

EFFECT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR IN AUTOMOBILE INDUSTRY

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

by

Diwash Tripathee

Exam Roll No.: 35513/21

Campus Roll No.: 424/077

T.U. Regd. No.: 7-2-355-75-2015

Shanker Dev Campus

Kathmandu, Nepal

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CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “**Effect of Social Media Marketing on Consumer Behaviour in Automobile Industry**”. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor it has been proposed and presented as part of requirements for any other academic purposes.

The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

.....

Diwash Tripathee

Date:

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Mr. Diwash Tripathee has defended research proposal entitled “**Effect of Social Media Marketing on Consumer Behaviour in Automobile Industry**” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidelines of supervisor Sarita Maharjan and submit the thesis for evaluation and viva-voce examination.

.....
Sarita Maharjan
Dissertation Supervisor

Dissertation Proposal Defended Date:
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Dissertation Submitted Date:
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.....
Asso. Prof. Dr. Sajeeb Kumar Shrestha
Chairperson, Research Committee

Dissertation Viva Voce Date:
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APPROVAL SHEET

We, the undersigned, have examined the thesis entitled “**Effect of Social Media Marketing on Consumer Behaviour in Automobile Industry**” presented by Diwash Tripathee, a candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

.....

Sarita Maharjan

Dissertation Supervisor

.....

Internal Examiner

.....

Internal Expert

.....

External Expert

.....

Asso. Prof. Dr. Sajeeb Kumar Shrestha

Chairperson, Research Committee

.....

Asso. Prof. Dr. Kapil Khanal

Campus Chief

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ABBREVIATIONS

AC	:	Advertising Content
CBB	:	Consumer Buying Behaviour
e.g.	:	Example
IBM	:	International Business Machine Corporation
IE	:	Individual Engagement
IG	:	Information Gathering
MS. DO	:	Microsoft Disk Operating System
No.	:	Number
OSS	:	Opinion Seeking & Sharing
Res	:	Respondents
SEM	:	Structural Equation Modeling
SPSS	:	Statistical Package for Social Sciences
T.U.	:	Tribhuvan University
VIF	:	Variance Inflation Factors

ABSTRACT

This study examines the effect of social media marketing on consumer behaviour in automobile industry. The study has employed descriptive and casual comparative research design. 500 structure questionnaires are distributed to the customers of automobile industry but only 400 questionnaires valid. So, the sample size of the study is 400. This study used descriptive statistic, correlation coefficient and multiple regression for data analysis. The study reveals that automobiles' customers perceive advertising content as having a significant impact on their consumer buying behavior, and overall, their consumer buying behaviour is high. The correlation analysis shows a significant positive relationship between information gathering and consumer buying behavior. Likewise, opinion seeking & sharing also demonstrates a significant positive association with consumer buying behavior. In addition, individual engagement are positively linked to consumer buying behavior. Furthermore, advertising content is found to have a significant positive relationship with consumer buying behavior. Regression analysis further reveals that information gathering has a significant positive effect on consumer buying behavior. Similarly, opinion seeking & sharing and individual engagement also show a significant positive impact on consumer buying behavior. Additionally, advertising content is found to have a significant positive effect on consumer buying behavior. In summary, information gathering, opinion seeking & sharing, and individual engagement all play a significant role in influencing consumer buying behaviour in automobile industry.

Keywords: *Consumer buying behaviour, information gathering, opinion seeking & sharing individual engagement and advertising content*

CHAPTER-I INTRODUCTION

1.1 Background of the Study

Technology and business practices have undergone significant transformation in the twenty-first century. The customer and their decision-making process have undergone exponential change as a result of the internet revolution. The automobile sector has also been influenced by the usage of IT in social media marketing. These days, consumers may obtain information about the car they want to buy without physically entering the building. When it comes to purchasing and selling automobiles, they may access a variety of information on his PC at their leisure right at their door. All pertinent facts and important information on cars may be retrieved via the social media platform with a single mouse click (Singh & Sao, 2021).

Since social networking is a relatively new phenomena, not much study has been done on it yet. In addition to outlining the significance of social media platforms, Kaplan and Haenlin (2010) provided a number of management techniques. Since these strategies, which are mostly advisory in nature, lack empirical support, more study is required. Social media has grown quite popular because it allows individuals to communicate online and form relationships for personal, professional, and political reasons. Businesses may refer to social media as user- or consumer-generated media. Social media may be accessed through a variety of platforms, such as blogs, wikis, podcasts, images, videos, and online forums. The fact that social media platforms are part of the Internet is becoming more and more clear. Social media will always exist in some capacity to meet people's demand for online engagement, so that won't change.

Social media is a medium that facilitates interpersonal interaction and communication. It makes it easier to share information, events, ideas, and much more. Users establish online groups using this communication method to exchange ideas, information, private messages, and other materials like movies (McKee, 2010). Social media are platforms that facilitate social engagement through scalable and easily available communication methods. The use of mobile and web-based technology to transform communication into interactive discourse is known as social media. Customers demand more individualized

treatment, including friendships, romantic partnerships, and non-transactional family interactions, and marketers should be able to create and maintain these connections, according to an August 2015 issue of *Marketing* magazine. Given this, one could argue that social media helps companies build networks, communities, and brand loyalty (McKee, 2010).

Understanding customer behavior and creating a social media marketing plan have become strategically crucial for the expansion of practically any commercial operation in the fiercely competitive world of today. Managers of businesses understand that these platforms require fast reaction times, so they promptly address customer inquiries with high-quality service. SMM's primary goal is to increase brand recognition and gain a deeper knowledge of customers in order to meet their demands. Since technology has made it possible to study customers from a 360-degree view, corporate organizations are attempting to improve the level of service that customers want. Web-based social networking's main benefits for businesses are cost reduction and the development of a strong income stream. Therefore, the purpose of this study is to assess how social media marketing affects and relates to customer purchasing behavior. The research, which focuses on the automotive industry, being carried out in the Kathmandu Valley (Shaikh et al., 2019).

Nowadays, social media is a must for any business functioning in an ever-changing landscape. Every component of social media, including blogs, online forums, and online communities, affects sales and marketing success (Stephen & Galak, 2012). Numerous social networking sites exist, and each one has unique characteristics. Social networking sites assist people in creating their own profiles, which are then accessed and connected to by businesses and partners. There are several uses for online networking that allow customers to "post," "digg," "blog," and so on. The content created by the client was disseminated and used by many buyers to research products, brands, services, and problems. Social media marketing has given mass advertising and mass communication a new dimension by allowing users to distribute messages to specific contacts (Hafele, 2011). Facebook is without a doubt the most well-known and generally recognized among clients.

Social networking sites are used in social media marketing to raise brand awareness, improve sales, and draw in website traffic. Social media marketing's (SMM) analytical skills allow for two-way communication between companies and their existing and potential customers, as well as the assessment of campaign effectiveness and the creation of new engagement strategies. Digital advertising using social media platforms is known as social media marketing (SMM). Through encouraging the sharing of relevant company content on social media platforms, social media marketing seeks to expand a business's audience. When it comes to raising brand awareness, social media advertising works especially well since it is more focused. Research on consumer purchasing behavior is significantly impacted by social networking sites. Living entirely online has become a major issue because of the nature of technology. Social media platforms are used by people worldwide for networking and communication. Individuals' online social networks are rather vast (Rais et al., 2023).

These days, almost all businesses use social media to market and publicize their products and services, conduct online transactions, attract new customers, keep in touch with current buyers and sellers, support their brands, connect with other companies, and more. Additionally, users, buyers, and consumers may now communicate much more easily and quickly thanks to the availability of modern digital phones. They constantly utilize social media to express their opinions, sentiments, and attitudes about the use of products and services. Additionally, social media allows consumers to compare the prices, features, quality, and usefulness of products and services offered by other companies that sell similar commodities (Rafiq & Malik, 2018).

In order to boost sales, automakers and dealers are always working to make the process of purchasing and selling cars more convenient and enjoyable. As a result, they are attempting to draw in more and more customers. However, customers are now ravenous and want dealers and original equipment manufacturers (OEMs) to provide as a one-stop shop for all of their questions and demands. Demand and supply are out of balance as a result of the ease of access to knowledge. In this case, social media marketing's features offer a way to address the problems of raising brand recognition and attracting people to the goods. The purpose of this study is to investigate how SMM influences consumers' purchasing decisions for cars (Singh & Sao, 2016).

Nepal's rapid information technology advancements have made superstore branding and marketing heavily reliant on social media platforms, including Facebook, Google, Twitter, LinkedIn, YouTube, Instagram, and many more, to raise awareness among the public and potential customers. By promoting their company and products, organizations may reach a larger audience through online social media marketing channels. As a result, social media marketing has a big influence on consumers' purchasing decisions, along with other factors. Age, sex, education, monthly income from home, monthly living expenses, monthly visits, availability of desired items, and pricing are the primary factors that determine superstore consumer happiness in Nepal. Therefore, this study tries to analyze the effect of social media marketing on consumer behaviour in automobile industry.

1.2 Problem Statement

It is generally recognized that social media and its impact on consumer attitudes and behavior make for an intriguing study topic in today's society, when information and the internet play a crucial role in people's daily lives. This will eventually determine the significance of internet marketing and how it affects people's purchasing decisions in our society. Social media platforms are widely utilized in today's culture to promote global connections between individuals. People may now communicate interactively and share their personal and professional knowledge and experiences through social networks, forums, blogs, and media sharing websites.

In the automotive business, Singh and Sao (2016) discovered that while affiliation and dependability had little bearing on customer purchasing decisions, knowledge, recognition, and social approbation had a large positive impact. Malik et al. (2016) found that information collecting, electronic word-of-mouth, customer perceptions of quality, and seller-generated information all had a substantial impact on consumers' intention to make a purchase. Sharma and Bhatt (2018) found that customers' intents to make purchases through social media were significantly influenced by perceived utility, perceived value, and perceived risk.

According to Shaikh et al. (2019), door-to-door marketing, internet advertising, and social media marketing significantly increased customer intents to purchase cars in Karachi, Pakistan. According to Ziyadin et al. (2019), social media advertising was still a great

way to increase brand loyalty in the digital economy, albeit with certain disadvantages. This was especially true because it allowed for regular direct client connection. Gaudel (2019) came to the conclusion that social media networking and consumer purchase decisions in Nepal were positively and significantly correlated with all independent criteria, such as user trust, online reviews, social media information, and social media marketing. According to Voramontri and Klieb (2019), social media use has an impact on customer satisfaction during the information search and alternative assessment stages. As the consumer moves through the process to the point of final purchase choice and post-purchase evaluation, satisfaction levels rise.

Chopra and Gupta (2020) stated that social media use has an impact on customer happiness during the information search and alternative assessment stages. As the consumer moves through the process to the point of final purchase choice and post-purchase evaluation, satisfaction levels rise. Makudza et al. (2020) shown that social media significantly influenced consumers' propensity to purchase. Social media word-of-mouth dominated consumer purchasing behavior, and research showed a negative correlation between firm-generated content and buy intention. According to Singh and Sao (2021), customer purchasing behavior in the automotive business was significantly improved by information collecting, opinion seeking and sharing, individual involvement, and advertising content.

According to Ali et al. (2021), both client groups favored social media platforms that allow for the development of personal relationships, such as Messenger for Slovaks and WhatsApp for Italians, during the epidemic. According to Varghese and Chitra (2022), social media users' impulsive buying decisions stem from their personal experiences, which continue to influence them. According to Shrestha et al. (2023), social networks had little effect on customer purchasing behavior, while content marketing and social influence had a major favorable impact. Rais et al. (2023) found that social media marketing has an impact on Pakistani consumers' intents to make purchases. By using social media platforms wisely, companies may increase brand recognition, establish their reputation, and sway customer decisions.

Dangol et al. (2024) discovered that concentrating on psychographic characteristics, advertising tactics, social media engagement metrics, and the impact of celebrities and

social media influencers may all affect customer purchasing behavior. Customer experience had a partly mediating function in the relationship between social media marketing (SMM) and purchase decisions, according to Gad (2025), who also identified a statistically significant direct relationship between SMM and purchase decisions. It is unclear what aspects of social media marketing are influencing Kathmandu Valley consumers' purchasing decisions in light of these contradictory findings. Therefore, the current study looked at how social media marketing affected consumer behavior in the car business. Furthermore, only a small number of respondents are covered by the research that is currently accessible; this study aims to close this gap by include a large sample size of 400 respondents. Thus, the following research issues are intended to be addressed by the study:

- What is the level of social media activities and consumer buying behaviour in automobile industry?
- What is the relationship between social media marketing and consumer buying behaviour in automobile industry?
- What is the effect of social media marketing and consumer buying behaviour in automobile industry?

1.3 Objectives of the Study

The main purpose of the study is to evaluate the effect of social media marketing on consumer behaviour in automobile industry. The other specific objectives are as follow;

- To analyze the level of social media activities and consumer buying behaviour in automobile industry.
- To examine the relationship between social media marketing and consumer buying behaviour in automobile industry.
- To identify the effect of social media marketing and consumer buying behaviour in automobile industry.

1.5 Research Hypothesis

These are the study's research hypotheses in order to determine how social media marketing affects customer purchasing decisions in the automotive sector:

1. H₁: Information gathering has significant impact on consumer buying behavior in automobile industry.

2. H₂: Opinion seeking & sharing has significant impact on consumer buying behavior in automobile industry.
3. H₃: Individual engagement has significant impact on consumer buying behavior in automobile industry.
4. H₄: Advertising content has significant impact on consumer buying behavior in automobile industry.

1.6 Rationale of the Study

Regarding the goals, the researcher aims to provide some fresh perspectives on the connection between social media marketing and how it affects customer purchasing decisions. The goal of this research is to identify the elements that influence customer purchasing decisions in relation to social media marketing. Stated differently, the goal of this study is to determine the effectiveness of social media marketing in our setting and whether it has facilitated customer decision-making in any way. Nowadays, social media is a great way to advertise our products and cars since it's less expensive, takes less time, and allows for easy measurement of effectiveness. Through the use of social media marketing, the research aims to determine how well the automotive sector is performing. Additionally, it will look for methods to improve and make our social media more successful by identifying its shortcomings. The researcher will describe the decision-making processes that customers use while purchasing automotive goods or services. It will describe the elements that influence a product's purchasing.

In other nations, several researchers have worked on this subject, but in this country, the topic has received little attention. This study will assist in determining the aspects that influence consumers' decision-making and the reasons behind their purchase of a specific product. Automobile manufacturers who are thinking about utilizing social media marketing to advertise their goods and earn a substantial profit may also find the study useful. Understanding the significance of social networking sites and how they may be fully utilized will also be aided by the study. Furthermore, the results of this study will undoubtedly aid car dealers in comprehending consumer purchasing patterns, influencing elements, and other aspects of their customers' purchasing decisions. The analysis will help the marketers to strategize and market their product accordingly.

1.7 Limitations of the Study

The limitations of the study are as follows;

- This study is concentrated on influence of social media marketing on consumer buying behavior in automobile industry.
- The study is based on primary data by using structured questionnaires.
- Only 400 automobiles consumers are taken in Kathmandu city for the study.
- Only four independent variables i.e. information gathering, opinion seeking & sharing, individual engagement and advertising content are considered for the entire study.
- This study uses only descriptive analysis, correlation analysis and multiple regression analysis.
- The sampling method is convenience for the study. Thus, it may have some errors resulting from the sampling method.
- This study employed descriptive and causal comparative research design.

CHAPTER-II

LITERATURE REVIEW

This chapter is organized into two main sections. The first section covers the theoretical framework, while the second focuses on the empirical literature. Additionally, the chapter concludes by highlighting the existing research gap.

2.1 Theoretical Review

2.1.1 Theories of Social Media

Interactionism Theory

A sociological theoretical framework known as symbolic interactionism explains how people's repeated activities build and sustain societies (Carter & Fuller, 2015). Mead claims that symbolic interactionism explains how people use social encounters to build their identities and validate unofficial norms. Symbolic interactionism developed as a response to the dominant social theories that dominated sociology at the time (Carter & Fuller, 2015). Symbolic interactionism theory may be used to apply the following concept to social media: people who actively engage in social media groups contribute to the building of their own identities and provide a wealth of information for correlations. This idea is important because it can provide light on how social media influences people's behavior and purchasing decisions.

Symbolic Interactionism Theory

Three basic concepts make up the theory of symbolic interactionism, which explains how individuals form connections with one another by constructing their identities through language, meaning, and cognition (Mishra et al., 2012). Interactions are seen to be the primary determinant of how someone identifies with norms and values as their social identity evolves. An individual's elaborates define their methods for creating the social reality. Things are given a feeling of perception through the use of language. The language's inference might create a positive or bad impression. The final stage is the thought process that emerges from interpreting the language and the perceptions that go along with it. It has been said that the emergence of the three fundamental principles of language, meaning, and thinking is a sign of the development of a person's "self" within a society (Jones & van Putten, 2008).

Pseudo Theory

The democratization of knowledge and the cheap cost of creation are causing rapid changes in the social media ecosystem. Businesses should focus more on their social media profiles rather than the demographic, regional, or psychographic characteristics of their customers (Anderson, 2008). Traditional decision-making procedures consist of three steps: obtaining information, considering it, and making a purchase. Some consumers will talk about the product after utilizing it and developing an opinion about it. Some of the experiences will be made tangible by sharing them on social media to aid with decision-making. Businesses and marketers need to use the feedback loop more than before (Anderson, 2008). The pseudo-theory discussion has demonstrated that the Social Graphic and Social Feedback Loop frameworks are worth considering and focusing on by marketers.

The Social Exchange Theory

The social exchange theory (SET), which was developed by Blau (1964) in psychology, refers to the extent to which people trade real or intangible commodities with one another. This theory's central tenet is that people get into and sustain relationships with the hope of achieving a net positive value. Stated differently, social exchange theory has been based on the idea that while economic incentives like money are important, social benefits like emotional fulfillment are as important when creating the study's literature. In order to explain how social media users communicate with one another through the development of relationships, the theory also compares alternatives using the cost-benefit framework. Nonetheless, social exchange theory, one of the most prominent ideas, has been described in a number of ways, such as an actor initiating contact with the target, the target's attitude reaction, and the connection that results (Ahmad et al., 2023). In actuality, SET has been used in social media to make sure individuals share their views, sentiments, and emotions while fostering stronger bonds with one another. The foundational tenets of social exchange theory—trust, loyalty, and commitment—are the foundation of these interactions (Ahmad et al., 2023).

2.1.2 Definition of Social Media

Since social media is still a relatively new trend, not many research have been done on the subject. The importance of social media platforms was emphasized by Kaplan and Haenlein (2010), who also offered some management strategies for this phenomenon.

Since these strategies, which are mostly advisory in nature, lack empirical support, more research is required. Social media has gained enormous popularity because it enables individuals to communicate online and form connections for political, professional, and personal reasons. Businesses may refer to social media as user- or consumer-generated media. Numerous platforms, including blogs, wikis, podcasts, photos, videos, and online forums, can be used to access social media. It is now evident that the Internet is inherently a social media platform. Social media will always be around in some form to satisfy people's need to communicate with one another online.

According to the Merriam-Webster definition, social media is any electronic communication tool that enables users to create online communities for the exchange of private messages, material, and ideas. Social media was viewed by Kaplan and Haenlein (2010) as "a way for anyone to: publish creative, digital content; give and receive feedback in real-time through online discussions, commentary, and evaluations; and incorporate changes or corrections to the original content." The online encyclopedia wiki defines social media as social interaction media that make use of highly accessible and scalable publication methods. Through the use of web-based technologies, social media transmit media monologues as social media discussions. Despite the wide range of definitions available, it is simple to pinpoint the three fundamental elements—content, communities, and Web 2.0—that support social media's existence and success. Without technology, social media would be a pointless discussion. Web 2.0 technology allows people to exchange, discuss, and create content with one other in the community through a number of channels. However, technology is meaningless on its own if people don't use it to create value. That viewpoint holds that Web 2.0, content, and communities—all of which are composed of people—complement and are necessary for each other.

Social media is a medium that facilitates interpersonal interaction and communication. It makes it easier to share information, events, ideas, and much more. Users use it as a communication tool to establish online communities where they exchange ideas, information, private messages, and other materials like movies. Social media are platforms that facilitate social engagement through scalable and easily available communication methods. The use of mobile and web-based technology to transform communication into interactive discourse is known as social media. According to Marketing magazine's August 2015 issue, consumers want more individualized treatment,

including non-transactional friendships, romantic relationships, and family ties, and marketers should be able to build and maintain relationships that customers have already established. Accordingly, it may be said that social media helps companies build networks, communities, and brand loyalty (McKee, 2010). According to Kaplan and Haenlein (2010), social media is a collection of web-based applications that expand upon the technological and conceptual underpinnings of web 2.0, which permits the production and sharing of user-generated content. Social media may also be referred to by businesses as consumer-generated media. Stated differently, social media encompasses online platforms and apps that facilitate communication between individuals by allowing them to share ideas, biographical information, and personal and professional data. Users mostly utilized social media as a personal tool to interact with friends and family. However, companies quickly adopted social media as a means of connecting with clients and communicating with them in novel and well-liked ways, such informing them of specials or offering exclusive coupons. Among the most popular social media sites are YouTube, Twitter, Facebook, Instagram, and others.

Modern customers have become more astute and discriminating due to the deluge of information they are exposed to through a variety of marketing channels. Customers' attitudes, actions, and interactions with businesses have been significantly impacted by the social media phenomena in particular. As of the end of March 2015, Facebook, the most popular social networking site (SNS) worldwide, is said to have 1.44 billion monthly active members. Non-traditional marketing channels can be used to reach this large consumer base. According to Ulusu (2010), further research is necessary to comprehend social networking and consumer behavior in countries like Nepal where social media adoption is only getting started. According to scholars, social media is offering marketers new tools, opening up new markets, and displacing traditional media in a number of ways (Akar & Topcu, 2011). Social media has completely changed how companies interact with their clientele. According to Algesheimer et al. (2005), online brand communities are gaining attention from academics because they assist marketers stand out in the fiercely competitive field of marketing. The potential impact of these communities on consumers' attitudes, behaviors, and intentions, according to academics, requires further investigation.

2.1.3 The Classification of Social Media

The variety of social media platforms and apps is equal to the variety of social media definitions. Therefore, it is necessary to list some prevalent kinds of social media in order to make distinctions between what is and is not social media. Similar classifications of social media were proposed by Kaplan and Haenlein (2010), who included virtual game worlds, blogs and microblogs, content communities, social networking sites, cooperative projects, and virtual social worlds. Mayfield's categorization is the criterion utilized in this study to decide whether a platform qualifies as social media or not.

Social Network Sites (SNSs)

On social networking sites or services, users may make their own personal webpages and connect with friends to exchange messages and information. Like other social media platforms, social network sites encourage users to provide genuine, personal information and mostly rely on their real-world social networks to establish connections. In this sense, social media platforms and other networking sites are merely ways for friends in the real world and the virtual world to communicate with one another. But social networking sites are now a part of people's daily lives and have developed into much more than just platforms. Communities like classmates.com were created when social media first appeared in 1995 with the goal of connecting individuals through email addresses so they could get in touch with old friends and classmates. Only in the early 2000s, when user profile elements began to be created, did social network sites enter the second stage. A new generation of social networking sites emerged at that time and became well-known very fast (Taprial & Kanwar, 2012). The best examples are Friendster in 2002 and Myspace in 2003. The real social media boom started in 2004 when Mark Zuckerberg and colleagues founded Facebook. By the end of December 2013, there were 1.23 billion active users worldwide per month. Facebook has about every function one may anticipate from a social network, and it never ceases to wow users with fresh and creative features (like timelines and maps).

Blogs

The shortened version of "Web log," "blog," initially surfaced as a verb and noun in 1999 (Andrew, 2009). Text, statistics, images, and other content that can be viewed and recorded using a web browser are all included in online journals, also known as blogs, which are frequently arranged chronologically. There are several ways in which blogs are

different from portal websites and other general websites. Blog writing tends to be conversational and intimate. Before they begin, most bloggers have a clear idea of what they want to write about. Blogs are flexible and comprehensive because they allow authors to include references and connect to other sources. This is because both writers and readers may revisit and evaluate postings while they are reading a blog. Additionally, blogs provide subscriptions and comments, which facilitate online conversation and the formation of community groups. Wikis and bloggers are the two most widely used blog systems.

Wikis

Wikis are online spaces where users may collaborate with others to add, modify, or remove content. Databases that record all updates and allow users to compare changes and revert to previous iterations are commonly used to support wikis. All previous contributions are permanently saved on wikis, and all activities are visible and reversible (Andrew, 2009). Unlike traditional printed encyclopedias, wikis' open-access editing settings result in a variety of content without a uniform style or organization. This suggests that the technology offers the stringent version control that wikis require (Emigh & Herring, 2005). Since its debut in 2001, Wikipedia has been the most widely used wiki. There are already articles in nine other languages in addition to the more than 4.5 million items available in English alone.

Podcasts

According to Merriam-Webster (2014), a podcast is defined as a program (like music or chat) that is made available online for automatic download. Online audio and video files are available for subscription. The subscription feature highlights how social media fosters a sense of community and sociability. Although it has always been possible to post audio and video content online, the subscription function allows users to freely promote themselves by informing subscribers of updates. Because of this, anyone may create their own audiences and organizations, which is how social media got its start. The most popular podcasting app worldwide is Apple's iTunes. The podcast may be downloaded into mobile devices via the iTunes program, or it can be listened to on a computer.

Forums

An online forum is sometimes known as a message board or community bulletin board. A forum is created by a collection of people with similar interests or who wish to talk about a certain topic. Forums are arguably the most well-known kind of social media available online. Naturally, when one or more administrators act as moderators to control inappropriate comments, a strong feeling of community is formed on the forum. The forum is a threaded conversation where a range of forum users participate in online discussion, debate, advice-giving, help-seeking, etc. Any user who enjoys sharing and arguing with others can establish a topic on a forum, unlike blogs, which are owned and run by bloggers. Administrators don't always initiate them (Kaplan & Haenlein, 2010).

Content Communities

One way to think about social networking sites and podcasts is as a combination that creates content communities. There are several similarities between these two social networking platforms. However, the content community's primary focus is on sharing certain types of information, such images, videos, music, and bookmarks (Kaplan & Haenlein, 2010). Delicious (bookmarks), You Tube (the world's largest video sharing website), Flickr, and Instagram (all focused on photo sharing) are examples of popular content communities.

Microblogs

In essence, microblogs are intended to be scaled-down versions of blogs. However, a microblog is not just a blog. It combines the essential elements of blogging with the capabilities of social networking and instant messaging from other social media platforms. Twitter is without a doubt the market leader in microblogs, with over 200 million users. Tweets are the collective term for messages sent by Twitter users via SMS, mobile applications, and Twitter websites. The primary distinguishing feature of a "micro" blog is that posts are limited to 140 characters. Even if it's becoming more and more common to follow celebrities, Twitter's primary purpose is still to remain in touch with one's own networks, share ideas, and start discussions.

2.1.4 Concept of Social Media Marketing

According to Chaffey and Smith (2008), social media marketing encourages customers to interact with the business via its website or social media accounts. While traditional

marketing requires businesses to pay publishers or distributors to reach their target audience, social media marketing allows businesses to reach a large number of users and spread their message among their target audience without having to pay a distributor. E-marketing, internet marketing, digital marketing, and electronic marketing are some synonyms for marketing conducted online using websites, email, online advertisements, interactive kiosks, mobile devices, or interactive television.

Many companies use social media marketing (SMM) as a technique to communicate with hundreds or even thousands of people. While some define internet-based life advertising as showcasing, others define it as a platform for promoting businesses, brands, and products via online social networking sites. Social media marketing is a subcategory of web-based advertising, such as email pamphlets and publicity campaigns, according to Barefoot and Szabo (2010). The preceding lists the elements and salient features of internet-based advertising in this context.

Qualman (2010) argued social media marketing makes it simple to get information about the product. Social networking facilitates the product's services. Social media networks are used by many reputable companies to build their brand. These strategies include interacting with unhappy customers on social media, creating a brand presence on well-known social media sites, and using innovative advertising on social media platforms. Social media networks facilitate the spread of word-of-mouth, which implies that boundaries no longer restrict communication. People base their opinions on the opinions and experiences of others. In the future, businesses will pay for their advertising page rather than their entire website, which is one way that social media networks aid in marketing. Longer term, it will benefit both the business and the customer. This suggests that well-known social media platforms like Facebook, Twitter, YouTube, and others will assist the company in achieving its marketing objectives. Therefore, in order to implement their marketing strategy, marketers must choose the right social media platform. Effective marketing techniques assist the marketer in expanding their consumer base and ensuring the contentment of current clients.

2.1.5 Consumer Behaviour

Solomon et al. (2010) explained that consumer behavior is the study of how individuals, groups, and organizations select, purchase, utilize, or discard products, services, ideas, or

experiences in order to fulfill their needs and desires. The responsibilities of these artists have evolved considerably since they began working in marketing. When deciding what to manufacture, demand started to trump supply. Instead of just producing what they can, the company needs to find out what the customers want and need. By concentrating more on client relationship management, this is achieved. Relationship management, which is based on traits like loyalty and trust, entails keeping clients and cultivating connections with them in order to promote more collaboration between the two sides. Data may be used to better understand consumers, identify opportunities and risks, and determine how to take advantage of or steer clear of them.

The dynamic interplay between environmental and personal elements that allows individuals to swap components of human existence is known as consumer behavior. Individual variables are those that have to do with an individual's thoughts, feelings, and behavior. Environmental variables, on the other hand, are those outside influences that affect consumer behavior, such as situational and physical elements as well as social and cultural forces in the community. During the trade process, behavior is the dynamic interaction and communication between suppliers and customers. Generally speaking, customers' behavior is influenced by four primary elements, which also affect their decision to buy (Peter & Donnelly, 2007).

According to Schiffman et al. (2010), consumer behavior is the conduct that customers exhibit when they look for, use, assess, and discard goods and services that they believe will meet their requirements. Put differently, people's thoughts, feelings, and behaviors throughout consuming processes are all part of their consumer behavior. It also encompasses everything in the surroundings that affects these feelings, ideas, and behaviors.

The acts that customers do before to purchasing a something or service are referred to as consumer buying behavior. It can also refer to the physical effort and decision-making process that go into purchasing, assessing, utilizing, and discarding things and services. According to Kotler & Keller (2015), consumer buying behavior is the study of how people, groups, and organizations purchase and discard goods, services, ideas, or experiences in order to fulfill their needs and desires. As this suggests, consumer buyer behavior is regarded as an integral component of marketing.

The foundation for developing a strategic marketing plan is an awareness of customer behavior. The success or failure of the company is determined by how consumers respond to this marketing plan. Since the idea of consumer behavior is so wide, it can be broken down into many different areas. Product acquisition, ownership, and usage, as well as purchasing and grievance behavior, are a few examples of these domains (Usunier, 1993).

2.1.6 Consumer Behaviour Models

Information-processing Models

The basic tenet of information-process models is that individuals actively evaluate the information they actively get from their environment while making decisions, setting them apart from previous models of consumer behavior. This kind of model focuses on an individual using protocol data. This makes it really special. Early study in the topic was mostly carried out in the fields of psychology and computer science. There aren't many distinct information processing models in terms of consumer choice. Alexis et al. (1968) modeled the case of women's outfit choices. Bettman (1970) modeled consumer choices for supermarket products, whereas the authors modeled the choices of several participants for modest, durable things in a laboratory setting.

Large-system Models

Large-system models are characterized by a significantly simplified formal model fitting that fits inside a broad general framework of expected interrelationships. Since these models are created in line with the reductions of detailed verbal descriptions of consumer behavior, several mathematical formulations are employed. They show a far greater degree of mathematical variation than other models. The three primary models of this type are Nicosia's differential-equation model, Farley and Ring's linear version of the Howard-Sheth model, and Am Stutz's microanalytic simulation consumer-behavior model.

Stochastic Models

Stochastic models have been used extensively in consumer behavior research. When Kuehn (1962) suggested "purchase event feedback" as a possible explanatory mechanism for brand choice, the use of stochastic models to investigate purchase incidence and brand choice was first explored. Customers who have regularly purchased a specific brand may be more likely to stick with it when making a follow-up purchase, claims Kuehn. This,

referred to as "purchase event feedback," proved to be the sole significant element in his linear learning model that clarified the customer's decision-making process.

Kuehn's findings were interpreted differently by Frank (1962). Heterogeneity, a characteristic that sets apart different consumers with differing first perceptions of a certain brand, was assumed by the author. Another crucial element of Frank's business strategy is the consistent attitude that every customer has toward this unique brand across time and during purchasing occasions. Currently, however, there seems to be a considerable split. Most of the study on this subject over the next decade concentrated on the question of whether heterogeneity or input from purchase events led to Kuehn's finding of consumer behavior control. Massy et al. (1970) summarized the results of previous investigations and concluded that both are significant.

2.2 Empirical Review

Singh and Sao (2016) investigated the role of social media marketing in consumer buying decision in automobile industry. The study's primary goal was to assess the function of social media marketing, its effects on customers, and the variables affecting consumer purchasing decisions in the automotive sector. The study uses primary data from 280 chosen respondents who were surveyed and are thought to be representative of the community. Regression analysis, factor analysis, and ANOVA were employed in this study to evaluate the effects of social media marketing. This study found that knowledge, recognition, and social acceptability had a considerable beneficial impact on customer purchase decisions in the automobile sector, while affiliation and reliability did not. Through awareness, recognition, and social approval, social media marketing influences customers' purchase decisions, according to the study's findings.

Malik et al. (2016) explored how social media influences consumer preferences. The study aimed to assess how factors such as information search, electronic word-of-mouth, content from sellers, perceived risk and quality, and overall customer perception affect buying behavior. They used methods like multiple linear regression, correlation analysis, and reliability tests for their questionnaire. The findings showed that consumers' purchase intentions were significantly shaped by their information-seeking behavior, electronic word-of-mouth, perceived quality, and seller-generated content. However, perceived risk did not have a significant effect on purchase intention. Although perceived risk was

expected to have a negative relationship based on the hypothesis, the statistical values for "P" and "t" led to the rejection of that hypothesis.

Varkaris and Neuhofer (2017) examined how social media affects consumers during the hotel decision-making process. The study focused specifically on how social media shapes the way individuals search for, assess, and choose hotels during the "evaluation stage" of their decision journey. To analyze the data, the researchers applied multiple regression analysis. The findings highlighted several aspects: the perceived value of using social media, shifts in consumers' information-seeking behavior over time, the pros and cons of relying on social media for decision-making, its reliability, and the various factors that influence hotel choices. The study also indicated that social media plays a significant role in influencing consumers' decisions by acting as a frequent point of reference during their evaluations.

Sharma and Bhatt (2018) conducted a descriptive study using the TAM (Technology Acceptance Model) framework to explore the influence of social media on consumer purchasing behavior. The research focused on how social media shapes consumers' buying intentions. To test their model, the authors applied regression analysis and SPSS correlation techniques. The results revealed a strong relationship between perceived usefulness, perceived value, and perceived risk—each significantly affecting consumers' intent to purchase through social media platforms. The study concluded that social media positively contributes to consumers' lives by facilitating access to quality products and services, allowing for more cost-effective and efficient shopping experiences.

Kizgin et al. (2018) investigated the influence of social media on consumers' acculturation and purchasing intentions. The study explored how social media use affects both consumption habits and cultural adaptation. A total of 514 Turkish-Dutch participants completed a self-administered survey. Structural equation modeling using AMOS was employed to analyze the relationships between the latent variables. The findings showed that language preferences on social media significantly influenced acculturation outcomes. Most participants were categorized as assimilated (52%), followed by integrated (29.8%) and separated (17.5%). The study found a strong positive link between acculturation and the preference for using the host culture's language on social media. While using the host country's language promotes acculturation, using

one's native language helps preserve cultural heritage—a conclusion that aligns with existing research. Overall, the study concluded that social media plays a meaningful role in shaping cultural orientation.

Shaikh et al. (2019) analyzed the impact of social media advertisements on consumer buying intentions: the case study of automobile sector in Karachi Pakistan. The study's main objective was to examine the relationship and impact of social media marketing on consumers' intentions to buy in the automobile sector. Using a probability random sample approach, the data was collected from 385 consumers who use online media and conduct online vehicle sales and purchases. The researcher evaluates three primary marketing channels: door-to-door marketing, online advertising, and social media marketing. This study found that social media marketing, online marketing, and door-to-door sales all had a substantial impact on customers' intentions to purchase automobiles. According to regression analysis, social media, internet, and door-to-door marketing greatly raised consumer intentions to buy vehicles in Karachi, Pakistan.

Ziyadin et al. (2019) explored the influence of social media marketing on consumer behavior. The study focused on how individuals' daily experiences are shaped by their digital environments. To analyze the data, the researchers used multiple regression and correlation techniques. The findings indicated that, while social media advertising has some limitations, it remains an effective tool for enhancing brand loyalty in the digital economy—largely due to its capacity for frequent and direct customer engagement. The study also highlighted the rapid expansion of the information landscape for both individuals and businesses. Information was becoming more accessible, easier to share and store, and increasingly vital as a resource within economic management systems.

Gaudel (2019) explored the impact of social media networking on consumer purchasing decisions in Nepal. The study investigated how various aspects of social media influence what Nepali consumers choose to buy. Analytical methods included regression analysis, correlation analysis, reliability tests, and hypothesis testing. The findings revealed that consumers in Nepal responded positively to four key factors—online reviews, user trust, social media information, and advertisements—when making purchase decisions. Overall, the study found a strong and positive relationship between social media networking and consumer buying behavior across all the examined variables.

Voramontri and Klieb (2019) examined how social media influences consumer behavior, specifically in the context of complex purchasing decisions. The study used regression and correlation analysis to interpret the data. The results showed that social media plays a significant role in enhancing customer satisfaction during the early stages of the decision-making process—particularly during information search and the evaluation of alternatives. Satisfaction was found to increase as consumers moved through the process, culminating in the final purchase and post-purchase evaluation. Overall, the study concluded that social media use positively impacts customer satisfaction throughout various stages of the buying journey.

Neupane (2019) studied the influence of social media on consumer purchasing decisions in Nepal, with a specific focus on the Kathmandu Metropolitan Area. The research aimed to understand how social media platforms shape buying behavior. Data was analyzed using MS Excel, with frequency distributions used to interpret the findings. The results showed that both men and women actively used platforms like Facebook, YouTube, Instagram, and Twitter for social interaction. The study concluded that businesses could enhance their marketing strategies by adopting a consumer-centric approach. By leveraging social media to collect customer feedback efficiently, companies could refine their marketing tactics and better respond to consumer needs.

Chopra and Gupta (2020) explored how social media influences consumer behavior, focusing on the decision-making process through an empirical study. The researchers applied multiple regression and correlation analysis to interpret the data. The results showed that social media significantly impacts customer satisfaction, particularly during the information search and evaluation of alternatives stages. Satisfaction was found to increase as consumers moved through the purchase journey, including the final buying decision and post-purchase review. The study also found that consumers in New Delhi, India were actively using social media platforms to verify and validate their product choices.

Okpighe and Gundare (2020) studied the impact of social media on consumer purchasing behavior, specifically focusing on Jumia and Konga Nigeria Limited. The main goal of the study was to assess how social media influences consumer buying decisions. The collected data was analyzed, and hypotheses were tested using multiple regression

analysis. The findings showed how factors like social media blogs, social networking sites, perceived utility, and trust all play a role in shaping consumers' purchasing decisions. The study suggested that businesses could boost brand awareness by creating engaging, entertaining, and relevant advertisements that consumers would be inclined to share on social media.

Makudza et al. (2020) investigated the effect of social media on consumer purchase behaviour in the mobile telephony industry in Zimbabwe. The link between social media and consumer purchasing behavior in Zimbabwe's mobile phone industry was investigated in this study. The study's objective was to convert social media use into beneficial buying habits. Social media was analyzed using four factors: word-of-mouth, firm-generated communication, user-generated communication, and social media platform. A systematic questionnaire was utilized to gather the data, and SPSS version 21 was used for analysis. The study's findings demonstrated that social media significantly influences consumers' propensity to make purchases. Social media word-of-mouth dominated consumer purchasing behavior, and research showed a negative correlation between firm-generated content and buy intention. Although no significant link was found between the social media platform and client buy intention, user-generated social media communication did demonstrate a slightly weak relationship with purchase behavior.

Singh and Sao (2021) examined the impact of social media marketing in consumer buying behavior in automobile industry: an empirical study in Delhi. The study's primary goal was to examine how social media marketing affected customers' purchasing decisions in the car sector. An structured survey research was conducted for this investigation in order to collect data from 283 respondents who live in Delhi and use social media. The data was analyzed using multivariate techniques such as regression analysis, ANOVA, and factor analysis. The study found that respondents' opinions on social media marketing and consumer buying patterns in connection to automobile sales differed greatly based on their gender. Multiple regression analysis was used to demonstrate that information gathering, opinion seeking and sharing, individual engagement, and advertising content had a significant positive influence on consumer purchase behavior in the car industry.

Ali et al. (2021) explored the impact of social media on the shopping behavior of Slovak and Italian consumers during the COVID-19 pandemic. The study aimed to understand how social media influences customer behavior. Spearman's rank correlation coefficient was used to analyze the data. The results showed a relatively weak correlation between social media use and purchases from online stores advertised on social media. There were also statistically significant differences in social media usage during the first wave of the pandemic, based on various demographic factors. The study found that social media platforms fostering personal connections, such as WhatsApp for Italians and Messenger for Slovaks, were preferred by both groups of consumers during the pandemic.

Varghese and Chitra (2022) examined the role of social media on impulse buying behaviour of customers in Kottarakara Taluk Kerala. This study's primary goal was to determine the impact of social media on customers' impulsive buying decisions. In this study, tools for cluster analysis, frequency analysis, ANOVA, cross-tabulation, and chi-square testing were used. The results show that social media use increases consumer satisfaction during the alternative evaluation and data search phases. The results of the study showed that social media users were influenced by their own experiences, which will continue to influence their rash social media purchases.

Kona and Mohan (2022) suggested the influence of social media advertisement on customer's buying behaviour towards consumer electronics: a review. This study looked at how social media affects customer buying decisions in Zimbabwe's mobile phone market. The goal of the study was to make using social media a preferred customer habit. The data was analyzed using multiple regression analysis. Word-of-mouth, user-generated material, firm-generated content, and social media platform were the four variables that were utilized to study social media. According to this study, customer purchase intention on social media platforms was significantly positively impacted by electronic word of mouth (e-WOM), knowledge, entertainment, trust, reward, and contentment.

Shrestha et al. (2023) analyzed the effects of social media marketing on consumer buying behavior. The study's main objective was to investigate how social media marketing influences consumer purchasing behavior in Nepal, a typical developing country. The study surveyed 108 customers using non-probability convenience sampling and examined

the impact of content marketing, social networks, social influence, and purchase intention. The data was analyzed using descriptive statistics, correlation, ANOVA, and multiple regression. This study found that social networks had minimal effect on consumer buying decisions, while social influence and content marketing had a significant positive affect. The outcome is consistent with other studies that highlight how important these factors are in influencing consumer behavior.

Rais et al. (2023) examined the impact of social media marketing on consumer purchase intention: a SEM based study of attitude towards information. The study's primary goal was to find out how social media advertisements affected consumers' intents to purchase across the Pakistani market. With an emphasis on the quantitative approach, 87 participants' information is gathered using an online survey technique employing a questionnaire. Factor analysis and regression analysis are used in partial least square (PLS) with structural equation modeling (SEM) to study the data by looking at the intricate correlations between latent and observable variables. According to this study on the effect of social media marketing on consumer buying intentions in Pakistan, companies can influence consumer purchasing decisions, build credibility, and raise brand awareness by leveraging social media platforms through influencer marketing, social media advertising, and user-generated content.

Dangol et al. (2024) administered the effect of social media on consumer buying behavior in the electronics market. The study's primary goal was to investigate how social media affects customer purchasing decisions in Kathmandu, Nepal's electronics sector. To examine the impact of psychographic characteristics, advertising tactics, social media engagement metrics, and the influence of celebrities and social media influencers, a survey of 151 social media users was carried out. For data analysis, descriptive statistics, linear regression, ANOVA, and correlation were used. This study discovered that concentrating on psychographic characteristics, advertising tactics, social media engagement metrics, and the impact of celebrities and social media influencers may all affect customer purchasing behavior. In addition to these data revealed that social media plays a vital role in molding consumer electronics purchase decisions, with user reviews, ratings, and influencer recommendations bearing greater weight than traditional marketing tactics.

Ezeh et al. (2025) examined the managing social media marketing variables and consumer purchase of electronics products in Anambra State, Nigeria. The primary goal of this study was to look at the relationship between social media marketing elements and consumer purchases of electronic gadgets in Anambra State, Nigeria. The Uses and Gratification idea served as the foundation for the study, which included primary and secondary sources. Less than 1000 people used electronic products, thus questionnaires were randomly sent to all 622 of them; 592 of them returned them, and 587 of them were deemed appropriate for the study. Multiple regression analysis was performed for data analysis. According to this study, social media marketing interactions positively impacted customers' decisions to buy electronic gadgets. Collaboration significantly increased the amount of technological devices that consumers purchased. According to the study's findings, social media marketing factors led to a considerable increase in the quantity of electronic gadgets purchased by consumers in Anambra State, Nigeria.

Gad (2025) investigated the impact of social media marketing on purchase decision through customer experience: an empirical study on skin and hair care products in Egypt. The purpose of this study was to investigate the relationship between customers' purchasing decisions and social media marketing (SMM). A poll with 390 valid responses provided the data used in this investigation. SEM, or structural equation modeling, was used to analyze the data. This study discovered a statistically significant direct correlation between the choice to buy and social media marketing (SMM). Furthermore, the study found a statistically significant direct correlation between customer experience and purchase choice, as well as between SMM and customer experience. The outcomes of the study demonstrated that the customer experience had a partly mediation impact in the association between social media marketing (SMM) and purchase decision.

Table 1

Summary of Empirical Review

S.N.	Authors	Title	Objective	Methodology	Findings
1	Singh and Sao (2016)	Role of social media marketing in consumer buying decision in	The main purpose of the study was to evaluate the effect of social media marketing on consumer	The study employs the primary data collected through survey methods from 280 selected respondents and are assumed to	This study found that knowledge, recognition, and social acceptability had a considerable beneficial impact on customer purchase decisions in the automobile sector, while affiliation and reliability did not. Through

		automobile industry	buying behavior for automobile industry	represent the population. This study used ANOVA, factor analysis and regression analysis to test the impact of social media marketing	awareness, recognition, and social approval, social media marketing influences customers' purchase decisions, according to the study's findings.
2	Malik et al. (2016)	Role of social media on consumer preferences .	This research aimed to find the importance of social media on consumers' purchasing behaviors,	Correlation, Multiple linear regression, and questionnaire reliability tests techniques was applied for data analysis.	The study found that information acquisition, electronic word of mouth, customers' perceived quality, and seller-created content significantly influenced consumer behavior. However, customers' perceived risk had only a minimal impact on consumer behavior. The study concluded that perceived risk had a negative relationship, as suggested by the proposed hypothesis.
3	Varkaris and Neuhofer (2017)	The influence of social media on the consumers' hotel decision journey.	This study examined the effect of social media on Consumer Behavior of consumers.	In order to identify, recruit and select prospective interviewees based on a set of sampling criteria, a non-random, purposive sampling approach was employed.	The findings highlighted the key factors shaping this process, including the perceived value of using social media, changes in consumers' information search behavior over time, the pros and cons of using social media for decision-making, its trustworthiness, and the factors that influence consumers' hotel decision-making journey.
4	Sharma and Bhatt (2018)	Impact of social media on consumer buying behavior - a descriptive study on tam model.	This study examined the effect of social media on Consumer Behavior of consumers.	The model has been validated with the help of SPSS correlation and regression analysis.	The study's results revealed a significant correlation between Perceived Usefulness, Perceived Value, and Perceived Risk, with all three factors significantly influencing consumer behavior when making purchases through social media.
5	Kizgin et al. (2018)	Impact of social media on consumers' acculturation and purchase intentions	This study examined at how their usage of social media influences their consumption and	AMOS was used in structural equation analysis to evaluate the connections between the latent variables	The study revealed a strong positive correlation between acculturation and the preference for adopting the host culture's language on social media. However, it also found that while using the host culture's language helps with acculturation, using the

			acculturation		immigrant's native language plays a key role in preserving their heritage culture.
6	Shaikh et al. (2019)	The impact of social media advertisements on consumer buying intentions: The case study of automobile sector in Karachi Pakistan.	The main objective of the study was to analyze the relationship and impact of social media marketing on consumer buying intentions in automobiles sector	The data collected through probability random sampling method from 385 consumers who uses online media and buying and selling cars online	According to this study, door-to-door sales, internet marketing, and social media marketing all significantly influenced consumers' intents to buy cars. Regression research revealed that door-to-door, internet, and social media marketing significantly increased customer intentions to purchase cars in Karachi, Pakistan.
7	Ziyadin et al. (2019)	Role of social media marketing in consumer behavior	This study investigated at how consumers' experiences in their everyday lives were affected by and impacted by the digital environment they were in	Multiple regression analysis and correlation were utilized in this study to examine the data	The study found that, despite some drawbacks, social media advertising remains an excellent way to enhance brand loyalty in the digital economy, especially due to its ability to facilitate frequent direct interaction with customers.
8	Gaudel (2019)	Effects of social media networking on consumer purchase decision in Nepal.	This study investigated the effects of social media networking in Nepalese consumer purchase decision.	Reliability test, correlation, regression analysis, hypothesis testing has been used for analyzing data.	The study concluded that all independent variables—online reviews, user trust, information on social media, and social media advertisements—had a positive and significant relationship with social media networking and consumer purchasing decisions.
9	Voramontri and Klieb (2019).	Impact of social media on consumer behavior.	The goal of this study was to research empirically the role of social media in consumers' decision-making process for complex purchases.	Regression analysis and correlation were employed in this study to examine the data	The findings showed that social media usage impacts customer satisfaction during the information search and evaluation phases, with satisfaction increasing as consumers progress through the decision-making process, culminating in the final purchase decision and post-purchase evaluation.
10	Neupane (2019)	Effect of social media on Nepal	The main purpose of this study was to analyze the	The data has been analyzed by using MS Excel. To analyze data	The findings revealed that both men and women preferred online services like Facebook, YouTube,

		consumer purchase decision.	effect of social media among purchase decision of consumer of Kathmandu Metropolitan City.	frequency distribution were used.	Instagram, and Twitter for social connection. The study concluded that by adopting a consumer-focused business model, organizations could enhance their marketing efforts and establish systems to efficiently gather customer feedback, enabling them to develop new marketing strategies based on this input.
11	Chopra and Gupta (2020)	Impact of social media on consumer behavior.	The goal of this study was to research empirically the role of social media in consumers' decision-making processes.	This study used correlation and multiple regression analysis to analyze the data.	The study found that, despite some shortcomings, social media advertising remains an effective way to enhance brand loyalty in the digital economy, particularly because it enables regular direct interaction between businesses and potential customers.
12	Okpighe and Gundare (2020)	Social media and consumers buying behavior of Jumia and Konga Nigeria Limited.	The general objective was to determine the social media on buying behavior of consumers.	Data collected were analyzed and hypotheses were tested using multiple regression.	The study concluded that managers can boost brand awareness by designing memorable advertisements that engage consumers with compelling, enjoyable, and interactive elements. These ads should be clearly connected to the brand and be something that customers would want to share and enjoy with their friends on social media.
13	Makudz a et al. (2020)	Effect of social media on consumer purchase behaviour in the mobile telephony industry in Zimbabwe	This study examined the relationship that exists between social media and customer purchase behavior in Zimbabwe's mobile phone market	Data was collected using a structured questionnaire and SPSS version 21 was used for data analysis	The study's results revealed that social media significantly influences consumers' buying intentions. Word-of-mouth on social media was found to have the greatest impact on consumer purchase behavior, while research suggested a negative relationship between purchase intention and content generated by companies.
14	Singh and Sao (2021)	Impact of social media marketing in consumer buying behavior in automobile	The main objective of the study was to analyze the effect of social media marketing on buying behavior of	Multivariate technique like factor analysis, ANOVA and regression analysis was done to analyze the data	According to the investigation, respondents' perceptions of social media marketing and consumer purchasing behavior in relation to car purchases varied significantly depending on their gender. Information collecting,

		industry: An empirical study in Delhi	consumers in automobile industry		opinion seeking and sharing, individual involvement, and advertising content were proven to have a substantial favorable impact on customer purchasing behavior in the automotive sector using multiple regression analysis.
15	Ali et al. (2021)	The use of social media and its impact on shopping behavior of Slovak and Italian consumers during COVID-19 pandemic.	This study aimed to explore the influence of social media on consumer behavior.	Spearman's rank correlation coefficient was used to analyze the data.	This study concluded that during the pandemic, both Italian and Slovak consumers' favored social media such as WhatsApp (Italians) and Messenger (Slovaks), which allow for the development of relationships intimate with people.
16	Varghese and Chitra (2022)	Impact of e-banking on customer satisfaction .	The main objective of this study was to ascertain how social media affects consumers' impulsive purchase decisions	Tools for frequency analysis, ANOVA, cross-tabulation, chi-square testing, and cluster analysis were employed in this investigation	The results show that social media use increases consumer satisfaction during the alternative evaluation and data search phases. The results of the study showed that social media users were influenced by their own experiences, which will continue to influence their rash social media purchases.
17	Kona and Mohan (2022)	Influence of social media advertisement on customer's buying behaviour towards consumer electronics:	This study examined into how consumer purchasing behavior in Zimbabwe's mobile phone industry is influenced by social media	Multiple regression analysis was used for data analysis.	This study discovered that consumer purchase intention on social media platforms was significantly positively impacted by electronic word of mouth (e-WOM), knowledge, entertainment, trust, reward, and contentment.
18	Shrestha et al. (2023)	Effects of Social Media Marketing on Consumer Buying Behavior	The main objective of the study was to examine the effect of social media marketing on consumer buying behavior in Nepal	Descriptive statistics, correlation, ANOVA, and multiple regression were employed for data analysis	According to this study, social networks had little impact on customer purchasing behavior, while content marketing and social influence had a considerable beneficial impact. The study supports earlier studies emphasizing the significance of these elements in shaping customer behavior.
19	Rais et	Impact of	The main	Partial least square	By effectively utilizing social

	al. (2023)	social media marketing on consumer purchase intention: A SEM based study of attitude towards information	objective of the study was to investigate the effect of social media advertisement on customer buying intentions throughout the Pakistani market	(PLS) with structural equation modeling (SEM) combines factor analysis and regression analysis	media platforms, businesses can increase brand awareness, establish credibility, and sway consumer purchasing decisions through influencer marketing, social media advertising, and user-generated content, according to this study on the impact of social media marketing on consumer buying intentions in Pakistan.
20	Dangol et al. (2024)	Effect of social media on consumer buying behavior in the electronics market	This study examined the effect of social media on consumer buying behavior in the electronics market in Kathmandu.	Descriptive statistics, correlation, ANOVA, and linear regression were employed for data analysis	This study discovered that concentrating on psychographic characteristics, advertising tactics, social media engagement metrics, and the impact of celebrities and social media influencers may all affect customer purchasing behavior.
21	Ezeh et al. (2025)	Managing social media marketing variables and consumer purchase of electronics products in Anambra State, Nigeria	The primary goal of this research was to investigate the relationship between social media marketing elements and consumer purchases of electronic gadgets in Anambra State, Nigeria.	Multiple regression analysis was employed for data analysis	According to this study, social media marketing interactions positively impacted customers' decisions to buy electronic gadgets. Collaboration significantly increased the amount of technological devices that consumers purchased. According to the study's findings, social media marketing factors led to a considerable increase in the quantity of electronic gadgets purchased by consumers in Anambra State, Nigeria.
22	Gad (2025)	The impact of social media marketing on purchase decision through customer experience: An empirical study on skin and hair care products in Egypt	The objectives of this study was to explore the relation between social media marketing (SMM) and consumers' purchase decisions	The data gathered in this study was obtained via a survey consisting of 390 valid replies. The data was examined using the Structural Equation Modelling approach (SEM)	Social media marketing (SMM) and purchasing decisions were discovered to be directly related in a statistically meaningful way. Furthermore, the study found a statistically significant direct correlation between customer experience and purchase choice, as well as between SMM and customer experience.

2.3 Research Gap

Research gap refers to the study gap related to known and unknown study within a research topic. Only limited studies were done in the effect of social media marketing on consumer buying behavior in automobile industry. Now, social media has changed the perception of the consumer towards the products and the buying behavior of consumers. In Nepalese context, there was a few study on effect of social media marketing on consumer buying behavior in automobile industry. This study has included important explanatory variables such as information gathering, opinion seeking & sharing individual engagement and advertising content which variables were not included in previous study to analyze the effect of social media marketing on consumer buying behaviour. Descriptive analysis, correlation analysis and multiple regression analysis are the major tools in this study and previous studies only used mean, percentage and frequency etc. So, this research has been conducted to fulfill these gaps to some extent by identifying the effect of social media marketing on consumer behaviour in automobile industry within Kathmandu city.

CHAPTER III

RESEARCH METHODOLOGY

The purpose of research methodology is to provide an explanation of the research techniques used to accomplish the initial goals of the study. This chapter explains the procedures used in connection to the research paradigm, including the sampling process, data gathering methods, and analytic approaches, to investigate social media and its impact on consumer purchasing behavior. The chapter also describes the data gathering process and the technique the researcher used to analyze the data that was already accessible. It involves creating the questionnaire that was given to the sample to get their feedback. The process and methodology used to gather and examine the data have been described. This chapter aims to elucidate the selection of research methodology, as well as the procedures for data collection and analysis.

3.1 Research Design

This study has employed descriptive and causal comparative research design to analyze the study. This study adopts descriptive research design to analyze the social media marketing and consumer buying behaviour in automobile industry. Causal comparative research design is used to examine the relationship and impact of social media marketing on consumer buying behaviour in automobile industry.

3.2 Population and Sample, and Sampling Design

In this research population for the study is the all the customers of automobile industry. To make my research comfortable and simple, the researcher just takes samples from Kathmandu valley. 500 questionnaires are distributed to the customers of automobile industry but only 427 questionnaires returned. Among them, the errors questionnaires are 27. So, the sample size of the study is 400. These customers were selected using simple random sampling technique. The sampling technique for the study followed non-probabilistic sampling technique i.e. convenience sampling. Survey questions were manually distributed at different places in Kathmandu Valley branches to generate responses from varied response group.

3.3 Nature and Sources of Data

To provide pertinent and useful information, primary sources are usually employed as the data source. Using the primary data source was also a deliberate choice taken throughout the study's analytical phase. Customers of the automotive sector were the target audience for the surveys and interviews used to gather this data. The questionnaires use tick mark questions, and 5 point likert scale question, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," is used in the questionnaire to collect respondent related information. Furthermore, books in journals, articles, magazines, newspapers, and pertinent online reading materials were employed as secondary sources of information on the relationship between social media marketing's influence on customer purchasing behavior in the automotive sector.

3.4 Method of Analysis

Excel and SPSS are utilized for the data analysis once all of the questionnaires from the respondents were gathered. The respondent's whole collection of replies was coded, then collated into an SPSS spreadsheet. The coding was done according to the rule, taking into account the kind of inquiry (e.g., Likert scale). Software called SPSS was used to examine the research's data. The descriptive analysis of variables has been provided with the mean and standard deviations. Stepwise regression analysis was performed after correlation analyses. Tests of significance have been run in order to improve the efficacy of the findings. In order to draw significant conclusions about how social media marketing affects consumer buying behavior, all observable relationships and findings have been analyzed. The following subsections discuss the statistical instruments that were employed in this write-what statistical study to evaluate the data findings:

Mean

The arithmetic mean of a range of values or quantities is called the mean, and it is calculated by dividing the total number of values by the number of values. It makes reference to the average that is used or analyzed to ascertain the central tendency of the data. The arithmetic mean is a popular and simple measure of central tendency. To determine it, add together all of the data points for the population and divide the sum by the number point. The average of the respondents' responses to the several variables in the Likert scale question is calculated in this study. The average response to the Likert scale question is calculated for each sample.

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

Where,

$\sum X$ = Value of responses of each independent or dependent variable

n = No. of responses

Standard Deviation

The degree of variation or dispersion in a collection of data values is expressed by the standard deviation, which quantifies dispersion. One definition of variance is the positive square root of variance. Unlike variance, the standard deviation has the same units of measurement as the data, which is a useful feature. The farther the data points depart from the mean, the greater the deviation within the data set. Consequently, when data spreads, the standard deviation rises. Based on the replies on the Likert scale, the standard deviation is calculated for every sample in this study.

$$\text{Standard Deviation (S.D.)} = \sqrt{\frac{\sum (X - \bar{X})^2}{n}}$$

Where,

X = Value of responses of each dependent or independent variable

\bar{X} = Mean value of responses of each dependent or independent variable

n = No. of responses

Variance

Variance is a measure of the numerical differences within a set of data. The variance of the collection shows how far each number deviates from the mean. The variance is calculated by taking the difference between each value in the set and the mean, squaring the differences, and dividing the sum of the squares by the total number of values in the set. For every sample in this study, the variance of the Likert scale responses is calculated. Variance is a statistical measure of the degree of difference between a set of data. Variance is used in statistics for probability distribution since it measures the departure from an average or mean.

ANOVA

Analysis of variance, or ANOVA, is a set of statistical models and the estimation methods that go along with them that are used to look at how group averages in a sample vary from one another. ANOVA looks at general disparities in means rather than specific ones. This approach uses a nominal variable with two or more categories to assess potential scale-level changes in a dependent variable. In its simplest form, an ANOVA provides a statistical test to ascertain if the population means of several groups are equal and broadens the use of the t-test to encompass more than two groups. An ANOVA is useful for comparing three or more groups' means for statistical significance. It is theoretically similar to a number of two-sample t-tests. This test is also known as the Fisher analysis of variance.

Correlation Coefficient (r)

Pearson's correlation analysis is used to look at the link between independent factors (such as information collecting, opinion seeking & sharing, individual interaction, and advertising content) and dependent variables (customer buying behavior). The correlation coefficient (r) indicates the degree and direction of a linear relationship between variables. Statistical measurements are made of the connection or fluctuation between two or more variables. It displays the magnitude of the linear relationship between the variables as well as its direction. A number between -1 and +1 is regarded as suitable for r, and a positive or negative sign indicates whether there is a positive or negative correlation. A perfect negative relationship may be found if $r = -1$, while a perfect positive relationship may be inferred if $r = +1$. The variables are said to be unrelated to one another when $r = 0$. Additionally, a relationship is considered weak if $r = \pm 0.21$ to ± 0.60 , moderate if $r = \pm 0.61$ - ± 0.80 , and strong if $r = \pm 0.80$ - ± 1.00 . The degree of relationship between independent and dependent variables is determined in this study by calculating correlation for responses given on a Likert scale.

$$\text{Correlation Coefficient (r)} = \frac{n\sum XY - \sum X \sum Y}{\sqrt{n\sum X^2 - (\sum X)^2} \sqrt{n\sum Y^2 - (\sum Y)^2}}$$

Where,

X = Value of independent variable

Y = Value of dependent variable

n = Number of responses

Regression Analysis

Regression analysis is one statistical method used to evaluate the degree of a relationship between one or more independent variables and one or more dependent variables. It includes a variety of techniques for simulating and analyzing several variables to ascertain their relationships. Based on Likert scale responses, regression analysis is utilized in this study to ascertain the direction of the relationship between the independent and dependent variables for each sample. The relationship's theoretical model is represented by the equation below:

$$CBB = \beta_0 + \beta_1IG + \beta_2OSS + \beta_3IE + \beta_3AC + \varepsilon$$

Where,

CBB= Consumer Buying Behaviour

IG = Information Gathering

OSS = Opinion Seeking & Sharing

IE = Individual Engagement

AC = Advertising Content

β_0 = The intercept (constant)

$\beta_1, \beta_2, \beta_3$ and β_4 = Coefficient of variables

ε = Error term

3.5 Research Framework and Definition of Variables

A research framework has been established to guide the study's focus on key variables. Based on insights from both theoretical and empirical literature, the researcher has developed the following framework for the study.

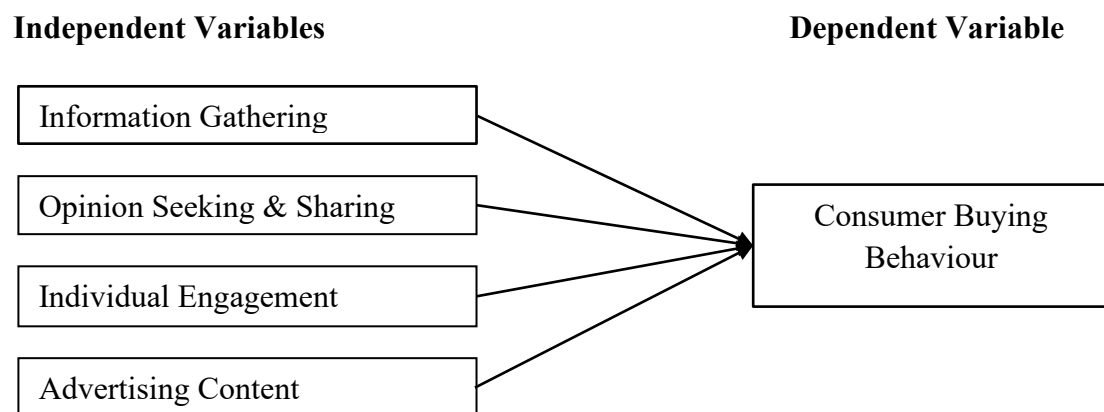


Figure 1 Research framework

Source: Singh and Sao (2021)

Operational Definition of Variables

Independent Variables

Information Gathering

Information gathering in the context of social media marketing entails users accessing content about goods, services, and brands that affect their purchase decisions via social media platforms. Social media may be used by consumers to obtain information on car features, reviews, comparisons, price, promotions, and brand reputation—all of which are important factors in influencing consumers' decisions in the automotive business. Singh and Sao (2021) found that information gathering had significant positive effect on consumer buying behavior in automobile industry. Malik et al. (2016) concluded that information acquisition had significant positive effect on consumer buying behavior.

Opinion Seeking & Sharing

Opinion seeking in the context of consumer behavior and social media marketing refers to looking for other people's opinions and experiences (such as those of friends, influencers, or other customers) about a good or service. People share their opinions by discussing their own ideas and experiences, usually in an effort to enlighten or influence others. Singh and Sao (2021) opinion seeking & sharing had significant positive effect on consumer buying behavior in automobile industry. Chopra and Gupta (2020) concluded that search and sharing had significant positive effect on consumer buying behavior.

Individual Engagement

Individual engagement, as used in social media marketing and consumer behavior, describes how customers actively connect with auto companies on social media in addition to passively consuming material. Actions like liking, commenting, sharing content, clicking on advertisements, viewing videos, and taking part in brand-driven campaigns can all fall under this category. Singh and Sao (2021) individual engagement had significant positive effect on consumer buying behavior in automobile industry. Dangol et al. (2024) found that individual engagement metrics had significant positive on consumer buying behavior.

Advertising Content

The several types of promotional content posted on social media platforms in an effort to draw in, interact with, and sway customers are referred to as advertising content in the

context of social media marketing. Car ads, films, reviews, infographics, comparison charts, influencer collaborations, promotions, and behind-the-scenes brand narratives are examples of this type of content for the automotive sector. Singh and Sao (2021) concluded that advertising content had significant positive effect on consumer buying behavior in automobile industry. Shrestha et al. (2023) concluded that advertising content had significant positive effect on consumer buying behavior.

Dependent Variable

Consumer Buying Behaviour

The actions and factors involved in buying a car, such as identifying requirements, gathering information, weighing options, making a purchase, and following up on the purchase, are all included in consumer buying behavior (Malik et al., 2016). Social media marketing significantly affects customer purchase behavior, particularly in sectors like autos where selections are important, intricate, and impacted by a wide range of outside variables. Customers' opinions and choices regarding a brand, model, or dealership are influenced by the information, reviews, suggestions, and promotions that social media platforms offer. Customers' opinions, tastes, and attitudes toward certain car brands and models may shift as a result of their interactions with social media material (such as ads, user reviews, and influencer endorsements), which might result in them making changing judgments about what to buy (Singh & Sao, 2021).

CHAPTER - IV

RESULTS AND DISCUSSION

The major objective of this study is to investigate the effect of social media marketing on consumer behaviour in automobile industry. Therefore, this chapter deals with the results and analysis of the discussion and it contains three sections. The first section presented demographic profile, descriptive and correlation analysis on variables of the study; the second section presented fulfillment of the linear regression model assumptions; the third section laid down the discussion. The data analysis procedures used for ratio scale measurement and the ratio of the specified dependent and independent variables were calculated for further statistical analysis. The collected data was analyzed by the aid of the statistical software SPSS version 26.

4.1 Results

4.1.1 Respondents Demographic Profile

This section deals with the demographic analysis and interpretation of primary data collected through questionnaires. In this section, the respondents profile was analyzed in terms of gender and age. Out of 427 questionnaires sent to potential respondents, only 400 responses were collected. There were 27 response errors and hence the valid response rate was 93.68 percent. All the respondents were from the Kathmandu Valley.

Table 2

Gender Specification

Options	No. of Respondents	Response (percent)
Male	256	64
Female	144	36
Total	400	100

Source: Field Survey, 2025

Table 2 shows the distribution of the respondents on the basis of gender. In this study, data from 400 respondents were collected and analyzed. Out of total respondents 64.00 percent of responses are achieved from male and it indicates that consumers' majority of the respondents are male. Their out of 400 respondents most of response are received from male in comparisons to female. However, 36.00 percent female provided their response about effect of social media on consumer buying behavior. From these result male respondents are likely to have more interaction with social media than females. In

this context, consumers can identify both male and females respondents as the main participants for the survey.

Table 3

Age Description of Respondents

Options	No. of Respondents	Response (percent)
Below 20 years	8	2
21-29 years	92	23
30 and above	300	75
Total	400	100

Source: Field Survey, 2025

Table 3 reveals that age description of respondents and found that the 75.00 percent respondent's age most of the respondents belong to age 30 and above age groups. The lowest percentage age group is below 20 years which represents only 2.00 percent who are customers of automobile industry. However, respondents are majority are mature. In additions to this 2.00 percent responded provided their response that belongs to below 20 years age groups and 23.00 percent representing the ages between 21-29 years. This implies that most of the total customers are old age and they can use social media.

Table 4

Marital Status

Options	No. of Respondents	Response (percent)
Married	292	73.00
Unmarried	108	27.00
Total	400	100

Source: Field Survey, 2025

Table 4 illustrates the marital status of the respondents. Of the 400 respondents, the majority, 73.00 percent, are married, while the remaining 27.00 percent are unmarried.

Table 5

Education Level of the Respondents

Options	No. of respondents	Response (percent)
Up to Higher Secondary	52	13.00
Bachelor	196	49.00
Masters	136	34.00
PHD	16	4.00
Total	400	100

Source: Field Survey, 2025

Table 5 shows that the profile of respondents based on their education. The majority of respondents have bachelor representing 196 (49.00 percent) of total respondents followed by masters holders 136 (34.00 percent) while up to higher secondary represent 52 (13.00 percent) and there 16 respondents responses for PHD holder which is only 4.00 percent. The results suggest that most of the respondents who are bachelor and masters degree. could read and comprehend the questionnaires that are utilized in this investigation. As a result, the respondents could give accurate answers and demonstrated their understanding of effect of social media marketing on consumer behaviour in automobile industry.

Table 6

Monthly Income Description of Respondents

Options	No. of respondents	Response (percent)
Up to Rs. 50,000	12	3.00
Rs. 51,000- Rs. 100,000	94	23.50
Rs. 101,000 -Rs.150000	196	49.00
Rs. 151,000 and above	98	24.50
Total	400	100

Source: Field Survey, 2025

Table 6 shows the income profile of the respondents. According to the data, 49.00 percent of respondents earn between Rs.101,000-Rs.150000. The smallest percentage of respondents falls into the lowest income category, earning up to Rs.50,000 which is only 3.00 percent. The majority of respondents, however, are in the medium-income range. Additionally, 24.50 percent of respondents reported earning Rs. 151,000 and above, while 23.50 percent fall into the income bracket of Rs. Rs.51,000- Rs. 100,000.

Table 7

Types of Social Media Platform Used

Options	Responses		Percent of Cases
	N	Percent	
Facebooks	278	30.3	69.5
Twitter	115	12.5	28.8
Instagram	199	21.7	49.8
Google	124	13.5	31.0
WhatsApp	150	16.3	37.5
Others	52	5.7	13.0
Total	918	100	229.5

Source: Field Survey, 2025

Table 7 reveals that different popular social media used. In recent years social media have a great influence on consumers purchase intention, in the above table around 30.3 percent of the respondents used Facebook platform. Then, Twitter followed by 12.5 percent, Instagram followed 21.7 percent, Google followed 13.5 percent, and WhatsApp followed 16.3 percent and remaining 5.7 percent followed by the other media respectively. In Kathmandu, Facebook and Instagram are the most popular social media platforms. Facebook is one of the most popular social networking sites worldwide and offers the broadest posting options for material.

Table 8

Pages followed on Social Media Networks

Options	Responses		Percent of Cases
	N	Percent	
News	312	26.0	78.0
Celebrity	123	10.3	30.8
Fashion and life style brands	159	13.3	39.8
Technology	208	17.4	52
Bloggers/Vloggers/Social media icon	206	17.2	51.5
Social causes	175	14.6	43.8
Others	15	1.3	3.8
Total	1198	100	299.5

Source: Field Survey, 2025

Table 8 displays the various types of pages that are followed on social media platforms. 26 percent of users followed news pages on social media, which lends credence to the previous claim that social media helps readers and consumers of news by enabling them to follow news agency pages and get the most recent news straight into their feed. 13.3 percent of respondents followed fashion and lifestyle businesses online, demonstrating to customers how they may utilize social media to purchase online by following their preferred brands. In addition to being able to give and volunteer more readily for causes, 14.6 percent of the respondents follow social causes on the internet, which helps spread awareness of these issues. 10.3% of people follow celebrities, which is another evidence that social media has increased celebrities' accessibility to their followers and brand consumers. 17.4 percent followed by technology, 17.2 percent followed by Bloggers/Vloggers/Social media icon and remaining 1.3 percent followed by other types of pages.

Table 9*Purposes of using Social Media*

Options	Responses		Percent of Cases
	N	Percent	
To keep in touch with friends and family	256	35.1	64.0
To follow news and celebrity	156	21.4	39.0
For professional reasons	161	22.1	40.3
To follow trends	116	15.9	29.0
Others	41	5.6	10.3
Total	730	100	182.5

Source: Field Survey, 2025

Table 9 shows that 35.10 percent of users utilize social media to stay in touch with friends and family. This implies that the primary purpose of social media is still to facilitate connections, with the majority of its other advantages being considered incidental. The second most often given response, given by 21.40% of the participants, was "to follow news and celebrities". On the other hand, according to 22.10% of the participants, "to follow professional reasons" is the third most often cited purpose. This shows how the ease with which individuals may get news on social media sites like Facebook and Twitter has led to a rise in the amount of news that people consume. Nowadays, news is considerably more reader-based and participatory because almost all news companies have a Facebook or Twitter presence. Furthermore, the majority of celebrities these days use social media sites on the internet, which has increased their accessibility to their followers, who are also known as consumers of the celebrity brand. 15.90 percent of the respondents said they monitor trends on social media, which is another useful informational tool for customers.

Table 10*Uses Social Media on Time Basis of Respondents*

Options	No. of respondents	Response (percent)
Daily	324	81.00
Weekly	72	18.00
Monthly	4	1.00
Yearly	0	0.00
Total	400	100

Source: Field Survey, 2025

Table 10 shows the income profile of the respondents. According to the data, 81.00 percent of respondents engaging in social media in the activity daily. However, there is no

respondents who use social media on yearly basis. At the same time, 18 percent of respondents use social media on a weekly basis but only 1 percent of respondents use social media in a month. So, this study suggests that the activity is most commonly performed on a daily basis by the vast majority of people surveyed.

4.1.2 Reliability Test

Basically, reliability means scientific investigation used for determining the stability and repeatability of measures. Reliability analysis is determined by obtaining the proportion of systematic variation in a scale, which can be done by determining the association between the scores obtained from different administrations of the scale. Thus, if the association in reliability analysis is high, the scale yields consistent results and is therefore reliable. The most important characteristic of the reliability testing is to find out the random and systematic errors of the measure for accuracy and efficiency. Reliability may also mean the relationship between an item or scale and a hypothetical one that assesses what is believed to (Mukaka, 2012).

Table 11

Reliability Analysis

Code	Variables	Cronbach's Alpha	N of items
IG	Information Gathering	.888	5
OSS	Opinion Seeking & Sharing	.867	5
IE	Individual Engagement	.841	5
AC	Advertising Content	.810	5
CBB	Consumer Buying Behaviour	.823	5

Source: Appendix-II

Cronbach's Alpha was calculated for each of the scales to determine internal consistency reliability. The general rule of thumb is that a Cronbach's alpha of 0.70 and above is good, 0.80 and above is better and 0.90 and above is best. Since every Cronbach alpha in the test is more than 0.8, it may be concluded that the questionnaire designed for the study was dependable. The findings of the reliability measurement scales used to gauge the impact of social media on independent and dependent variables are displayed in Table 11. The Cronbach's Alpha for information gathering is 0.888, opinion seeking & sharing is 0.867, individual engagement is 0.841, advertising content is 0.810 and consumer buying behaviour is 0.823. The applied measurement scales exhibited high levels of reliability

i.e., the above data are reliable. The applied measurement scales exhibited satisfactory levels of reliability. None of the scale items were eliminated from the factors.

4.1.3 Summary of Descriptive Statistics

The effect of social media marketing on consumer behaviour in automobile industry are determined by analyzing the standard deviation and mean value of each variable. Descriptive analysis has been used to examine the collected data, aiding in the data's summarizing and description. The details of the descriptive analysis are provided in Table 12.

Table 12

Summary of Descriptive Analysis (Overall)

Study Variables	N	Mean	Std. Deviation
Information Gathering (IG)	400	3.8000	.85242
Opinion Seeking & Sharing (OSS)	400	3.7760	.90103
Individual Engagement (IE)	400	3.6520	.81815
Advertising Content (AC)	400	3.8225	.77336
Consumer Buying Behaviour (CBB)	400	3.7520	.82133

Source: Appendix-I

Table 12 presents the study's findings, which indicate that the average score for consumer buying behaviour is 3.7520. It demonstrates that the range of all factors is 3.6520 to 3.8225. When compared to the other elements information gathering, opinion seeking & sharing and individual engagement, advertising content has the highest mean score value, at 3.8225. Given that the highest mean score of 3.8225 is the overall value, this suggests that advertising content is the study's major factor. In other word, it is clear that the majority of respondents perceived that advertising content has play a significant role on consumer buying behaviour in automobile industry, and they also consider that this influence is significant. Meanwhile, information gathering, opinion seeking & sharing and individual engagement got an overall mean score of 3.8000, 3.7760 and 3.6520 respectively.

4.1.4 Correlation Analysis

This part uses correlation analysis to look at the correlations between the variables. The study investigates the direction and intensity of relationships between the dependent variable, consumer buying behaviour, and the independent variables, information gathering, opinion seeking & sharing, individual engagement and advertising content. The degree to which each independent variable is linearly connected to consumer buying behaviour is shown by the Pearson correlation coefficients. The findings indicate a positive association between consumer buying behaviour and all independent factors, indicating that greater buying behaviour practices in automobile industry.

Table 13

Pearson Correlation Coefficients of Study Variables

	IG	OSS	IE	AC	CBB
Information Gathering (IG)	1				
Opinion Seeking & Sharing (OSS)	.478** (.000)	1			
Individual Engagement (IE)	.373** (.000)	.690** (.000)	1		
Advertising Content (AC)	.735** (.000)	.641** (.000)	.460** (.000)	1	
Consumer Buying Behaviour (CBB)	.654** (.000)	.732** (.000)	.629** (.000)	.700** (.000)	1

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

Source: Appendix-III

Table 13 presents the findings of the correlation test for both dependent and independent variables by using a correlation coefficient matrix. The correlation coefficient between information gathering (IG) and consumer buying behaviour (CBB) is $r = 0.654$ and p-value is 0.000, which is less than 0.01 indicates there is positive and significant correlation between information gathering and consumer buying behaviour. Similarly, the correlation coefficient between opinion seeking & sharing and consumer buying behaviour is $r = 0.732$ and p-value is 0.000 which is less than 0.01 which shows that there is positive and significant correlation between opinion seeking & sharing and consumer buying behaviour. Further, the correlation coefficient between individual engagement and consumer buying behaviour is $r = 0.629$ and p-value is 0.000, which is less than 0.01 means there is positive and significant correlation between individual engagement and consumer buying behaviour. Finally, the correlation coefficient between advertising content and consumer buying behaviour is $r = 0.700$ and p-value is 0.000 which is less

than 0.01 and indicates that there is positive and significant correlation between advertising content and consumer buying behaviour in automobile industry.

4.1.5 Multiple Regression Analysis

In order to assess the impact of the independent variables' information gathering, opinion seeking & sharing, individual engagement and advertising content on the dependent variable consumer buying behaviour this section provides the findings of a regression analysis. The purpose of the analysis is to ascertain the degree of importance and strength of these correlations as well as the factors that have the most effects on consumer buying behaviour in automobile industry.

Table 14

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830	.688	.685	.46079

a. Predictors: (Constant), AC, IE, IG, OSS

Source: Appendix-IV

The R-squared value is 0.688, meaning that 68.80 percent of the variation in the dependent variable (consumer buying behavior) is explained by the independent variables (information gathering, opinion seeking & sharing, individual engagement and advertising content). The R statistic of 0.830 indicates a strong relationship between the study variables, suggesting that consumer buying behaviour is significantly influenced by these independent variables. Additionally, the standard error of estimate is closely tied to the regression analysis, reflecting the precision of the model's predictions.

Table 15

Analysis of Variance (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	185.290	4	46.323	218.168	.000
Residual	83.868	395	.212		
Total	269.158	399			

a. Dependent Variable: CBB

b. Predictors: (Constant), AC, IE, IG, OSS

Source: Appendix-IV

The findings reveal that independent variables have a major impact on consumer buying behaviour. The results show a significant relationship between the social media marketing variables (information gathering, opinion seeking & sharing, individual engagement and advertising content) and the dependent variable (consumer buying behaviour). This is evidenced by the F-value of 218.168 ($p = 0.000 < 0.05$). Since corresponding p-value is less than 0.05, F-statistic is statistically significant at 5 percent level. So, the model is accepted or fitted.

Table 16

Coefficient of Independent Variables on Consumer Buying Behaviour

Variables	Coefficients	t-statistics	Sig. or p-value
(Constant)	.065	.490	.624
Information Gathering (IG)	.272	6.789	.000
Opinion Seeking & Sharing (OSS)	.310	7.563	.000
Individual Engagement (IE)	.207	5.301	.000
Advertising Content (AC)	.191	3.790	.000

a. Dependent Variable: CBB

Source: Appendix-IV

Table 16 displays the regression coefficients for information gathering, opinion seeking & sharing, individual engagement and advertising content, along with the intercept value for the dependent variable, consumer buying behavior. The regression coefficient β for information gathering is 0.272. Based on the results, an increase of 0.272 units in information gathering leads to an increase in consumer buying behaviour by one unit. The information gathering has a p value of 0.000, indicating statistical significance at the 1 percent level. So, information gathering has significant positive impact on consumer buying behaviour. The regression coefficient β for opinion seeking & sharing is 0.310. Based on the data, the consumer buying behaviour is raised by 0.310 units with each unit alteration in opinion seeking & sharing. Moreover, the shift shows statistical significance at the one percent significance level, with a p value of 0.000 attributed to the opinion seeking & sharing. Therefore, opinion seeking & sharing has a significant positive impact on consumer buying behaviour. At the meantime, the beta coefficient for individual engagement in regression is 0.207. These figures indicate that each one unit rise in individual engagement results in a 0.207 unit increase in consumer buying behaviour. At the 1 percent significance level, a p value of 0.000 for the individual engagement shows they are statistically important. Hence, individual engagement has significant positive

effect on the consumer buying behaviour. Finally, in terms of advertising content, the regression coefficient β equals 0.191. It indicates that each one unit increase in advertising content results in a 0.191 unit increase in consumer buying behaviour. At the 1 percent significance level, a p value of 0.000 for the advertising content shows they are statistically significant. Since, advertising content has significant positive effect on the consumer buying behaviour.

4.1.6 Hypothesis Testing

The findings of the hypothesis testing based on the regression analysis are shown in this section. The purpose of the hypothesis is to evaluate the connections between the dependent variable, consumer buying behaviour, and the independent variables, information gathering, opinion seeking & sharing, individual engagement and advertising content.

Table 17

Hypothesis Test

S.N.	Hypotheses	P-Value	Test Results
1	H1: There is a significant effect of information gathering on consumer buying behaviour.	0.000	Supported
2	H2: There is a significant effect of opinion seeking & sharing on consumer buying behaviour.	0.000	Supported
3	H3: There is a significant effect of individual engagement on consumer buying behaviour.	0.000	Supported
4	H4: There is a significant effect of advertising content on consumer buying behaviour.	0.000	Supported

According to table 17, p-value of information gathering, opinion seeking & sharing, individual engagement and advertising content are 0.000, 0.000, 000 and 0.000 respectively which are significant at 1 percent level. Since the corresponding p-values are less than 1 percent level, the t-statistics of all independent variables are significant. So, all hypothesis are accepted or supported. This indicates that the information gathering (IG), opinion seeking & sharing (OSS), individual engagement (IE) and advertising content (AC) have significant impact on consumer buying behaviour (CBB) in automobile industry.

4.2 Discussion

The primary aim of this study is to evaluate the effect of social media marketing on consumer behaviour in automobile industry. The research explores the relationship between various social media marketing factors and consumer behaviour. Previous research and literature provide supporting evidence that information gathering, opinion seeking & sharing, individual engagement, and advertising content have a significant impact on consumer behaviour. These factors are shown to directly influence consumer behaviour. The correlation analysis reveals that information gathering has a significant positive relationship with consumer behaviour, which aligns with the findings of Singh and Sao (2021). This is also consistent with the studies by Malik et al. (2016); Shaikh et al. (2019); Gaudel (2019). Similarly, opinion seeking & sharing shows a positive and statistically significant relationship with consumer behaviour. This result is in line with Singh and Sao (2021) and also aligns with the findings of Shaikh et al. (2019). Additionally, individual engagement exhibits a significant positive relationship with consumer behaviour, which supports the findings of Singh and Sao (2021). This is also consistent with the results of Shaikh et al. (2019). Furthermore, there is a positive and significant correlation between advertising content and consumer buying behaviour in automobile industry, which aligns with the findings of Singh and Sao (2021). This is also consistent with the prior study of Gaudel (2019).

The multiple regression analysis revealed that information gathering has a significant positive impact on consumer buying behaviour in automobile industry. This finding is consistent with the results of Singh and Sao (2021) and aligns with the studies of Shaikh et al. (2019); Gaudel (2019). However, it contradicts the findings of Gad (2025), who concluded that information gathering had no impact on consumer behaviour. Similarly, opinion seeking & sharing has a significant positive impact on consumer buying behaviour in automobile industry. This result is consistent with the prior study by Singh and Sao (2021), which found that opinion seeking & sharing positively affects consumer behaviour. It also aligns with the findings of Shaikh et al. (2019).

Additionally, individual engagement has a significant positive effect on consumer behaviour. This finding is consistent with the results of Singh and Sao (2021), who concluded that individual engagement positively affects consumer behaviour. It also aligns with the studies of Shaikh et al. (2019); Dangol et al. (2024). Finally, advertising

content has significant positive effect on consumer buying behaviour in automobile industry. This is consistent with the finding of Singh and Sao (2021) found that advertising content had significant impact on consumer behaviour. This finding is also similar with the prior study of Shaikh et al. (2019). However, it contradicts with the finding of Gaudel (2019); Dangol et al. (2024) concluded that advertising strategies had no effect on consumer behaviour.

CHAPTER – V

SUMMARY AND CONCLUSION

5.1 Summary

Social media marketing plays important role to influence consumer buying behaviour/decision. Social media marketing has fundamentally altered how businesses interact with their clientele. In addition to being tools for communication, social media platforms like Facebook, Instagram, TikTok, and YouTube now have a significant impact on consumer decisions. The dynamic and important relationship between social media marketing and consumer purchasing behavior influences the customer journey from awareness to actions following a purchase. Social media platforms allow businesses to quickly engage with large and diverse audiences. Using images, videos, stories, and reels, brands can create a positive first impression and raise product awareness, which is the first step in the consumer decision-making process. The purchasing habits of consumers and social media marketing are closely related. Social media platforms not only raise brand awareness but also have an impact on consumer opinions, preferences, and buying decisions. In this digital-first world, companies that effectively employ social media marketing are better able to influence and adjust to changing consumer habits.

The first chapter is introduction. However, the main section of this chapter is objectives of the study. The main objective of the study is to evaluate the effect of social media marketing on consumer behaviour in automobile industry. The other specific objectives are to examine the level of social media activities and consumer buying behaviour in automobile industry, to assess the relationship between social media marketing and consumer buying behaviour in automobile industry and to analyze the effect of social media marketing and consumer buying behaviour in automobile industry. Relevant books, journals, research papers, and articles have been reviewed to support in literature review. The theoretical perspective and the empirical review are the two main sections that make up second chapter. As regards methodology, the study employs both descriptive and causal-comparative research designs. In chapter three, descriptive research design to analyze the social media marketing and consumer buying behaviour in automobile industry. Causal comparative research design is used to find the relationship and impact of social media marketing on consumer buying behaviour in automobile industry. The study focuses on the entire customer population in the Kathmandu Valley, with a sample

size of 400 participants. Non-probability sampling methods, including convenience sampling, are employed. Primary data is collected to gain insights into the factors influencing consumer buying behaviour. The study utilizes descriptive analysis, correlation analysis, and multiple regression techniques, conducted using SPSS version 26. In this analysis, consumer buying behaviour is considered the dependent variable, while information gathering, opinion seeking & sharing, individual engagement and advertising content are treated as the independent variables.

The fourth chapter of this study is results and discussion part. It is the important chapter of the study which implies the data results and discussion with previous studies and the study shows that automobiles' customers perceive advertising content as having a significant impact on their consumer buying behavior, and overall, their consumer buying behaviour is high. The correlation analysis indicates a strong positive relationship between information gathering and consumer buying behavior. Likewise, opinion seeking & sharing also demonstrates a significant positive association with consumer buying behavior. In addition, individual engagement are positively linked to consumer buying behavior. Furthermore, advertising content is found to have a significant positive relationship with consumer buying behavior. Regression analysis further reveals that information gathering has a significant positive effect on consumer buying behavior. Similarly, opinion seeking & sharing and individual engagement also show a significant positive impact on consumer buying behavior. Additionally, advertising content is found to have a significant positive effect on consumer buying behavior. In summary, information gathering, opinion seeking & sharing, and individual engagement all play a significant role in influencing consumer buying behaviour in automobile industry. Further, last chapter provides a thorough overview of the main research findings and conclusion, highlighting the study's noteworthy contributions and drawing implications from the data analysis. It summarizes the knowledge gathered about how social media marketing influences consumer buying behaviour in automobile industry.

5.2 Conclusion

This study concluded that information gathering, opinion seeking & sharing, individual engagement, and advertising content are identified as key factors influencing consumer buying behaviour in automobile industry. Notably, the study highlights that advertising content has the most significant impact on consumer buying behavior, as reflected by its

high mean score. This underscores the importance of information gathering as the primary focus of this investigation.

The correlation analysis concluded information gathering has significant positive relationship with consumer buying behavior. Likewise, opinion seeking & sharing has significant positive relationship with consumer buying behavior. At the same time, individual engagement has significant positive relationship with consumer buying behavior. Moreover, advertising content has significant positive relationship with consumer buying behavior.

The regression analysis concluded that there is significant positive impact of information gathering on consumer buying behaviour in automobile industry. Likewise, there is also significant positive effect of opinion seeking & sharing on consumer buying behavior. In addition, individual engagement has significant positive effect on consumer buying behavior. Finally, advertising content has significant positive effect on consumer buying behavior. Hence, this study concluded that all the factors have significant positive impact on consumer buying behaviour in automobile industry.

5.3 Implications

The aforementioned overview and conclusion lead to the following implications:

- The significant effect of information gathering on consumer behaviour suggests that before making a purchasing choice, consumers in the automotive sector actively seek out information. Automakers may thus concentrate on producing thorough and educational information (such as reviews, specs, comparison charts, and frequently asked questions) that responds to frequently asked consumer queries. Providing them with quick access to information on branded websites or on channels like YouTube and Instagram might affect their choice to buy.
- Opinion seeking and sharing is one of the primary elements influencing consumer behavior. In addition to asking for comments, customers post about their experiences on review websites, social media, and forums. Automakers may advertise user-generated content and online reviews. Fostering community interaction on platforms like Facebook or Reddit, where people can discuss car

features, experiences, and ideas, may increase brand trust and influence purchasing decisions.

- The result also shows that individual engagement has significant impact on consumer behavior means consumers who are thinking about buying a car want a more personalized and interesting experience. Automakers should invest in creating interactive experiences such as virtual car tours, online configurators, and live expert Q&A sessions. Content that is tailored to individual preferences (e.g., personalized ads based on past searches or interactions) will increase engagement and have a greater impact on consumer decisions.
- Consumer purchasing decisions are significantly influenced by advertising content. Given the extremely low p-value (0.000) for this variable, it is clear that customers' perceptions of brands and their ultimate decisions are greatly influenced by the caliber and applicability of advertising material. Automakers need to concentrate on creating excellent, eye-catching, and emotionally compelling advertising material. Higher engagement may be achieved by using captivating narrative that highlights the lifestyle or emotional bond associated with owning a specific model rather than merely its technical aspects.
- This study provides the clear conceptual idea and knowledge of social media and its impact on consumer behavior. So, this study also useful for future researcher as a source.
- In conclusion, the findings suggest that information gathering, opinion sharing, individual engagement, and advertising content all play significant roles in shaping consumer buying behaviour in the automobile industry. By employing this data to develop more effective digital marketing strategies that cater to the preferences and behaviors of contemporary customers, automakers may be able to boost the likelihood of a sale.

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