### 3.6 Research Framework and Define Variables

A conceptual framework is essentially a theoretical structure that provides guidance and direction for research or analysis within a particular field or discipline. It outlines the key concepts, variables, relationships, and assumptions that underpin a study or a theory. Think of it as a map that helps researchers navigate through the complexities of their subject matter. A conceptual framework can take various forms depending on the nature of the research. Regardless of its form, a well-developed conceptual framework is essential for ensuring the rigour and coherence of research studies.

**Figure 1 Research Framework**



*(Sources: Pelemo, 2022; Giri et al., 2024)*

**Instagram Advertisement:** Instagram advertisements offer businesses a powerful platform to connect with their target audience, leveraging visually compelling content and precise targeting capabilities. By crafting engaging visuals and persuasive copy, advertisers can effectively communicate their brand message and drive desired actions such as website visits, product purchases, or app downloads. With a range of ad formats including photo ads, video

ads, carousel ads, and story ads, businesses can choose the format that best suits their objectives and captivates their audience. With detailed targeting options based on demographics, interests, and behaviour, advertisers can ensure their ads are seen by the right people at the right time, maximizing the impact of their campaigns. Additionally, Instagram's robust analytics tools enable advertisers to track performance metrics and optimize their campaigns for maximum effectiveness, ensuring a strong return on investment (Pelemo, 2022).

**Instagram Information:** Instagram is a popular social media platform owned by Meta Platforms, Inc. It was launched in 2010 and has since become one of the most widely used social networking services worldwide, boasting over a billion monthly active users as of 2022. Initially focused on photo sharing, Instagram has evolved to encompass various features including video sharing, Stories, IGTV, and Reels, catering to diverse forms of content creation and consumption. The platform's user-friendly interface, visually engaging content, and robust community make it a go-to destination for individuals, influencers, businesses, and brands alike to connect, share, and discover content. With its emphasis on visual storytelling and engagement, Instagram continues to shape digital culture and influence trends across industries (Pelemo, 2022).

**Instagram Reviews:** Instagram reviews can vary widely depending on individual experiences and preferences. Overall, many users appreciate the platform for its ease of use, visually appealing interface, and diverse range of content. Features like Stories, Reels, and IGTV offer creative expression and engagement opportunities. Businesses often find value in Instagram's advertising tools and analytics, allowing them to reach their target audience effectively. However, some users may have concerns about issues like privacy, algorithm changes affecting content visibility, or the prevalence of sponsored posts. Additionally, there have been discussions around mental health impacts due to factors such as comparison and the pressure to present a curated image of one's life. Despite these criticisms, Instagram remains a dominant force in the social media landscape, continually evolving to meet the needs and expectations of its users (Pelemo, 2022).

**Motivations to Purchase:** It can vary widely depending on individual preferences, needs, and external factors. Here are some common motivations that drive people to make purchases

as needs and necessities, convenience that makes life easier or more efficient, social influence (peer pressure, recommendation from friends, family or influencers), desire to stay current with the latest trends or fashions and perception of getting a good deal or value for money. Understanding these motivations can help businesses tailor their marketing strategies better to meet the needs and desires of their target audience.

**Level of Satisfaction:** The level of satisfaction after purchasing goods and services can vary greatly depending on factors such as product quality, customer service, price, and expectations. Generally, customers expect their purchases to fulfil a need or desire, meet or exceed quality standards, and provide value for money. When these expectations are met or surpassed, satisfaction levels tend to be high, fostering loyalty and positive word-of-mouth. However, dissatisfaction can arise from issues such as product defects, poor customer service, misleading advertising, or unmet expectations. Businesses that prioritize customer satisfaction through transparent communication, responsive support, and consistent product quality are more likely to cultivate loyal customers and positive reviews. Continuous feedback loops and improvements based on customer input are also crucial for maintaining high levels of satisfaction and fostering long-term relationships with consumers (Giri et al., 2024).

**Consumer Buying Behaviour:** Consumer buying behavior refers to the process individuals go through when making purchasing decisions. It encompasses various factors influencing how and why consumers buy certain products or services. These factors can include personal preferences, needs, beliefs, attitudes, cultural influences, social norms, economic considerations, and marketing influences. Consumer behavior is often influenced by psychological factors such as perception, motivation, learning, and memory, as well as external factors like family, peers, reference groups, and situational factors. Understanding consumer buying behavior is essential for businesses to develop effective marketing strategies, create products that meet consumer needs, and build strong customer relationships. Market research, data analysis, and consumer insights play a crucial role in understanding and predicting consumer behavior, allowing businesses to adapt their strategies to changing market dynamics and consumer preferences (Pelemo, 2022).

## **CHAPTER IV**

### **RESULTS AND DISCUSSION**

This chapter has presented the data in appropriate format, then analyzed and discussed. The analysis has sought to answer the research questions posed or test the hypotheses set in the introduction chapter. The outcomes of the analyses are the results. The results are then discussed and interpreted in the light of theories and empirical studies to arrive at a conclusion. Accordingly, this chapter is organized in the following order:

#### **4.1 Results**

##### **4.1.1 Frequency Distribution Analysis**

A frequency distribution is a statistical representation that tallies the occurrences of distinct values within a dataset. It organizes data into categories and records how frequently each category appears. By summarizing the distribution of values, frequency distributions provide insights into the central tendency, dispersion, and overall shape of the data. They are fundamental in understanding patterns, trends, and variability within a dataset, aiding in descriptive statistics and forming the basis for further analysis and inference in various fields, including social sciences, economics, and natural sciences.

**Table 2***Demographic profile of the respondents*

		Frequency	Percent
Valid	Gender of respondents		
	Male	103	51.5
	Female	97	48.5
	Age of respondents		
	15-19	2	1.0
	20-24	115	57.5
	25-29	63	31.5
	30-34	13	6.5
	35-39	7	3.5
	Level of education		
	10+2	9	4.5
	Bachelors	71	35.5
	Master's or above	120	60.0
	Experience in using social media		
	1-3 years	11	5.5
	4-6 years	116	58.0
	7-9 years	66	33.0
	Above 10 years	7	3.5
	Total	200	100.0

*(Sources: Data output from SPSS 27.0 analysis)*

Table 2, displays the frequency distribution table of the demographic profile of the respondents. There were 103 male respondents, accounting for 51.5% of the total sample. Similarly, 97 respondents identified as female, making up 48.5% of the total sample. This data indicates a balanced representation of sexes within the surveyed population, with a slightly higher proportion of male respondents.

The table provides data on the age distribution of respondents. There were 2 respondents in the age group 15-19, constituting 1.0% of the total sample. Similarly, the largest proportion

of respondents fell into the age group 15-24, with 115 individuals, accounting for 57.5% of the total sample. There were 63 respondents aged between 25 and 29, making up 31.5% of the total sample. A total of 13 respondents were in the 30-34 age range, comprising 6.5% of the total sample. And finally, the smallest proportion of respondents fell into the age group 35-39, with 7 individuals, representing 3.5% of the total sample. Overall, most respondents (57.5%) were between the ages of 20 and 24, with smaller proportions in other age groups. This data provides insight into the age demographics of the surveyed population.

The table presents data on the level of education of the respondents. Among the surveyed population, 9 respondents reported having completed their education at the 10+2 level, representing 4.5% of the total sample. Most respondents, 71 individuals, had completed a bachelor's degree, making up 35.5% of the total sample. The largest proportion of respondents, 120 individuals, had attained a master's degree or a higher level of education, accounting for 60.0% of the total sample. This data indicates that a significant portion of the respondents have pursued higher education, with the majority having completed at least a master's degree.

The table presents data on the experience of respondents in using social media, including the frequency and percentage of respondents within each experience bracket. Among the surveyed population, 11 respondents reported having 1 to 3 years of experience using social media, constituting 5.5% of the total sample. The majority of respondents, with 116 individuals, stated they have been using social media for 4 to 6 years, making up 58.0% of the total sample. Likewise, 66 respondents reported having 7 to 9 years of experience using social media, representing 33.0% of the total sample. And 7 respondents stated they have been using social media for more than 10 years, accounting for 3.5% of the total sample. This data indicates that a significant proportion of respondents have been using social media for 4 to 6 years, with smaller proportions having varying levels of experience, ranging from less than 3 years to more than 10 years. It provides insight into the duration of experience with social media among the surveyed population.

#### **4.1.2 Descriptive Statistics**

Brief informational coefficients known as descriptive statistics are used to provide an overview of a specific data collection, which may be a sample or a representative of the full

population. Measurements of central tendency and measurements of variability (spread) are the two categories into which descriptive statistics fall. The standard deviation, variance, minimum and maximum variables are measures of variability, whereas the mean, median, and mode are measures of central tendency.

### **Overall Descriptive Statistics of all variables**

**Table 3**

*Descriptive statistics of consumer Buying Behaviour*

	N	Mean	Std. Deviation
IA	200	14.4550	3.99220
II	200	16.6050	4.35590
MP	200	14.1350	3.76265
LS	200	13.7900	3.09090
CBB	200	14.3700	3.27670
Valid N (listwise)	200		

*(Sources: Data output from SPSS 27.0 analysis)*

Table 3, displays the descriptive statistics of all the dependent and independent variables. The IA indicates the Instagram Ads or Advertisement and II indicates the Instagram Information. While MP denotes the motivation to purchase and LS means the level of satisfaction. The CBB means consumer buying behaviour. The no of data consists of 200 observations. The mean value of Instagram advertisement is 14.4550, indicating average estimation among the observations. The standard deviation of Instagram ads is 3.99220, providing the extent of variability around the mean value. The mean value of Instagram information is 16.6050, indicating average estimation among the observations. The standard deviation of Instagram information is 4.35590, providing the extent of variability around the mean value. The mean value of motivation to purchase is 14.1350, indicating average estimation among the observations. The standard deviation of motivation to purchase is 3.76265, providing the extent of variability around the mean value. The mean value of the level of satisfaction is 13.7900, indicating average estimation among the observations. The

standard deviation of the level of satisfaction is 3.27670, providing the extent of variability around the mean value.

#### 4.1.3 Correlation Analysis

The effectiveness of customer buying behaviour was found by the respondents through the usage of statistical tools. Four variables in Instagram ads, Instagram information, motivation to purchase and level of satisfaction were taken into consideration as the primary determinants of consumer buying decision-making in this study.

**Table 4**

*Correlation analysis of Consumer buying behaviour*

		IA	II	MP	LS	CBB
IA	Pearson Correlation	1				
II	Pearson Correlation	.267**	1			
MP	Pearson Correlation	.257**	.146*	1		
LS	Pearson Correlation	0.104	.207**	.374**	1	
CBB	Pearson Correlation	.210**	.454**	.199**	.211**	1

Listwise (N) = 200

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

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

*(Sources: Data output from SPSS 27.0 analysis)*

Table 4, illustrates the correlation analysis of all independent variables and dependent variables. All factors have shown a significant correlation with consumer buying behaviour. Firstly, Instagram ads have a positive correlation coefficient with consumer buying behaviour i.e. 0.210, which shows a positive and statistically significant relationship with consumer buying behaviour. Secondly, Instagram information has also a positive correlation coefficient i.e. 0.454, indicating a positive and significant relationship with consumer buying behaviour. Furthermore, the motivation to purchase and the level of satisfaction have a positive correlation coefficient i.e. 0.199 and 0.211 respectively, showing a positive and statistically significant relationship with consumer buying behaviour.

#### 4.1.4 Regression Analysis

In this section, the impact of social media especially Instagram reels on consumer decision making. Regression analysis is a statistical method used to model the relationship between a dependent variable and one or more independent variables. It aims to understand and predict how changes in the independent variables affect the dependent variable. Through regression analysis, you can estimate the strength and direction of these relationships, identify significant predictors, and make predictions or inferential statements about the dependent variable. It's widely used in various fields such as economics, finance, social sciences, and business to analyze data and make informed decisions.

#### Model Summary

**Table 5**

*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.484 <sup>a</sup>	0.234	0.219	2.89642

a. Predictors: (Constant), LS, IA, II, MP

*(Sources: Data output from SPSS 27.0 analysis)*

Table 5, illustrates the summary table of regression analysis, the R square was to be 0.234. it indicates the model has been explained. In other words, predictors account for 23.4% of the variance in the dependent variables i.e. consumer buying decisions. This demonstrates that the remaining percentage is accounted for by other variables. A high R squared value indicates that a sizable percentage of the consumer buying behaviour variability can be explained by independent variables, according to the summary table. The adjusted R square value is 0.219, which provides a more accurate assessment of how well the independent variables explain the variability in the dependent variable i.e. consumer buying behaviour. The value of the standard error of estimation is 2.89642, which reflects the average distance between sample estimates and the population parameter. A smaller standard error indicates greater precision and confidence in the sample statistic's accuracy. It's crucial for assessing the reliability of statistical estimates and making inferences about the population based on sample data.

## Analysis of Variance (ANOVA)

**Table 6**

*Analysis of Variance (ANOVA)*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	500.713	4	125.178	14.921	.000 <sup>b</sup>
	Residual	1635.907	195	8.389		
	Total	2136.620	199			

a. Dependent Variable: CBB

b. Predictors: (Constant), LS, IA1, II, MP

*(Sources: Data output from SPSS 27.0 analysis)*

Table 6, demonstrates the analysis of variance, as we can see from the above table, the overall fitting of the model is significant when the p-value is less than the level of significance. In other words, the observed result is unlikely to have happened by coincidence, demonstrating a significant correlation between the model parameter and the expected result. The p-value connected to the F-value is the significance (Sig.). The p-value in this instance is 0.000, indicating a statistically significant correlation between the predictors and the dependent variable (consumer buying behaviour).

Overall, the ANOVA table indicates that the regression model significantly affects how the variation in consumer buying behaviour is explained. The predictors (Instagram ads, Instagram information, motivation to purchase and level of satisfaction) collectively make a considerable contribution to the forecast of consumer buying behaviour.

## Regression Coefficient Table

**Table 7**

*Regression coefficient table*

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	6.120	1.269		4.823	0.000
	IA	0.058	0.055	0.070	1.052	0.294
	II	0.304	0.050	0.404	6.107	0.000
	MP	0.079	0.061	0.090	1.298	0.196
	LS	0.091	0.073	0.086	1.252	0.212

a. Dependent Variable: CBB

*(Sources: Data output from SPSS 27.0 analysis)*

Table 7, shows the multiple linear regression model was found,

$$Y (CBB) = 6.120 + 0.058IA_1 + 0.304II_2 + 0.079MP_3 + 0.091LS_4$$

Where,

Y (CBB) = Consumer buying behaviour as a dependent variable

$\alpha$  = Intercept

$\beta_0$  = Coefficient of the intercept

IA<sub>1</sub> = Instagram Ads as independent variables

II<sub>2</sub> = Instagram Information as independent variables

MP<sub>3</sub> = Motivation to Purchase as independent variables

LS<sub>4</sub> = Level of Satisfaction as independent variables

The consumer buying behaviour (Y) is the dependent variable in the regression model represented by the given equation, while the Instagram Ads (X<sub>1</sub>), Instagram information (X<sub>2</sub>), Motivation to purchase (X<sub>3</sub>), and Level of satisfaction (X<sub>4</sub>) are the independent variables.

Understanding the relationship between these factors and consumer buying behaviour is possible thanks to the coefficient linked to them.

When all independent variables are set to zero, the estimated value of the consumer buying behaviour is represented by the intercept term, which is equal to 6.120. However, the independent variable coefficients are important.

The regression coefficient of Instagram ads is 0.058 and the p-value is 0.294, representing a positive but not statistically significant impact on consumer buying behaviour. The coefficient of Instagram information is 0.304 and the p-value is 0.000, indicating a positive and significant impact on consumer buying behaviour. The coefficient of motivation to purchase is positive 0.079 and the p-value is 0.196, which means that consumer buying behaviour is positively but not statistically influenced by the motivation to purchase. The coefficient of level of satisfaction is positive 0.091 and the p-value is 0.212, showing a positive and insignificantly impact on consumer buying behaviour.

## **4.2 Discussion**

The main purpose of this research is to find out the impact of social media Instagram reels on purchasing decision-making behaviour. This research has considered young customers of Kathmandu in Nepal.

The result of this study revealed that Instagram ads have a positive but not significant impact on consumer buying behaviour. This result is contradicted by Gatyán et al. (2020), that Advertising influences customer purchasing decisions and behaviour in a way that makes them more likely to purchase mobile communication services. This result is partially supported by Pelemo (2022) that the purchasing habits of consumers are significantly and favourably impacted by Instagram ads.

Consumer buying behaviour is positive and significantly influenced by Instagram information. This result is supported by Sigdel (2021) that Instagram users' propensity to buy is significantly influenced by shared information content from Instagram influencers. This result is backed up by Mendola (2014), a professional and prosperous fashion blog can be established by publishing high-quality posts (writing, photography, constant usage of logos, etc.); in this way, the blogger can establish themselves as a powerful influencer in this

industry. Additionally, several aspects of the shared content—like image quality, composition, and attractiveness—are critical in influencing users' decisions to follow a particular profile (Djafarova & Rushworth, 2017). According to the current research, high-quality graphic posts and innovative articles that provide information about brand items or services are therefore chosen. In addition, Instagram users believe that clever links that drive them to a business and tell them about the characteristics and costs of a good or service are crucial for encouraging them to make a purchase. Additionally, it can be seen from the mean values of the statements under Information content that Instagram users appreciate quality content highly when it comes to IG influencers. Varghese and Agrawal, (2021) found that Because this content has the power to alter customers' thoughts and views, consumers are more drawn to it when it features discounts, promotions, and influencers.

Consumer buying behaviour is positive and significantly influenced by Instagram information. The overall engagement, reach, and interaction of the Instagram page have increased, which is in line with the findings (Rietveld et al., 2020). The reach and engagement rates increase slightly when the content type is switched from the ones that are shared frequently. But the diversity ought to be ever-evolving. Changes in the more and less wealthy media kinds do have an impact on the accounts that are contacted and the postings' exposure (Rosenkrans, 2009). Additionally, the richness of the media type or content revisions impact interaction. It is important to plan how rich media material will be used on a brand's social media page so that you can understand the goals of your customers and what motivates them. When rich media is used properly planned, it affects the consumer in terms of attraction and visibility. It was discovered in this work that reels in particular play a major role in visibility. Reaching accounts alone, however, won't boost interaction and engagement levels. Aiming for the target audience will help to boost engagement and interaction. It is reasonable to argue that posting rich material or employing reels on Instagram would boost user engagement.

While content changes and increased media richness may be helping the business become more visible, they are not enough to draw in customers, expand the consumer base, or boost engagement and connection. Along with the sort of material offered on an e-commerce platform, targeting the appropriate audience is a crucial component (Petrovski & Pestana, 2017). As a result, increasing visibility should be done at the same time as focusing on target

audience contact and engagement. Pelemo (2022) corroborates this finding, indicating that Instagram information influences consumer purchasing behavior in a favourable and noteworthy way.

The motivation to purchase has a positive but not statistically significant impact on consumer buying behaviour. Contrary to this finding, Gaytan et al. (2020) discovered that peer group influence has a considerable impact on consumer purchase and decision-making behavior with regard to mobile communication services. The findings make it clear that peer groups have an impact on consumers.

The level of satisfaction has a positive and insignificant impact on consumer buying behaviour. Reza et al. (2019) provide some support for this finding, indicating that customer happiness affects purchase behavior. Positive correlation exists between customer satisfaction and purchasing behavior, i.e., better customer satisfaction levels are associated with higher purchase frequency and longer customer lifetimes (PT. Antam Tbk. LM).

## CHAPTER V

### SUMMARY AND CONCLUSION

The final synopsis of the entire thesis is contained in this chapter. This chapter provides an objective elaboration of the main conclusions drawn from the investigation. In this chapter, further research findings and implications have also been given.

#### 5.1 Summary

This study was carried out specifically to determine how social media, particularly Instagram, influences Kathmandu consumers' decisions to buy. The primary goal of the research was to assess how social media Instagram reels affected the decision-making of 18 to 40-year-old Kathmandu consumers. The several variables identified for this study were taken into consideration when creating a structured questionnaire. The study's focus on the shopping habits of young people led to a 40-year-old maximum age limit for respondents. This study employed a descriptive and causal research design. The sample in the Kathmandu Valley was chosen using a straightforward random and purposeful sampling technique. Since there are 200 respondents in the sample, the number of respondents in each of the five age groups produced within the age restriction is equal.

Various factors that best match the research scope were identified in order to meet the study's purpose. Only after examining the literature on the study's related issue could these components be identified. The study's primary factors are Instagram adverts, Instagram information, purchase motive, satisfaction level, and customer purchasing behaviour. In order to determine the relationship and impact of independent variables on dependent variables, the research used frequency distribution, descriptive statistics, correlation analysis, ANOVA, and multiple linear regression analysis. All analyses were conducted using SPSS version 27. Utilizing a five-point Likert scale, consumer purchasing behaviour and satisfaction were assessed.

In the frequency distribution table of the demographic profile of the respondents. There were 103 male respondents, accounting for 51.5% of the total sample. Similarly, 97 respondents identified as female, making up 48.5% of the total sample. Among the surveyed population, 11 respondents reported having 1 to 3 years of experience using social media, constituting

5.5% of the total sample. The majority of respondents, with 116 individuals, stated they have been using social media for 4 to 6 years, making up 58.0% of the total sample. Likewise, 66 respondents reported having 7 to 9 years of experience using social media, representing 33.0% of the total sample. And 7 respondents stated they have been using social media for more than 10 years, accounting for 3.5% of the total sample. This data indicates that a significant proportion of respondents have been using social media for 4 to 6 years, with smaller proportions having varying levels of experience, ranging from less than 3 years to more than 10 years. It provides insight into the duration of experience with social media among the surveyed population.

In correlation analysis, Instagram ads, Instagram information, motivation to purchase, and level of satisfaction have a positive correlation coefficient with consumer buying behavior, which shows a positive and statistically significant relationship with consumer buying behavior.

In regression analysis, the R square was to be 0.234. it indicates the model has been explained. In other words, predictors account for 23.4% of the variance in the dependent variables i.e. consumer buying decisions. This demonstrates that the remaining percentage is accounted for by other variables. A high R squared value indicates that a sizable percentage of the consumer buying behaviour variability can be explained by independent variables, according to the summary table. The adjusted R square value is 0.219, which provides a more accurate assessment of how well the independent variables explain the variability in the dependent variable i.e. consumer buying behaviour. The p-value in this instance is 0.000, indicating a statistically significant correlation between the predictors and the dependent variable (consumer buying behaviour).

The regression coefficient of Instagram ads has a positive but not statistically significant impact on consumer buying behaviour. The coefficient of Instagram information has a positive and significant impact on consumer buying behaviour. Consumer buying behaviour is positively but not statistically significantly influenced by the motivation to purchase. The level of satisfaction is positive and insignificantly impacts consumer buying behaviour.

## 5.2 Conclusion

These days, social media is ingrained in daily life. From a marketing standpoint, there are a ton of opportunities linked to using social media sites. Social media is becoming the main marketing channel for businesses and marketing organizations operating in Nepal as well. It is used to influence consumers' purchase intentions of the endorsed goods and services by utilizing a variety of micro and macro influences. However, influencer marketing is still relatively new in Nepal, and there isn't enough research done in this area. The goal of this study is to gain a grasp of the variables related to Instagram reels and the decisions made about them. Instagram users were questioned regarding the platform's features, including advertisements, informational content, purchase motive, and satisfaction level, and whether or not these aspects affected their intention to make a purchase.

This study looks into how Instagram videos affect Kathmandu consumers' purchasing decisions. A significant portion of the Instagram population looks for product information, views Instagram advertisements, and follows companies. According to this study, Instagram can be a useful tool for customers looking for product and service information before making a purchase. It is therefore a beneficial tool for companies looking to market their goods and services or disseminate pertinent information.

The purchasing habits of consumers and Instagram advertisements are positively correlated. Put another way, there is a tendency for consumer purchasing behavior to rise in tandem with the amount spent on Instagram ads. Using this information alone to inform strategic marketing decisions would be unwise, as the beneficial impact of Instagram ads is not statistically significant. The absence of statistical significance raises the possibility that any effect that is seen is only the result of chance rather than a real underlying relationship. Analyze and improve Instagram ad targeting and content. Although the current research does not demonstrate a statistically significant influence, it is possible that better outcomes could be obtained by making changes to the ad strategy. In summary, even though the positive coefficient points to a possibly advantageous association, more research and caution are necessary before implementing any significant changes to marketing strategy based only on this finding due to the lack of statistical significance.

The discovery that the buying behavior of consumers is positively and significantly impacted by the Instagram information coefficient is compelling evidence that the information dispensed by Instagram has a substantial impact on customer choices. This indicates that there is a statistically significant correlation between the amount of information shared on Instagram and the amount of money that consumers spend. Businesses can fairly assume that investing in high-quality content and educational posts on Instagram would certainly result in noticeable advantages in terms of increasing customer interaction and sales, given this favorable and statistically significant outcome.

Businesses should prioritize and improve their Instagram marketing efforts in light of this study. This can entail producing more in-depth, interesting, and pertinent content that successfully conveys to the intended audience the features, advantages, and applications of the product. Businesses can also think about using Instagram's capabilities, such stories, reels, and IGTV, to deliver informative and engaging product information and narratives. In addition, monitoring and evaluating the effectiveness of these educational articles can support ongoing improvements to the content strategy to optimize its influence on customer purchasing decisions. Leveraging the positive and large influence of Instagram information on consumer purchases will be made easier with the aid of this data-driven approach.

We cannot conclude with confidence that the impulse to purchase consistently drives consumer buying behavior since the association between the two variables is not statistically significant. Although there is a tendency in the right direction, it could just be the result of chance rather than a real effect. As a result, it would be foolish to rely any significant strategic adjustments or financial commitments only on this discovery.

The conclusion that customer purchasing behavior is positively but marginally impacted by satisfaction level suggests that, while a positive association exists, there is insufficient data to conclude that it is not the result of chance. Based on the available data, we cannot be certain that customer satisfaction levels are a valid indicator of their purchasing behavior due to the lack of statistical significance. Because of this, any strategic choices based only on this finding should be carefully considered, taking into account the chance that the effect may not be as strong as it appears.

Considering this, additional research is necessary to obtain a more comprehensive comprehension of the function of satisfaction in customer purchasing behavior. To improve the sample size and statistical power of the study, it might be advantageous to gather more data. Deeper insights may also be obtained by investigating additional variables like brand loyalty, product quality, and customer service experiences that may mediate or mitigate the relationship between satisfaction and purchasing behavior. Focus groups or customer interviews, which are complementary qualitative research methods, may also reveal underlying causes of pleasure that are missed by the quantitative data. Businesses can gain a more thorough understanding of how customer satisfaction affects purchasing behavior and adjust their tactics accordingly by utilizing a mixed-methods approach.

### **5.3 Implications**

The researchers have viewed the implications of this study from the viewpoint of the marketing manager and future researchers. Therefore, the implications of this study from the perspective of marketing managers and further research are given below.

- Consider collecting more data or using a different dataset to increase the power of the analysis. Sometimes, a larger sample size can help in detecting an effect if one exists. Additionally, examining other variables that might interact with Instagram ads (such as consumer demographics, types of ads, or the context of ad delivery) can provide more insights.
- Businesses should prioritize and enhance their Instagram marketing strategies. This could involve creating more detailed, engaging, and relevant content that effectively communicates product information, benefits, and uses to the target audience.
- To gain a clearer understanding, it is essential to collect more data or use alternative research methods. Increasing the sample size or employing different analytical techniques might help in detecting a significant effect if one exists. Additionally, investigating other factors that might influence consumer buying behaviour, such as social influences, marketing strategies, and economic conditions, could provide a more comprehensive view.
- Further investigation is warranted to gain a clearer understanding of the role of satisfaction in consumer buying behaviour. It may be beneficial to collect additional

data to increase the sample size, which can enhance the statistical power of the analysis.

- This study was conducted only considering the Instagram reel. Now further researchers can conduct on the same topic by adding more or another sample size.
- 200 respondents were selected for this study. Further researcher can increase their respondent's size.

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## APPENDICES

### Appendix 1 Frequency table of demographic characteristics of the respondents

		Frequency	Percent
Valid	Gender of respondents		
	Male	103	51.5
	Female	97	48.5
	Age of respondents		
	15-19	2	1.0
	20-24	115	57.5
	25-29	63	31.5
	30-34	13	6.5
	35-39	7	3.5
	Level of education		
	10+2	9	4.5
	Bachelors	71	35.5
	Master's or above	120	60.0
	Experience in using social media		
	1-3 years	11	5.5
	4-6 years	116	58.0
	7-9 years	66	33.0
	Above 10 years	7	3.5
	Total	200	100.0

## Appendix 2 Descriptive Statistics

	N	Mean	Std. Deviation
IA	200	14.4550	3.99220
II	200	16.6050	4.35590
MP	200	14.1350	3.76265
LS	200	13.7900	3.09090
CBB	200	14.3700	3.27670
Valid N (listwise)	200		

## Appendix 3 Correlation Analysis

		IA1	II2	MP3	LS	CBB
IA	Pearson Correlation	1				
II	Pearson Correlation	.267**	1			
MP	Pearson Correlation	.257**	.146*	1		
LS	Pearson Correlation	0.104	.207**	.374**	1	
CBB	Pearson Correlation	.210**	.454**	.199**	.211**	1

Listwise (N) = 200

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

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

## Appendix 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.484 <sup>a</sup>	0.234	0.219	2.89642

a. Predictors: (Constant), LS, IA, II, MP

**Appendix 5 Analysis of Variance (ANOVA)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	500.713	4	125.178	14.921	.000 <sup>b</sup>
	Residual	1635.907	195	8.389		
	Total	2136.620	199			

a. Dependent Variable: CBB

b. Predictors: (Constant), LS, IA, II, MP

**Appendix 6 Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.120	1.269		4.823	0.000
	IA	0.058	0.055	0.070	1.052	0.294
	II	0.304	0.050	0.404	6.107	0.000
	MP	0.079	0.061	0.090	1.298	0.196
	LS	0.091	0.073	0.086	1.252	0.212

a. Dependent Variable: CBB

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Abstracts

**The main objective of this study is to** discover **the** economic impact **of** Instagram reels **on** the **decision-making** of **the**

customers of Kathmandu aged 18-40 years. The descriptive and causal research design was used in this research. This study used primary data from two hundred men and women living in the Kathmandu Valley. The collected data has been analyzed by using some statistical tools such as frequency, mean, standard deviation, correlation analysis, ANOVA and regression analysis. The data is collected through a structured questionnaire method using the Likert Scale. Many determinants influence consumer buying behaviour in this study four variables are taken as independent variables such as Instagram advertisement, Instagram information, motivation to purchase, and level of satisfaction. The collected information and the numerical data have been analyzed by using the SPSS 27.0 version and descriptive statistics, correlation, ANOVA and regression tools are used and tables are used to show the data and results clearly. The regression analysis shows that the R square was to be 0.234. it indicates the model has been explained. In other words, predictors account for 23.4% of the variance in the dependent variables i.e. consumer buying decisions. This demonstrates that the