



ROLE OF SOCIAL MEDIA MARKETING ON CUSTOMER PURCHASE INTENTION IN KATHMANDU VALLEY NEPAL

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Abstract

How Consumer Purchase Intentions are affected by Social Media Marketing (with a specific reference to Kathmandu Valley) This research is restricted to examining the correlation between social media marketing and consumer purchase intention, as well as providing an analysis of the impact of social media marketing on consumer buy intention. In order to determine the relationship between social media marketing and consumer purchase intention, two social media advertising campaigns have been examined using a quantitative research methodology as a basis for a casual comparative analysis. Only 350 respondents completed the 382 questionnaires that were distributed using Google Form Sharing, which is how the data utilised in this study were gathered. A five-point Likert scale base questionnaire for the variables is one of the sets of instruments put up for the study, along with demographic and general information questions for each of the three groups. These kinds of techniques are not the ideal choice, and quantitative research makes this clear when convenience or purposeful sampling is used to collect data (Yilmaz, 2013). Analysing Data. The coefficient of variation and Pearson's correlation were the two methods used to analyse the data. Conversely, whereas informativeness and buy intention have the most positive correlation with one another, perceived relevance and purchase intention have the lowest correlation. Purchase Intention is the dependent variable, and the five variables (Habit, Informativeness, Interactivity, Performance Expectancy, and Hedonic Motivation) have p-values less than 0.05, indicating that they positively influence it. In contrast, Perceived Relevance has a p-value greater than 0.05, indicating that it has no significant effect on Purchase Intention. Many stakeholders, including but not limited to marketers, business experts, and policy officials in developing nations like Nepal, benefit from this study. The results offer practical insights into how we might use various social media marketing elements to increase customer buy intentions.

Keywords : Consumer Behavior, Marketing Strategy, Purchase Intention, Social Media Marketing.

1. INTRODUCTION

The term "globalisation" describes how once distinct and heterogeneous local marketplaces have combined to produce a single, vibrant, and powerful digital social media platform. Through the uploading of various content items, globalisation has made it easier for individuals to connect with one other and within their groups. Though there are many different types of social media, blogs, social bookmarking sites, social networking sites, and social gaming

networks are a few examples of platforms. Social media is essentially a certain type of platform that allows people to communicate with each other in both directions enabling rapid interaction, exchange of information, and conversation. According to Carr & Hayes (2015), there has been an increase in the size of the global market due to global integration and interconnection. The documented fact is that world market has influenced the changes in the exchange rate (Carr and Hayes 2015).

Based on their opinions, perspectives, and evaluations of social media marketing efforts, buy intention shows that customers are ready and eager to make a purchase. Among its components are Perceived Relevance, Hedonic Motivation, Informativeness, Performance Expectancy, and Interactivity. Together, these components have an impact on people's intents to engage in transactions enabled by social media marketing campaigns. According to Alalwan (2018), buy intention is fundamentally a gauge of a customer's readiness to turn a desire and interest into real purchase behaviour based on their interactions with experiences and social media marketing content. Purchase Intention: Based on their perceptions, opinions, and evaluations of social media marketing initiatives, this shows that customers are ready and eager to make a purchase (Alalwan 2018a). It consists of several components that together influence people's intention to perform, including perceived relevance, habit, informativeness, hedonic incentive, performance expectation, and interaction.

Social media is a dynamic and ever-evolving digital platform that facilitates connection, communication, and content sharing among groups. It encompasses a variety of platforms, including social gaming networks, blogs, social bookmarking websites, and social networking sites. Social media, at its core, is a two-way communication tool that facilitates real-time user collaboration, information sharing, and conversation (Carr and Hayes 2015). Social media platforms like Facebook, Instagram, and WhatsApp have grown tremendously over the last ten years, making them essential tools for marketing and communication for both individuals and organisations (Chen and Qasim 2021).

These platforms facilitate real-time communication and information exchange, which allows social activities to move from the physical world to the virtual one. As a result, businesses today consider social media to be essential to their performance in the online space and utilise techniques like social media marketing (SMM) to interact with customers in a useful way (Ebrahim 2020). SMM gives companies the ability to communicate with consumers, create online brand communities, and increase brand awareness—all of which are becoming more and more important business tools. Furthermore, marketers in this industry are becoming more and more valued. Thus, the study's objective is to evaluate the connection between social media marketing and consumers' intentions to make purchases in Nepal's Kathmandu Valley, and find out how social media marketing affects the purchase intention of customers in Kathmandu Valley, Nepal.

Hypothesis:

H1: Performance Expectance has a significant impact on customer Purchase Intention.

H2: Habit has a significant impact on customer Purchase Intention.

H3: Informativeness has a significant impact on customer Purchase Intention.

H4: Hedonic Motivation has a significant impact on customer Purchase Intention.

H5: Perceived Relevance has a significant impact on customer Purchase Intention.

H6: Interactivity has a significant impact on customer Purchase Intention.

2. LITERATURE REVIEW

The Rational Action Theory (TRA)

Ajzen and Fishbein (1977) developed the Rational Action Theory (TRA), which holds that people act in accordance with their intentions, which are shaped by a combination of attitudes and subjective norms. According to TRA, people consider the potential effects of their decisions and base them on social influences and their assessment of the outcomes. According to this theory of consumer behaviour, a consumer's desire to buy is influenced by their attitudes towards products and services as well as by society norms and expectations (Ajzen and Fishbein 2000).

According to TRA, there are several significant factors that affect customers' intents. For example, social media marketing has a significant impact on consumers' opinions and decision-making processes. Social media networks provide businesses with channels for communicating with customers, showcasing items, and influencing their purchasing decisions through user-generated content, influencer endorsements, and targeted advertising. As consumers interact with these marketing messages on social media, their perceptions shift. According to Ajzen and Fishbein's 1977 Rational Action Theory (TRA), people behave according to their intentions, which are influenced by a variety of subjective norms and attitudes. People base their decisions on social factors and their evaluation of the results, taking into account the possible implications of their actions, according to TRA. This theory of consumer behaviour states that attitudes towards goods. A helpful paradigm for examining the connection between customer purchasing behaviour and social media marketing is the Theory of Rational Action (TRA). TRA provides a theoretical framework for comprehending how consumers' attitudes and perceptions of the marketing stimuli they encounter on social media platforms change their intents, given the significant influence of social media marketing on customers' purchase decisions. The fundamental beliefs, assumptions, and attitudes discovered in TRA have an impact on consumers' perceptions of purchase intention (PI). Customers' past experiences, opinions, and convictions, for instance, might influence their attitudes towards a product; these factors are all considered within the framework of the Technology Acceptance Framework (TRA) (Liu and Qureshi 2023). Researchers can gain insights into the relationships between social media marketing and customer behavior by using TRA to study these relationships.

Empirical Review

Neupane (2019) emphasizes the need for ongoing research in Nepal. Marketers must comprehend social media's effects to effectively modify their strategies as it continues to expand and exert an increasing influence over customer interactions and purchase decisions. Marketers operating in developing nations can benefit greatly from the study's results, which highlight important variables to take into account when creating social media campaigns that try to change consumers' purchasing decisions. Marketers can more effectively adapt their plans to match the unique requirements and preferences of customers in Nepal and similar markets by realizing the significance of social network dynamics, social influence mechanisms, and content marketing techniques (Shrestha et al. 2023). The main focus of this study was how social media marketing affected consumers' intentions to buy the product. The research used a structured survey questionnaire using quantitative analysis. The findings enhance understanding of marketing in the digital age and offer implications for competitive business marketers.

Ho et al. (2024) researched customer opinions on social media marketing initiatives in the online retail sector. Their research focused on determining how social media marketing affected consumers' intentions to buy property in Malaysia. They used a questionnaire to collect data from 331 respondents as part of a survey-based research approach. Their research revealed that in the Malaysian real estate market, consumer purchase intentions might be strongly and favourably impacted by entertainment, interactivity, customisation, and word-of-mouth (Ho, Zakaria, and Foo 2024). On the other hand, trendiness had a slight but beneficial impact. These results highlight the necessity for social media marketing strategies to concentrate on interaction features, positive referrals, tailored communications, and interesting content in order to effectively generate consumer buy intents in the Malaysian real estate market. The study's insights offer sage guidance to marketers and industry participants that they can put into practice to improve their social media marketing strategies and encourage customer buy intentions.

Meliawati et al. (2023) analysed how product quality affects purchase intentions and TikTok's social media marketing. Bittersweet is a small to medium-sized firm that employs a non-probability sampling approach in its quantitative strategy. 207 individuals provided information via questionnaires, and SEM-LISREL was utilised to analyse the data. It was discovered that: a) social media marketing, particularly on TikTok, greatly influences consumers' intentions to buy; b) one of the key factors influencing consumers' intentions to buy was product quality; and c) there was a positive correlation between consumers' intentions to buy, social media marketing, and product quality (Meliawati, Gerald, and Aruman 2023). Above all, TikTok is quickly emerging as the most significant instrument for social media marketing, providing unique services to meet the needs and fulfil the requests of its users. Furthermore, the research study will be able to provide light on the relationship between social media marketing, product quality, and purchase intention in the context of digital marketing for small and medium-sized enterprises.

Shrestha et al. (2023) researched It also uncovers how social media marketing affects the The purchasing intentions, social network dynamics, social influence, and content marketing of Nepalese consumers. This study instrument's measuring device used non-probability convenience sampling to collect data from 108 customers. It examined the data using a variety of analytical approaches, including descriptive statistics, ANOVA, correlation analysis, and multiple regression. The results demonstrated how social media marketing efforts, namely those that make use of social networks, social influence mechanisms, and content marketing strategies, affect Nepalese consumers' purchasing decisions. This was consistent with other research showing the importance of these factors in shaping customer preference. The analysis also discovered a research void on social media's effects (Shrestha et al. 2023).

Eventually, the report, W-designed social media marketing strategies are crucial for influencing customer behaviour and purchase choices in Nepal. This study contributes to the body of knowledge on how social media is influencing consumer behaviour in developing countries like Nepal, as well as suggesting directions for future research and providing helpful information for marketers interested in leveraging social media to increase customer involvement and sales.

Rai and Rai (2022) conducted study on the variables influencing potential buyers' intentions to buy online in Nepal. This study looked at the relationship between a number of variables, including attitudes towards online buying, opinions about the quality of the product, opinions about customer service, and opinions about fair pricing, and the propensity of potential consumers to make purchases online. Thus, in light of the COVID-19 epidemic, which has forced many conventional retailers to move their operations online, it is necessary to investigate the effects of these factors on purchase intention in the Nepalese environment. Using the Ordinary Least Square model, the relationships between the independent components and the purchase intention were examined in this investigation. A systematic questionnaire was utilised to gather primary data, with 425 individuals surveyed. A statistical analysis was conducted utilising this data (Rai et al. 2022) .

According to the findings, attitudes and perceptions of product quality, customer service, price justice, and purchase intention were strongly positively correlated.

Research Framework

A research framework provided a conceptual overview of the variables in a study. Based on Alalwan's (2018) research, the study's research methodology includes independent variables such as perceived relevance (PR), hedonic motivation (HM), informativeness (IF), performance expectancy (PE), habit (HB), and interactivity (IT). These factors demonstrated a number of social media marketing campaign elements that may have an impact on customer behaviour. Customer purchase intention (PI), which was considered the dependent variable and indicates the consequence of interest, further showed the likelihood that consumers planned to purchase as a result of social media marketing activity. By using a modified paradigm, the study aims to find out how these specific social media marketing characteristics affect consumers' intentions to make purchases in the Kathmandu Valley (Alalwan 2018b).

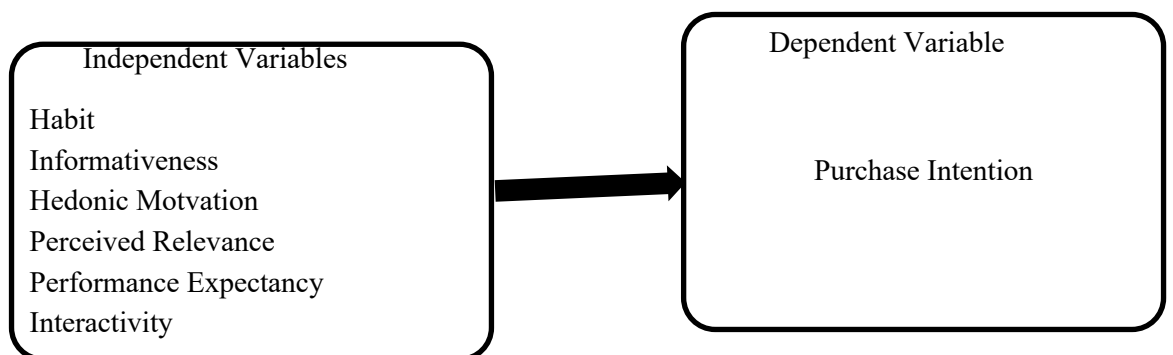


Figure 1. Research Framework, Alalwan (2018)

Independent Variables

Performance Expectancy

Performance Expectancy refers to people's views of the expected advantages or usefulness that come from using social media marketing platforms to sway their judgments about what to buy. These perceived advantages could be the hope of finding pertinent information, investigating new goods or services, or getting advice to make wise decisions based on the experiences or suggestions of others. Performance Expectancy is essentially a measure of people's belief that using social media marketing channels would help them navigate and streamline their purchasing processes, which in turn affects their intentions to engage in those behaviors. ((Alalwan 2018b).

Habit

Habit refers to people's tendency to engage in repetitive patterns of behavior related to social media marketing activities, such as habitual content surfing, habitual content interaction, or habitual purchasing behavior, frequently without conscious thought. Consistent interaction with these platforms creates preferences and predispositions towards particular brands or items, which in turn influences the purchasing intentions of consumers. Essentially, Habit reflects the ingrained routines and automated actions individuals develop in their interactions with social media marketing content, which consequently influence their inclination to engage in purchasing behaviors (Alalwan 2018b).

Informativeness

The term "informativeness" refers to the extent to which social media marketing content provides consumers with useful, relevant, and accurate information about goods, services, or chances for purchase. The degree to which a piece of information is informative affects how credible and trustworthy consumers think it is, which in turn affects their intention to buy. Essentially, Informativeness underscores the capacity of social media marketing content to fulfill consumers' informational needs and contribute to their decision-making processes, thereby shaping their intentions to engage in purchase-related activities (Alalwan 2018b).

Hedonic Motivation

The pleasure or happiness people get from interacting with social media marketing content, such as eye-catching ads, amusing videos, or interactive events, is known as hedonic motivation. Hedonic incentives arouse favorable feelings and want in consumers, encouraging them to learn more about things and maybe increasing their willingness to make a buy. In essence, Hedonic Motivation highlights the experiential and emotional aspects of consumers' interactions with social media marketing content, which are crucial in shaping their propensities to make purchases (Alalwan 2018b).

Perceived Relevance

Perceived Relevance pertains to consumers' subjective evaluations of the alignment between social media marketing content and their interests, preferences, and needs. Content perceived as relevant is more likely to capture attention, resonate with individuals, and subsequently influence their purchase intentions by addressing their specific concerns or fulfilling their desires. Essentially, Customers' assessments of how well social media marketing content fits

into and applies to their situations are highlighted by perceived relevance, which influences their propensity to make purchases (Alalwan 2018b).

Interactivity

Interactivity was the degree of engagement, dialogue, and exchange of information that social media marketing platforms facilitate between consumers, brands, and other users. Improved connection fosters more customer participation, satisfaction, and trust, which positively impacts purchase intentions by providing opportunities for personalized suggestions, feedback, and social validation. Essentially, interaction showed how lively and interesting consumer-brand exchanges are on social media and how these exchanges affect customers' propensity to buy (Alalwan 2018b).

Dependent Variables

Purchase Intention

The data suggested that consumers were ready and willing to buy based on their perceptions, opinions, and analyses of social media marketing initiatives. Among the components were Perceived Relevance, Hedonic Motivation, Informativeness, Performance Expectancy, and Interactivity. Together, these components have an impact on people's intents to engage in transactions enabled by social media marketing campaigns. Purchase Intention, which was influenced by customers' interactions with experiences and content from social media marketing, basically showed how prepared customers were to turn their interest and desire into real buying behaviors (Alalwan 2018b).

3. RESEARCH METHOD

An attempt will be made to investigate the impact of social media marketing on customer purchase intention in the Kathmandu Valley, Nepal, in this research project. According to the quantitative research technique, a descriptive and casual comparative study design has been employed to determine the impact of social media marketing on customer purchase intention. The best way for choosing research participants will be the questionnaire methodology. The purpose of the questionnaire's design was to ascertain the consumer's reaction to the use of social media in the purchasing process. The five-point Likert scale-based demographic and associated factors sections of the structured questionnaire are divided into two groups. For this experiment, a well-organized Likert scale questionnaire was designed. Google Forms, online surveys, and email-based structured questionnaires are provided for this research project. Using this rating method, the respondent can select from a list of potential statements: 1. disagree vehemently; 2. disagree; 3. not sure; 4. agree; 5. firmly agree. Using SPSS, the collected data was examined and reported in accordance with the objectives of the study.

It is a population that consists of every person living in the Kathmandu Valley. collecting information from respondents using non-probability sampling techniques including purposive and convenient sampling. 382 questionnaires were distributed by Google Forms, online surveys, and email in total. Just 350 of them responded to this survey. In a similar vein, the researcher has also drawn information from a number of secondary sources, including books, journals, articles, websites, and earlier theses. The current state of social media marketing in the area

under consideration was evaluated through the use of descriptive statistics. Correlational studies were also employed in the research to determine the link between the independent and dependent variables.

4. RESULTS AND DISCUSSION

Correlation Analysis

This study used a correlation analysis to determine the relationship between customer purchase intention towards social media marketing and performance expectancy, habit, informativeness, hedonic motivation, perceived relevance, and interaction.

Table 1. *Correlation Analysis*

		PI	HB	IF	HM	PR	IT	PE
PI	Pearson Correlation	1						
	Sig. (2-tailed)							
HB	Pearson Correlation	.708**	1					
	Sig. (2-tailed)	0.00						
IF	Pearson Correlation	.755**	.659**	1				
	Sig. (2-tailed)	0.00	0.00					
HM	Pearson Correlation	.605**	.630**	.574**	1			
	Sig. (2-tailed)	0.00	0.00	0.00				
PR	Pearson Correlation	.571**	.638**	.562**	.615**	1		
	Sig. (2-tailed)	0.00	0.00	0.00	0.00			
IT	Pearson Correlation	.722**	.693**	.720**	.624**	.693**	1	
	Sig. (2-tailed)	0.00	0.00	0.00	0.00	0.00		
PE	Pearson Correlation	.598**	.578**	.546**	.565**	.585**	.645**	1
	Sig. (2-tailed)	0.00	0.00	0.00	0.00	0.00	0.00	

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

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

Purchase intention is represented by PI in Table 1, habit by HB, informativeness by IF, hedonic motivation by HM, perceived relevance by PR, interaction by IT, and performance expectation by PE. With a correlation coefficient of 0.708, it is evident that the variables of HB (Habit) and PI (Purchase Intention) have a very significant positive link. This indicates that a person's desire to buy tends to rise as they get used to or habituated to social media advertising. Additionally, a substantial positive association with a coefficient of 0.708 is established between Habit and Purchase Intention, with the correlation at a significant 1% level. That means a person gets used to social media advertising, their intention to buy goes up accordingly. Besides, in that the correlation is statistically significant at 1% significance level. The correlation coefficient between IF and PI is 0.755, which was considered to be strong and positive. That means purchase intention goes up accordingly with perceived informativeness of social media advertising. It is also improbable that this relation should just be a coincidence, since the correlation is at a statistically significant level of 1%.

The Hedonic Motivation and Purchase Intention variable yields a correlation coefficient of 0.605, indicating a fairly strong positive relationship. In this instance, the hedonic drive brought

on by social media advertising may increase purchase intention. Given that the association is substantial at the 1% level as well, this could hardly be a coincidence. For example, the correlation coefficient between PR and PI is 0.571, indicating a rather significant positive relationship between them. In other words, buy intention often increases in proportion to the perceived value of social media advertising. Furthermore, at the 1% level, this association is substantial. Between IT and PI, the correlation value is 0.722.

This suggests that the connection is strongly positive. This implies that the greater the perceived degree of engagement with social media advertising, the greater the likelihood of making a purchase. Furthermore, this association is substantial at the 1% level. Between PE and PI, the Pearson's correlation value is 0.598, suggesting positive associations with a moderately significant impact size. The aforementioned suggests that when performance expectations rise, so does purchasing intention. Furthermore, at the 1% level, the association is statistically significant. Informativeness and purchase intention exhibit a strong positive association (0.755) among the variables, whereas perceived relevance and buy intention show the lowest correlation (0.571).

Regression Analysis

This study employed regression analysis to investigate the effects of performance expectation, habit, informativeness, hedonic motivation, perceived relevance, and interaction on consumer purchase intention towards social media marketing. Using regression analysis, researchers attempted to ascertain how variations in these independent factors collectively influenced the dependent variable of consumer purchase intention.

Table 2. *Model Summary of Regression Analysis*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.826	0.683	0.677	0.291786

Source: Field Survey, 2024

An overview of the regression model used in the investigation is shown in Table 2. According to the regression model, the R Square is 0.683, meaning that the collection of independent variables in the model accounts for around 68.3% of the variance in the dependent variable PI, leaving the remaining 31.7% of the variation in this study unexplained. This indicates that the association between the predictors and the outcome variable is rather strong. The model's many predictors are taken into account by the modified R Square. After correcting for standard errors, the Standard Error of the Estimate—also referred to as the Standard Error of Regression—explains 67.7% of the variation in purchase intention. The standard error of the variables' reliability or accuracy is 0.291786.

Table 3. *ANOVA Table of Regression Analysis*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6289,51	6 343	1048.25	123.12	0.000
	Residual	63.280		8.514		
	Total	203.953	350			

Source: Field Survey, 2024

Table 3: ANOVA for the regression analysis From this, the p-value comes to 0.000, explaining the variance below 0.01. This thereby explains that independent variables significantly explain the variance in the purchase indentation and hence suggests that the predictors as a whole significantly affect the dependent variable, PI. As the significance level shows below 0.05, the regression model fitted for analysis is well fit.

Table 4. *Multiple Regression Model*

Model		Unstd. Coeff.		Stand. Coeff.	T	Sig
		B	SE	Beta		
1	(Constant)	0.610	0.991		0.615	0.439
	Habit	0.232	0.047	0.238	4.960	0.000
	Informativeness	0.385	0.048	0.375	8.021	0.000
	Hedonic Motivation	.095	0.045	0.082	1.878	0.041
	Perceived Relevance	-.040	0.050	-0.038	-.817	0.414
	Interactivity	0.203	0.057	0.193	3.551	0.000
	Performance Expectancy	0.114	0.045	0.107	2.512	0.012

Dependent Variable: PI

Five of the six variables in Table 4—Habit, Informativeness, Interactivity, Performance Expectancy, and Hedonic Motivation—have p-values less than 0.05, demonstrating a strong and positive relationship between the independent variables and the dependent variable, or purchase intention. On the other hand, the perceived relevance p-value is 0.414, which is higher than 0.05. This indicates that there is no discernible relationship between this independent variable and purchase intention.

Among the independent variables, the Informativeness' Standardized Beta value stands at 37.5%, the Habit stands at 23.8%, Interactivity at 19.3%, Performance Expectancy at 10.7%, and Hedonic Motivation at 8.2%. On the contrary, among the six variables, the Perceived Relevance indicates a negative influence on Purchase Intention, with a negative Standardized Beta of -.038.

Table 5. *Result of Hypothesis Testing*

Hypothesis	P-value	Results
H1: Habit has a significant impact on customer Purchase Intention.	0.000	Accepted
H2: Informativeness has a significant impact on customer Purchase Intention.	0.000	Accepted
H3: Hedonic Motivation has a significant impact on customer Purchase Intention.	0.041	Accepted
H4: Perceived Relevance has a significant impact on customer Purchase Intention.	0.414	Rejected
H5: Interactivity has a significant impact on customer Purchase Intention.	0.000	Accepted

H6: Performance Expectance has a significant impact on customer Purchase Intention. 0.012 Accepted

Table 5 displays the results of this study's hypothesis testing. The results show that, with a p-value of 0.012, below the 5% threshold, performance expectancy considerably and favorably impacts customer purchase intention. H1 is therefore approved. Additionally, the results demonstrated that the Habit variable had a favorable impact on customer Purchase Intention, with a significant value of $0.000 < 5\%$. H2 is therefore approved.

It can be seen from the results that the variable Informativeness has a positive and significant effect on consumer purchase intention. The p-value is 0.000, less than the 5% significant level; therefore, the hypothesis H3 is accepted. Given that the p-value of the Hedonic Motivation variable is 0.041, which is less than the 5% level of significance, the results show that the variable is substantially and positively associated to customer purchase intention. Consequently, H4, the alternate hypothesis, is accepted.

Findings indicate that perceived relevance lowers consumers' desire to buy as the p-value is higher than the significance level of 5% at 0.414. Consequently, the hypothesis H5 is disproved. The p-value of 0.000, which is less than a 5% significant level, indicates that the variable Interactivity positively and substantially impacts customer purchase intention. As a result, Hypothesis H6 is approved.

5. CONCLUSION

This study looks at how social media marketing influences consumers' intentions to buy in Nepal's Kathmandu Valley. Perceived relevance, hedonic motivation, informativeness, performance anticipation, habit, and interactivity are some of the independent factors included in the current study's research technique. The dependent variable is purchasing intention. Males made up 209 (60%) of the responders, while females made up 141 (40%). Thirty percent of the responders are between the ages of twenty-one and thirty. Students make up 32% of the overall population and have the lowest work status among respondents (18%), followed by service holders (18%). Only 20% of participants occasionally use social media, compared to 50% of respondents who use it frequently (30%) and occasionally (20%). The most number of respondents 202 used Facebook, whereas the minimal or least number of respondents 20 used Twitter, 50 used Instagram, and 78 used LinkedIn.

Among various variables of performance expectancy, the social media advertisements that keep updated about the offers and promotions tend to have a high influencing factor in the purchase intention of the consumers. Due to habit, it has become part of daily life and has become a consideration factor. The majority of the respondents gave priority to the role of advertisement about Informativeness. Social media advertisement sparks curiosity about new products for Hedonic Motivation. Social media advertisement to shows the reflection of preference due to the relevance perceived on purchase intention. Social media advertising creates a sense of feeling connected to the customers, and business is most interactive on Purchase Intention. The correlation analysis shows the findings of positive relationships between all independent variables: Habit, Informativeness, Hedonic Motivation, and perceived relevance.

The r values for performance expectancy and interactivity were 0.5988, 0.755, 0.605, 0.571, 0.722, and 0.708, respectively, with a p-value of 0.000, which is less than the significant level of 0.01. According to the overall summary of the regression model used in this study, the R Square

of the regression model is 0.683, meaning that the independent variables included in the model can account for around 68.3% of the variation of the dependent variable. However, this study leaves 31.7% of the data unexplained. This indicates that there is a rather good correlation between the predictors and the dependent variable. With the number of predictors in the model taken into account, the R^2 is 67.7%. After modifying the Standard Error of the Estimate, also known as the Standard Error of Regression, an indicator indicating the precision of the 0.291786 reliability of the variables, variation in purchase intention is explained by the independent variables.

Taking into account all six independent factors with p-values less than 0.05, it is evident that each independent variable significantly and favorably affects consumer purchase intention. This means that, out of six variables, five-habit, informativeness, interactivity, performance expectancy, hedonic motivation-have a p-value less than 0.05. Perceived Relevance has a p-value of 0.414, which is greater than 0.05, indicating that it has no significant impact on purchase intention, despite the fact that this clearly shows that these independent variables are having a positive and significant impact or influence on the dependent variable, namely the purchase intention. Out of the six independent factors, informativeness has the largest influence (37.5%), followed by habit (23.8%), interactivity (19.3%), performance expectation (10.7%), and hedonic motivation (8.2%), according to the explained value of standardised beta. Only Perceived Relevance, out of the six factors, negatively affects Purchase Intention. The standard beta is -0.038.

Implications

Especially in light of emerging nations like Nepal, this study makes important theoretical contributions to the fields of social media marketing and consumer intention. By expanding the current Theory of Reasoning and Attitudes towards Products and Services, customer purchasing intentions are impacted. According to this idea, social media networks inform customers about their desire to make a purchase. This research holds great implications for lawmakers, corporate executives, and marketers operating in developing countries such as Nepal. The results offer practical guidance on how to best utilize different facets of social media marketing to increase consumer purchase intentions. In the context of social media, marketers should concentrate on enhancing perceived relevance and hedonic motivation. Companies should take into account how frequently consumers use social media platforms and create campaigns that fit in with users' regular social media activity to strengthen relationships and promote repeat engagements. The report also emphasizes the significance of performance expectancy, recommending that marketing initiatives make apparent the useful advantages and value propositions of goods and services.

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