

IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASE INTENTION IN POKHARA

BY

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*A Project Work Report submitted to Pokhara University in partial fulfillment of
the requirement for the degree of*

Bachelor of Business Administration (BBA)

at

Nepal Tourism and Hotel Management College

Gairapatan-4, Pokhara

August, 2026

DECLARATION

I hereby declare that this project report entitled “**IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASE INTENTION IN POKHARA**” is submitted to Nepal Tourism and Hotel Management College in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA) of Pokhara University. This project report is my original work and has been prepared based on the research conducted by me under the guidance and supervision of the concerned faculty member.

The information, findings, analysis, and conclusions presented in this report are based on the primary data collected from respondents in Pokhara through a structured questionnaire and relevant secondary sources. Every effort has been made to acknowledge the sources of information, literature, and ideas used in the preparation of this report. The report has not been previously submitted to any other institution or university for the award of any degree or academic qualification.

.....

Signature

Nirmala Gurung

Date: August, 2026

CERTIFICATE OF APPROVAL

This is to certify that the project work entitled “**IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASE INTENTION IN POKHARA**” submitted by Nirmala Gurung, 23030659 for the partial fulfilment of the requirement of BBA embodies the Bonafide work done by her under my supervision.

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Signature of the Supervisor

Mr. Prakash Regmi

Date: August, 2026

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Signature of the Project Head

External Examiner

Date: August, 2026

ACKNOWLEDGEMENT

It is a matter of great pleasure for me to acknowledge all the individuals and institutions who have supported and contributed to the successful completion of this project report entitled “**IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASE INTENTION IN POKHARA**”, prepared in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA) under Pokhara University.

First of all, I would like to express my sincere gratitude to my project supervisor for providing valuable guidance, constructive suggestions, encouragement, and continuous support throughout the preparation of this report. I am also grateful to the Principal and faculty members of Nepal Tourism and Hotel Management College for providing the necessary academic resources, knowledge, and support required to complete this project.

I would like to extend my sincere appreciation to all the respondents who participated in the survey and provided their valuable time and honest responses through the structured questionnaire. Their cooperation made it possible to collect the primary data required for this research. Finally, I would like to express my gratitude to everyone who contributed directly or indirectly to the successful completion of this research report.

Thanking you

Nirmala Gurung

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Executive Summary

The rapid development of digital technology has significantly changed the way businesses communicate with consumers and promote their products and services. Digital marketing has become an important marketing tool through which businesses can reach consumers, provide product information, create engagement, and influence purchasing decisions. In Pokhara, the increasing use of social media, search engines, online reviews, digital content, and influencers has created new opportunities for businesses to interact with consumers. Therefore, this study aims to examine the Impact of Digital Marketing on Consumer Purchase Intention in Pokhara.

The study considers five major dimensions of digital marketing as independent variables: Social Media Marketing, Content Marketing, Search Engine Marketing, Influencer Marketing, and User-Generated Content (UGC). Consumer Purchase Intention is considered the dependent variable. The study examines how these digital marketing activities influence consumers' willingness and intention to purchase products or services.

A quantitative research approach is used for the study. The research follows a descriptive and correlational research design. Primary data are collected through a structured questionnaire distributed using Google Forms among consumers in Pokhara. Secondary information is obtained from relevant books, journal articles, research studies, reports, and other reliable sources related to digital marketing and consumer behavior. The collected data will be organized, presented, and analyzed using appropriate statistical and descriptive techniques.

Social Media Marketing examines the role of social media platforms in providing product information, advertisements, promotions, and interaction with consumers. Content Marketing focuses on the influence of informative, useful, entertaining, and engaging digital content on consumers. Search Engine Marketing considers the visibility of products and services through search engines. Influencer Marketing examines the role of influencers, recommendations, and perceived credibility in shaping consumer purchase intention. User-Generated Content focuses on consumer reviews, ratings, comments, testimonials, photographs, videos, and other content created by users.

The study is expected to provide useful insights into how different digital marketing practices influence consumer purchase intention in Pokhara. The findings can help businesses and marketers understand which digital marketing activities are more effective in attracting consumers, building trust, providing relevant information, and encouraging purchase intention. The study may also contribute to academic understanding of digital marketing and consumer behavior in the context of Pokhara.

CHAPTER- I

INTRODUCTION

1.1 Background of the study

The rapid development of information and communication technology has significantly transformed the way businesses market their products and communicate with consumers. Traditional marketing methods such as newspapers, magazines, television, radio, and physical advertisements have increasingly been complemented by digital marketing channels. Digital marketing refers to the use of digital technologies and online platforms to promote products and services, communicate with customers, build brand awareness, and influence consumer behavior. The increasing availability of smartphones, internet services, social media platforms, and digital payment systems has made digital marketing an important part of modern business activities.

Digital marketing provides businesses with the opportunity to reach a large number of consumers in a relatively convenient and cost-effective manner. Unlike traditional marketing, digital marketing enables businesses to communicate with consumers interactively and receive immediate responses. Businesses can use social media posts, online advertisements, search engine results, videos, blogs, influencer recommendations, customer reviews, and other forms of digital content to provide information and create awareness about their products and services. These activities can influence how consumers search for information, evaluate alternatives, develop preferences, and make purchasing decisions.

In recent years, social media has become one of the major platforms for digital marketing. Platforms such as Facebook, Instagram, TikTok and YouTube allow businesses to advertise products, share promotional content, interact with customers, and create online communities. Social Media Marketing can influence consumers by providing product information, attractive advertisements, promotional offers, and opportunities for direct interaction with brands.

Consumers can also compare products, read comments, watch demonstrations, and communicate with other users before making purchasing decisions.

Another important component of digital marketing is Content Marketing. Businesses use different forms of content, including videos, images, articles, product demonstrations, blogs, educational posts, and short-form videos, to attract and inform consumers. Useful and engaging content can help consumers understand product features, benefits, prices, and uses. Therefore, the quality, relevance, usefulness, and attractiveness of digital content may influence consumers' perceptions and purchase intentions.

Search Engine Marketing is also becoming increasingly important because consumers frequently use search engines when looking for information about products and services. Search engine marketing helps businesses improve the visibility of their products or services when consumers search for relevant information online. When a product or brand appears prominently in search results, it may increase awareness and provide consumers with easier access to product information. Thus, search engine visibility can play a role in the consumer's information-searching and purchase decision process.

Similarly, Influencer Marketing has become a widely used digital marketing strategy. Influencers can introduce and recommend products to their followers through social media platforms. Consumers may consider influencers' opinions, experiences, demonstrations, and recommendations when evaluating products. The perceived credibility, expertise, authenticity, and relatability of an influencer can affect the extent to which consumers trust the information provided and develop an intention to purchase the promoted product.

User-Generated Content (UGC) is another important element of digital marketing. It includes reviews, ratings, comments, testimonials, photographs, videos, and other forms of content created by consumers. Such content provides experiences and opinions from people who have used a product or service. Consumers may perceive user-generated content as more authentic or relatable than direct promotional messages from businesses. Positive reviews and recommendations may increase consumer confidence, whereas negative experiences may discourage consumers from purchasing a product.

Consumer Purchase Intention refers to the likelihood or willingness of a consumer to purchase a particular product or service. Before making a purchase, consumers often search for information, compare alternatives, evaluate product quality, consider reviews and recommendations, and assess whether a product meets their needs. Digital marketing can influence these activities by making information easily available and by shaping consumers' perceptions of products and brands.

Pokhara is an important tourism, business, educational, and commercial center of Nepal, with consumers increasingly using digital platforms for communication, information search, entertainment, and shopping-related activities. Local businesses, retailers, hotels, restaurants, service providers, and other organizations are increasingly using digital platforms to communicate with existing and potential customers. As consumers in Pokhara become more exposed to online advertisements, social media content, influencers, search results, and consumer reviews, understanding the relationship between digital marketing and purchase intention has become increasingly relevant.

Although digital marketing has become an important part of modern business, the effectiveness of different digital marketing practices may vary among consumers. Some consumers may be strongly influenced by social media advertisements, while others may place greater importance on useful content, search engine visibility, influencer recommendations, or reviews from other consumers. Therefore, it is important to examine the individual contribution of different digital marketing dimensions to consumer purchase intention.

This study therefore focuses on five major independent variables—Social Media Marketing, Content Marketing, Search Engine Marketing, Influencer Marketing, and User-Generated Content—and examines their relationship with the dependent variable, Consumer Purchase Intention. The study aims to provide an understanding of how these digital marketing practices influence consumers in Pokhara and how businesses can use digital marketing more effectively to attract and influence potential customers.

1.2 Objectives of the Project Work

1.2.1 General Objective

The general objective of this study is:

- To examine the impact of digital marketing on consumer purchase intention in Pokhara.

1.2.2 Specific Objectives

The specific objectives of the study are:

1. To examine the impact of Social Media Marketing on consumer purchase intention in Pokhara.
2. To assess the impact of Content Marketing on consumer purchase intention in Pokhara.
3. To determine the impact of Search Engine Marketing on consumer purchase intention in Pokhara.
4. To examine the impact of Influencer Marketing on consumer purchase intention in Pokhara.
5. To analyze the impact of User-Generated Content on consumer purchase intention in Pokhara.

1.3 Statement of the Problem

The rapid expansion of digital technology has changed the way consumers obtain information about products and services. Businesses are increasingly using social media platforms, online content, search engines, influencers, and customer-generated reviews to reach potential consumers. Although digital marketing provides businesses with opportunities to communicate with consumers more effectively, the extent to which different digital marketing activities influence consumers' purchase intention may vary.

Consumers are exposed to a large amount of digital marketing content every day. Social media advertisements may create product awareness, while informative content may help consumers evaluate products. Search engine visibility can influence consumers when they actively search for products or services. Similarly, influencer recommendations and user-generated reviews can affect

consumers' trust and perceptions. However, consumers may not respond equally to all these forms of digital marketing.

In the context of Pokhara, businesses across different sectors are increasingly using digital platforms to promote their products and services. However, there is a need to understand whether these digital marketing practices actually influence consumers' intentions to purchase. Businesses may invest considerable resources in digital advertising without knowing which marketing activities are most effective in influencing potential customers.

Furthermore, consumers may perceive information provided by businesses differently from information provided by influencers or other users. The credibility of an influencer, usefulness of online content, visibility in search results, attractiveness of social media marketing, and authenticity of user-generated content may all play different roles in shaping consumer purchase intention. Therefore, examining these factors separately can provide a better understanding of the relationship between digital marketing and consumer purchase intention.

The major problem addressed by this study is therefore the lack of sufficient understanding regarding how different dimensions of digital marketing influence consumer purchase intention in Pokhara. The study focuses on five major digital marketing dimensions—Social Media Marketing, Content Marketing, Search Engine Marketing, Influencer Marketing, and User-Generated Content—and examines their impact on Consumer Purchase Intention.

Accordingly, the study seeks to answer the following research questions:

1. What is the impact of Social Media Marketing on consumer purchase intention in Pokhara?
2. What is the impact of Content Marketing on consumer purchase intention in Pokhara?
3. What is the impact of Search Engine Marketing on consumer purchase intention in Pokhara?
4. What is the impact of Influencer Marketing on consumer purchase intention in Pokhara?
5. What is the impact of User-Generated Content on consumer purchase intention in Pokhara?
6. Which of the selected digital marketing dimensions has the strongest relationship with consumer purchase intention in Pokhara?

1.4 Organization of the Study

The study entitled “Impact of Digital Marketing on Consumer Purchase Intention in Pokhara” is organized into five major chapters. Each chapter presents a specific aspect of the research and collectively provides a systematic understanding of the study.

Introduction

The first chapter provides an introduction and background of the study. It explains the concept and importance of digital marketing and its relationship with consumer purchase intention. This chapter includes the background of the study, objectives of the study, statement of the problem, organization of the study, significance of the study, and limitations of the study.

Literature Review

The second chapter presents a review of relevant literature related to digital marketing and consumer purchase intention. It discusses previous studies, theories, and concepts related to the major variables of the study. The chapter focuses particularly on Social Media Marketing, Content Marketing, Search Engine Marketing, Influencer Marketing, User-Generated Content, and Consumer Purchase Intention. It also presents the conceptual framework and identifies the research gap.

Research Methodology

The third chapter explains the methodology adopted to conduct the research. It includes the research design, nature and sources of data, population and sample, sampling technique, data collection methods, research instruments, and techniques used for data analysis and presentation. The chapter explains how primary data are collected through a structured questionnaire using Google Forms.

Presentation and Analysis of data

The fourth chapter presents and analyzes the data collected from the respondents. The collected responses are presented through tables, charts, percentages, and appropriate statistical measures. The chapter analyzes respondents' demographic characteristics and their perceptions regarding Social Media Marketing, Content Marketing, Search Engine Marketing, Influencer Marketing, User-Generated Content, and Consumer Purchase Intention. The relationship and impact of the independent variables on the dependent variable are also examined using appropriate statistical techniques.

Summary, Conclusion and Recommendations

The fifth chapter summarizes the major findings of the study and presents the conclusion based on the analysis. It also provides recommendations for businesses, marketers, and other relevant stakeholders based on the findings of the research. Finally, the chapter highlights areas that may be useful for future research.

1.5 Significance of the Study

The findings of this study will be useful for businesses, digital marketers, advertisers, entrepreneurs, and small and medium-sized enterprises (SMEs) in Pokhara. The study will help businesses identify effective digital marketing strategies that influence consumer purchase intention and assist them in allocating their marketing budgets more efficiently. Digital marketers and advertisers can use the findings to understand consumer perceptions and develop more effective marketing campaigns. Similarly, SMEs, entrepreneurs, and startups can use the information to select suitable digital marketing strategies for promoting existing products and launching new products and services.

The study will also contribute to a better understanding of consumer behaviour in the digital marketplace. It will provide insights into how consumers' perceptions of social media marketing, influencer marketing, online content, customer reviews, and other digital marketing activities influence their purchase intention. The findings may help businesses develop customer-oriented strategies that build trust and encourage long-term relationships with consumers. The study may also encourage businesses and marketers to adopt transparent, honest, and ethical digital marketing practices.

Furthermore, this study will contribute to academic knowledge by addressing the research gap regarding the influence of digital marketing on consumer purchase intention, particularly in the context of Pokhara. The findings can serve as a useful reference for future researchers conducting studies in related areas. Policymakers and business associations may also use the findings to develop policies, programs, and initiatives that support digital business activities and promote effective digital marketing practices in Nepal.

1.6 Limitations of the Study

This study has several limitations that should be considered when interpreting the results.

- Geographical limitation: The study is limited to Pokhara, and therefore the findings may not fully represent consumers from other cities or regions of Nepal.
- Limited variables: The study focuses only on five dimensions of digital marketing: Social Media Marketing, Content Marketing, Search Engine Marketing, Influencer Marketing, and User-Generated Content. Other factors that may influence consumer purchase intention are not included.
- Limited sample size: The study is based on a selected number of respondents. Therefore, the findings may not completely represent the views of the entire consumer population of Pokhara.
- Use of primary survey data: The study relies mainly on responses collected through a structured questionnaire. The accuracy of the findings therefore depends on the honesty, understanding, and willingness of respondents to provide appropriate responses.
- Online data collection: The questionnaire is distributed through Google Forms, which may limit participation among consumers who have limited internet access or are less active on digital platforms.
- Time limitation: The study is conducted within a limited academic period. Due to the time constraint, it may not be possible to conduct a broader survey covering a larger population or a longer period.
- Response bias: Some respondents may provide socially desirable answers or may interpret questionnaire statements differently. Such differences in responses may influence the results of the study.

- Changing nature of digital marketing: Digital marketing platforms, consumer preferences, algorithms, trends, and online promotional techniques change rapidly. Therefore, the findings of the study represent the situation during the period in which the data were collected and may change over time.

CHAPTER II

LITERATURE REVIEW

2.1 Review of the Literature

The rapid development of the internet and digital technologies has significantly changed the way businesses communicate with consumers and promote their products and services. Digital marketing provides businesses with different channels through which they can create awareness, provide product information, interact with consumers and influence their purchasing decisions. Social media, digital content, search engines, influencers and consumer-generated information have therefore become important components of modern marketing.

Consumers today can search for information, compare products, read reviews, watch promotional content and communicate with brands before making purchasing decisions. As a result, consumer purchase intention can be influenced by the quality, relevance, credibility and accessibility of information received through digital channels. The following studies provide the basis for examining the relationship between the selected digital marketing variables and consumer purchase intention.

1. Social Media Marketing

Dehghani and Tümer (2015) examined the effectiveness of Facebook advertising and found that Facebook advertising significantly affected brand image and brand equity, which subsequently contributed to changes in consumers' purchasing intention. Similarly, Shrestha et al. (2023) examined the effects of social media marketing on consumer buying behavior in Nepal using 108 consumers. Their findings indicated that social networks, social influence, and content marketing can influence consumer buying behavior. This study is particularly relevant to the present research because it provides evidence from the Nepalese context. More recently, K. S. and Massand (2025) examined social media marketing activities and purchase intention among Generation Z and developed a model explaining how social media marketing activities influence purchase intention.

2. Content Marketing

Content marketing involves creating and distributing relevant, valuable and engaging information to attract and maintain relationships with consumers. Hollebeek and Macky (2019) explained that digital content marketing focuses on creating and distributing relevant and valuable brand-related content through digital platforms with the purpose of developing consumer engagement, trust and relationships. Similarly, Ladha, Maheshwari, and Sharma (2024) investigated the relationship between digital content marketing, customer engagement and purchase intention. Their study examined consumers' expectations regarding brand content and found that digital content marketing can contribute to customer engagement and purchase intention. Yang et al. (2025) examined content marketing and consumer purchase intention on TikTok using survey data from active TikTok users. The study considered factors including attractiveness, emotional appeal, trustworthiness, electronic word-of-mouth and perceived relevance, showing the importance of these characteristics in digital content and purchase intention.

3. Search Engine Marketing

Search Engine Marketing (SEM) refers to marketing activities that increase the visibility of products or services through search engines. Search engines have become an important source of information because consumers frequently use them to search for product information, compare alternatives and evaluate products before purchasing. A study titled “Purchase Intention through Search Engine Marketing: E-Marketplace Provider in Indonesia” (2022) examined 351 online shoppers and investigated the relationship between search-engine-related factors and purchase intention. The study found positive relationships involving interactivity, informativeness, online shopping expectations, habit and purchase intention.

4. Influencer Marketing

Lou and Yuan (2019) examined how message value and influencer credibility affect consumer trust in branded social media content. They found that informative value, trustworthiness, attractiveness and similarity of influencers positively influence followers' trust in branded posts, which subsequently affects brand awareness and purchase intentions. Similarly, Saima and Khan (2021) investigated social media influencer marketing and consumer purchase intention. Their

study focused on the mediating role of credibility and demonstrated the importance of influencer credibility in influencing consumers' responses to influencer marketing.

In the Nepalese context, Gautam et al. (2023) examined the effect of influencers on consumer purchase intention in Kathmandu and Lalitpur using 100 respondents. The study found that marketers should consider influencers' credibility, use of influencer marketing tools, target market and age group when selecting influencers. Likewise, Gurung, Shah, and Gurung (2023) examined social media influencers and consumer purchasing intentions among 112 respondents in Tokha, Kathmandu. Their findings showed a significant relationship between influencer trustworthiness, attractiveness and consumer purchasing intentions.

5. User-Generated Content

Geng and Chen (2021) examined the influencing mechanism of UGC interaction quality on consumers' purchase intention. Their study showed that the quality of interaction in UGC affects its credibility and perceived usefulness, which subsequently influences consumers' online purchase intention. Onofrei, Filieri, and Kennedy (2022) examined social media interactions, purchase intention and behavioural engagement and considered source credibility and content quality as important factors. Their research highlights how consumer-to-consumer interactions and the quality of social media content can influence purchase-related responses. More recently, Yen et al. (2024) examined the impact of user-generated content on purchase intention in the electronic-product industry. Their findings indicate that UGC can influence positive feelings toward a brand as well as consumers' intention to purchase.

6. Consumer Purchase Intention

Consumer purchase intention refers to the likelihood, willingness or tendency of a consumer to purchase a particular product or service. It represents an important stage of the consumer decision-making process because consumers normally gather information and evaluate alternatives before deciding whether they are willing to purchase. Research has demonstrated that different forms of digital marketing can affect purchase intention through information, trust, engagement and perceived value. Hajli et al. (2017) showed that trust and social commerce information seeking can contribute to purchase intentions, while Dehghani and Tümer (2015) demonstrated the

relationship between Facebook advertising and consumers' purchasing intention. Similarly, studies of content marketing, influencer marketing and UGC indicate that relevant content, credible influencers and trustworthy consumer-generated information can contribute to consumers' willingness to purchase.

2.2 Conceptual Framework

The conceptual framework illustrates the expected relationship between digital marketing activities and consumer purchase intention. Social Media Marketing, Content Marketing, Search Engine Marketing, Influencer Marketing, and User-Generated Content are considered independent variables because they represent different digital marketing practices that may influence consumers. Consumer Purchase Intention is the dependent variable because it represents consumers' willingness or intention to purchase a product or service. The framework assumes that changes in these digital marketing activities may influence consumers' purchase intention in Pokhara.

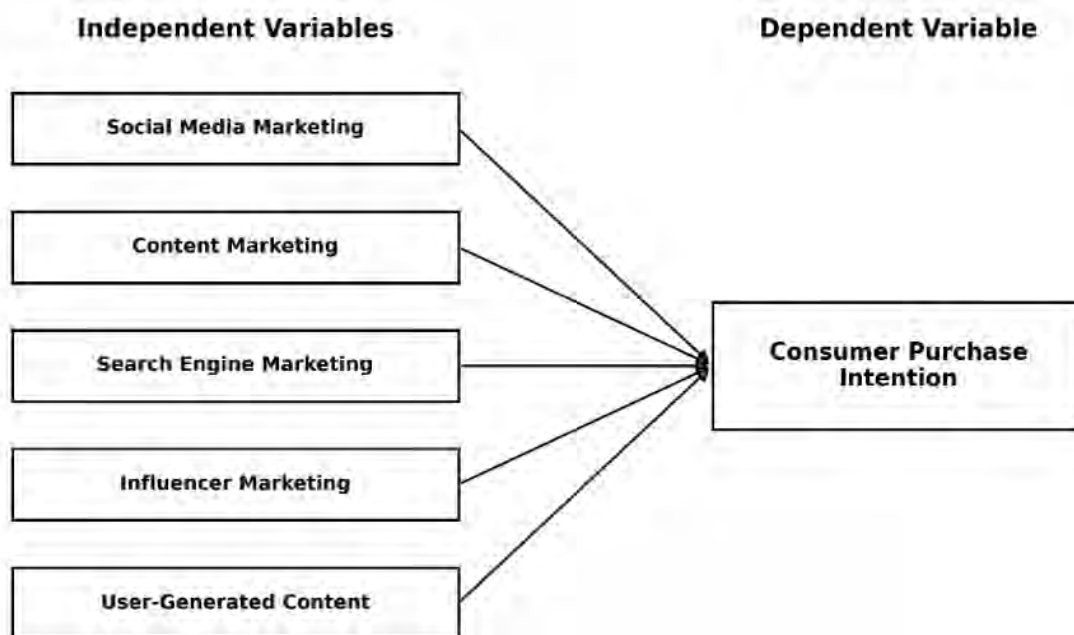


Figure 1: Conceptual Framework

Operational Definition:

- **Social Media Marketing**

Social media marketing refers to the use of platforms such as Facebook, Instagram, TikTok, and similar platforms to promote products and communicate with consumers. In this study, it refers to how social media advertisements, promotions, and product information influence consumers. It is measured through respondents' perceptions of the influence of social media marketing on their purchasing decisions.

- **Content Marketing**

Content marketing refers to the creation and distribution of useful, relevant, and informative content to attract and engage consumers. In this study, it includes product information, videos, posts, articles, and other online content provided by businesses. It is measured based on how such content helps consumers understand products and influences their purchase decisions.

- **Search Engine Marketing**

Search engine marketing refers to digital marketing activities used to promote products or services through search engines such as Google. In this study, it focuses on the visibility of products, advertisements, and information when consumers search for products online. It is measured based on the extent to which search engine-related information influences consumers' product evaluation and purchase decisions.

- **Influencer Marketing**

Influencer marketing refers to the promotion of products or services through social media influencers and online personalities. In this study, it focuses on how influencers' recommendations, opinions, and product promotions affect consumers. It is measured based on respondents' perceptions of the credibility and influence of influencers on their purchase decisions.

- **User-Generated Content**

User-generated content refers to content created and shared by consumers, including reviews, ratings, comments, photos, videos, and recommendations. In this study, it represents the information consumers obtain from other users before making purchasing decisions. It is measured based on how such content helps consumers evaluate products and influences their purchase intention.

- **Consumer Purchase Intention**

Consumer purchase intention refers to the willingness or likelihood of a consumer purchase to purchase a particular product or service. In this study, it represents consumers' intention to purchase after being exposed to different forms of digital marketing. It is measured through respondents' stated willingness, likelihood, and readiness to purchase products influenced by digital marketing activities.

CHAPTER III

RESEARCH METHODOLOGY

This chapter describes the methods and procedures used to conduct the study. It includes the research design, nature and sources of data, site selection, population and sample, data collection techniques, and methods of data analysis and presentation.

3.1 Research Design

This study uses a quantitative research approach with a descriptive and correlational research design. The descriptive design is used to present the characteristics and perceptions of respondents, while the correlational design examines the relationship between digital marketing variables and consumer purchase intention.

The study considers Social Media Marketing, Content Marketing, Search Engine Marketing, Influencer Marketing, and User-Generated Content as independent variables and Consumer Purchase Intention as the dependent variable.

3.2 Nature and Sources of Data

The nature of the research is both qualitative and quantitative, ensuring a comprehensive analysis of Digital marketing and Consumer's purchase intention. The study uses both primary and secondary data.

- Primary data are collected from consumers in Pokhara through a structured questionnaire using Google Forms.
- Secondary data are obtained from appropriate websites, online marketing pages, books, journals, research articles, reports, and other relevant sources.

3.3 Site Selection and Rationale

Pokhara was selected as the study area because it is a major tourism, educational, and commercial center with increasing use of digital platforms. Consumers in Pokhara are frequently exposed to social media marketing, online content, search engine marketing, influencer promotions, and user-generated content. Therefore, Pokhara provides a relevant setting for examining the impact of digital marketing on consumer purchase intention.

3.4 Population and Sample

The population of the study consists of consumers in Pokhara who use digital platforms and are exposed to digital marketing activities. A selected number of respondents are taken as the sample for the study. The questionnaire is distributed through Google Forms, and the valid responses received from the respondents are used for analysis.

Sample size: [105 respondents]

3.5 Sampling Technique

The study uses **convenience sampling**, a non-probability sampling technique. Respondents who are accessible and willing to participate in the survey are selected from the target population in Pokhara.

3.6 Data Collection Technique

Primary data are collected through a structured questionnaire using Google Forms. The questionnaire contains demographic questions and statements related to the five independent variables and Consumer Purchase Intention. A five-point Likert scale is used to measure respondents' level of agreement with the statements.

3.7 Data Analysis and Presentation

The results are presented using tables, charts, and graphs for clear and easy interpretation. The results are made with the use of Excel, Charts Maker and other applications.

CHAPTER IV

DATA PRESENTATION AND ANALYSIS

4.1 Primary Data Presentation and Analysis

This chapter presents and analyzes the data collected from respondents through a structured questionnaire. The information was collected by means of questionnaires conducted among the people of Pokhara Valley. To conduct the study, 105 people were chosen by means of a convenience sampling technique. The collected data are organized and presented using tables, frequencies, percentages, and statistical tools. The chapter includes respondents' demographic characteristics and their perceptions regarding Social Media Marketing, Content Marketing, Search Engine Marketing, Influencer Marketing, User-Generated Content, and Consumer Purchase Intention. This data has the following findings.

4.1.1 Gender Distribution

The following charts show the gender of respondents.

Table 1: Gender Distribution

S.N.	Gender	No. of respondents	Percentage
1.	Male	49	46.7 %
2.	Female	55	52.4 %
3.	Prefer not to say	1	1%
	Total	105	100%

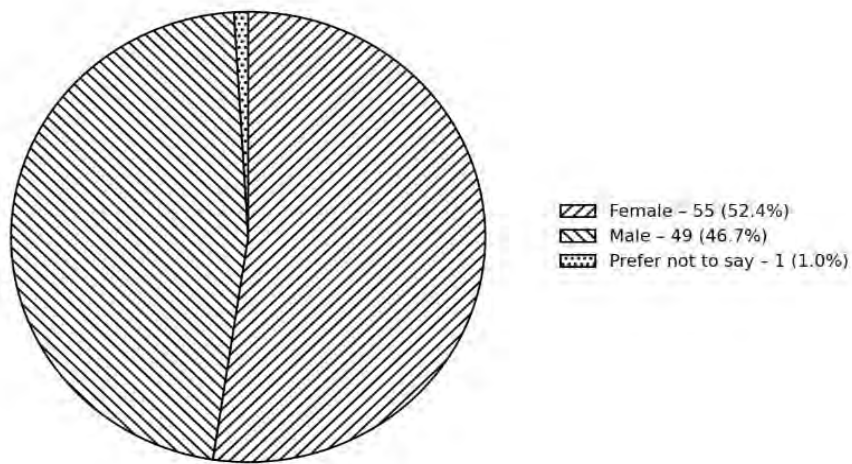


Figure 2: Gender Distribution

Out of 105 respondents, 55 (52.4%) were female, while 49 (46.7%) were male and 1 (0.9%) preferred not to say. This shows that both male and female respondents were represented in the study, with a slightly higher participation of female respondents.

4.1.2 Age Group

The following charts show the age of respondents.

Table 2: Age Group

S.N.	Age Group (Years)	No. of respondents	Percentage
1.	Below 20 years	26	24.8%
2.	20-29	73	69.5 %
3.	30-39	5	4.8%
4.	40-49	0	0
5.	50 years and above	1	1%
	Total	105	100%

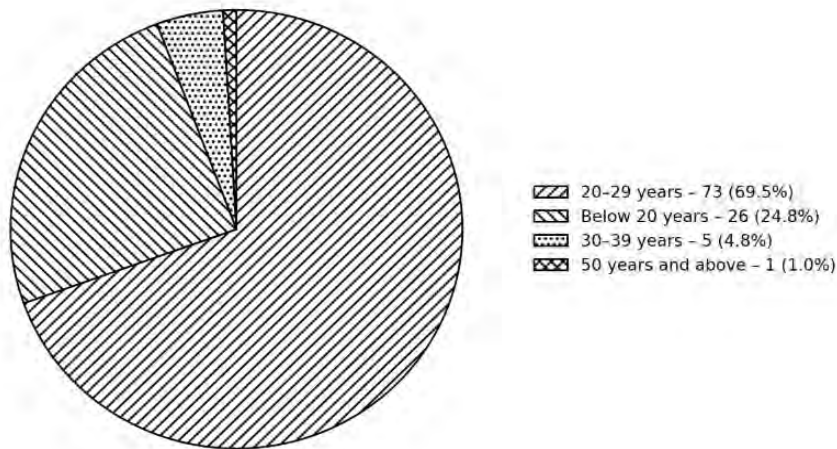


Figure 3: Age Group

Out of 105 respondents, 73 (69.5%) selected “20–29 years,” making it the most common response. This was followed by “Below 20 years,” selected by 26 respondents (24.8%). The result indicates that 20–29 years represent the dominant pattern among the respondents.

4.1.3 Education Level

The following table and pie chart show the education level of respondents.

Table 3: Education Level

S.N.	Age Group (Years)	No. of respondents	Percentage
1.	+2 / Higher Secondary	47	44.8%
2.	Bachelor's Degree	40	38.1%
3.	SEE	14	13.3%
4.	Master's Degree	4	3.8%
	Total	105	100%

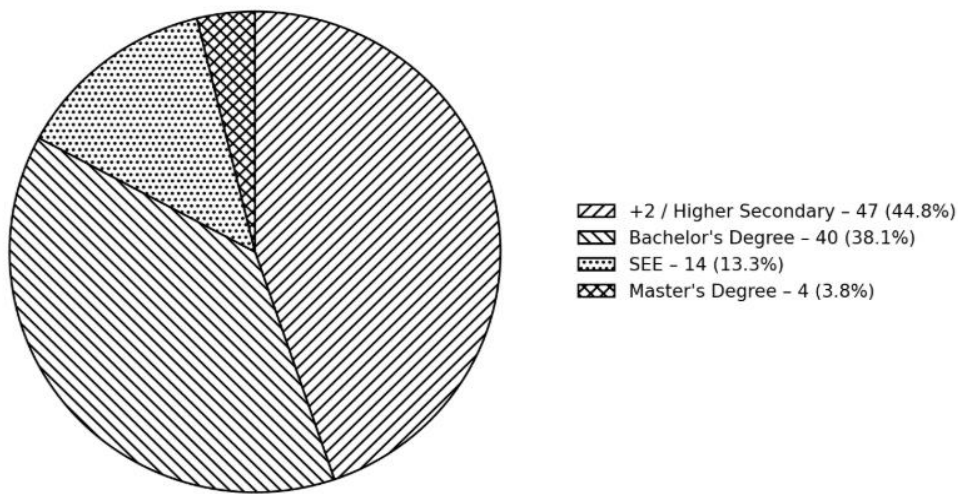


Figure 4: Respondent's Education level

Out of 105 respondents, 47 (44.8%) selected “+2 / Higher Secondary,” making it the most common response. This was followed by “Bachelor's Degree,” selected by 40 respondents (38.1%). The result indicates that +2 / higher secondary represents the dominant pattern among the respondents.

4.1.4 Occupation

It shows the occupation of the respondents.

Table 4: Occupation

S.N.	Occupation	No. of respondents	Percentage
1	Student	58	55.2%
2	Self-employed	18	17.1%
3	Private Employee	17	16.2%
4	Business Owner	8	7.6%
5	Government Employee	1	1.0%
6	Teacher	1	1.0%
7	Korea	1	1.0%
8	Homemaker	1	1.0%
	Total	105	100%

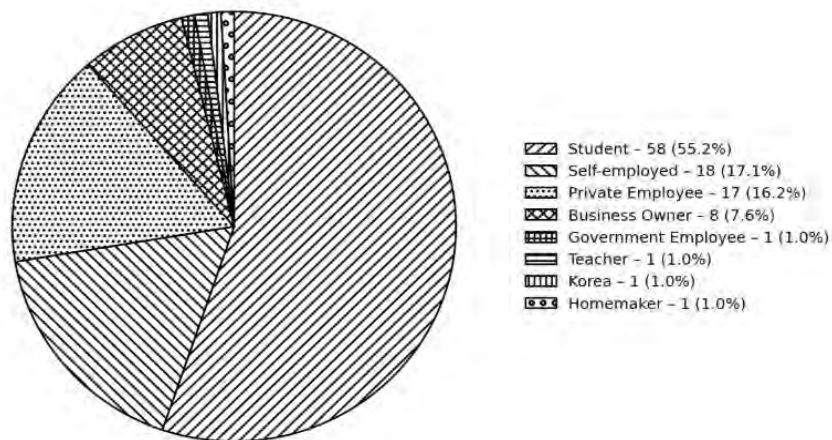


Figure 5: Occupation

Out of 105 respondents, 58 (55.2%) selected “Student,” making it the most common response. This was followed by “Self-employed,” selected by 18 respondents (17.1%). The result indicates that students represent the dominant pattern among the respondents.

4.1.5 Monthly Income

It shows the monthly income level of the respondents.

Table 5: Monthly Income

S.N.	Monthly Income	No. of respondents	Percentage
1	No Personal Income	45	42.9%
2	Below NPR 20,000	15	14.3%
3	NPR 20,001–40,000	15	14.3%
4	NPR 40,001-60,000	5	4.8%
5	NPR 60,001–80,000	3	2.9%
6	Above NPR 80,000	5	4.8%
7	Prefer not to say	17	16.2%
	Total	105	100%

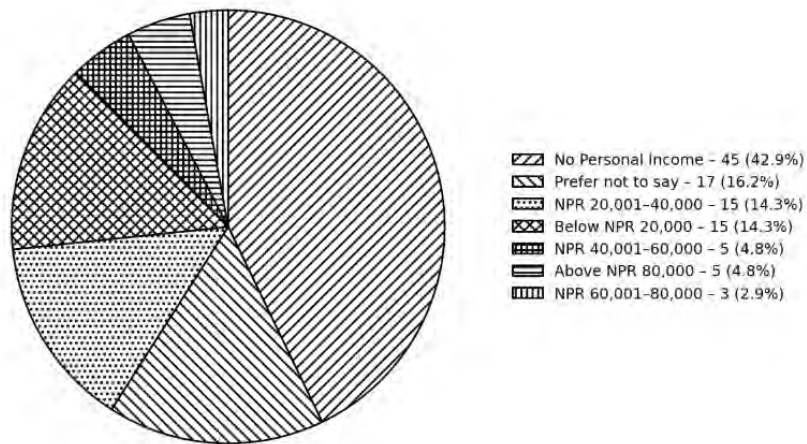


Figure 6: Monthly Income

Out of 105 respondents, 45 (42.9%) selected “No Personal Income,” making it the most common response. This was followed by “Prefer not to say,” selected by 17 respondents (16.2%). The result indicates that no personal income represents the dominant pattern among the respondents.

4.1.6 Frequency of purchasing products online

The frequency of purchasing products online is included to measure how regular exposure influences Consumer's Purchase Intention.

Table 6: Frequency of purchasing products online

S.N.	Response	No. of respondents	Percentage
1	Sometimes	53	50.5%
2	Rarely	27	25.7%
3	Often	13	12.4%
4	Very Often	6	5.7%
5	Never	6	5.7%
	Total	105	100.0%

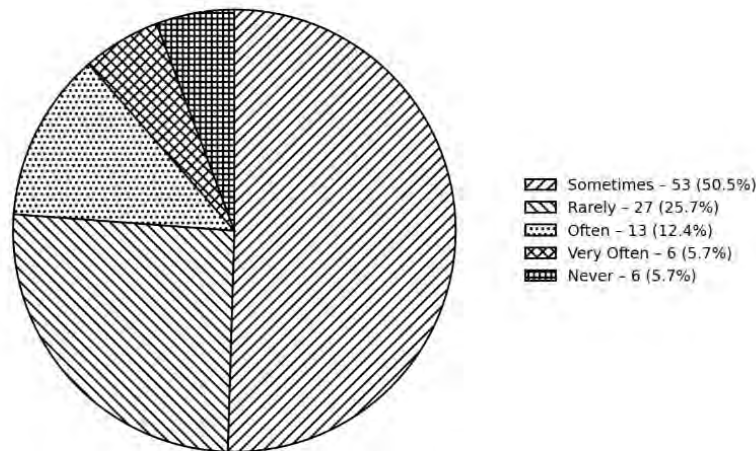


Figure 7: Frequency of purchasing products online

Out of 105 respondents, 53 (50.5%) selected “Sometimes,” making it the most common response. This was followed by “Rarely,” selected by 27 respondents (25.7%). The result indicates that sometimes represents the dominant pattern among the respondents.

4.1.7 Influence of Digital Platform

Influence of digital platforms is included to find out which platform influences most of the consumer in their purchase intention.

Table 7: Influence of Digital Platforms

S.N.	Response	No. of respondents	Percentage
1	Instagram	62	59.0%
2	TikTok	19	18.1%
3	Daraz	8	7.6%
4	Facebook	7	6.7%
5	YouTube	7	6.7%
6	Google Search	2	1.9%
	Total	105	100.0%

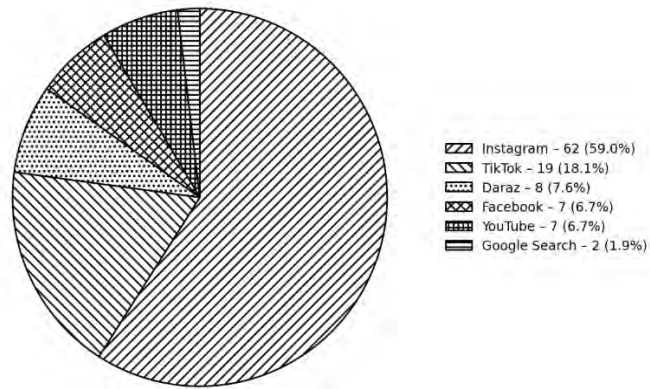


Figure 8: Influence of Digital Platforms

Out of 105 respondents, 62 (59%) selected Instagram, making it the most common response. This was followed by Tiktok, selected by 19 (18.1%). The result indicates that Instagram represents the dominant pattern among the respondents.

Section I: Social Media Marketing

4.1.8 I frequently see advertisements on social media platforms.

Table 8: I frequently see advertisements on social media platforms.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	9	8.6%
2	Disagree	10	9.5%
3	Neutral	22	21.0%
4	Agree	47	44.8%
5	Strongly Agree	17	16.2%
	Total	105	100.0%

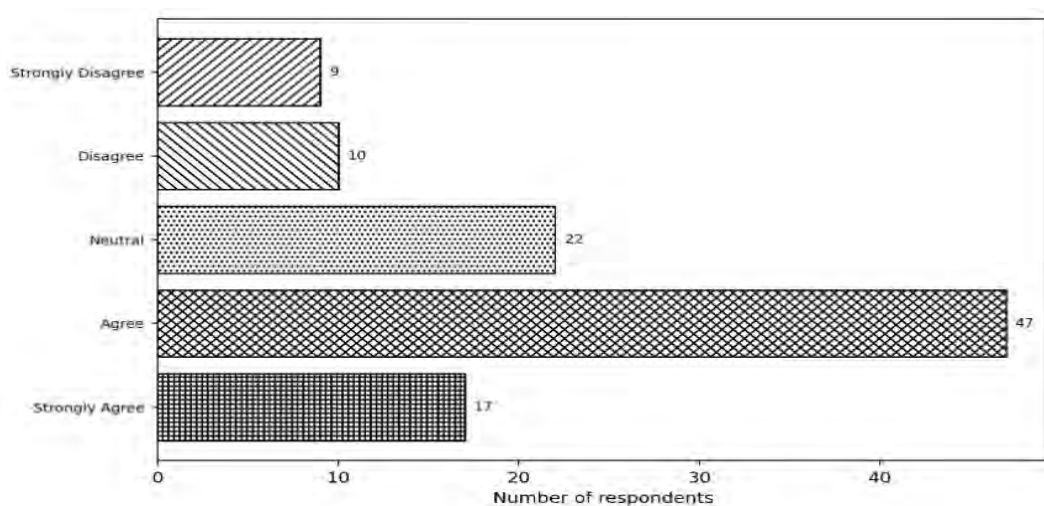


Figure 9: I frequently see advertisements on social media platforms.

The largest response was “Agree,” selected by 47 respondents (44.8%). Overall, 64 respondents (61.0%) selected either Agree or Strongly Agree, while 22 (21.0%) were neutral. This indicates a strongly positive perception of the statement among the respondents. The finding suggests that this aspect of digital marketing can positively contribute to consumer purchase intention in Pokhara.

4.1.9 Social media advertisements attract my attention.

Table 9: Social media advertisements attract my attention.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	5	4.8%
2	Disagree	14	13.3%
3	Neutral	35	33.3%
4	Agree	39	37.1%
5	Strongly Agree	12	11.4%
	Total	105	100.0%

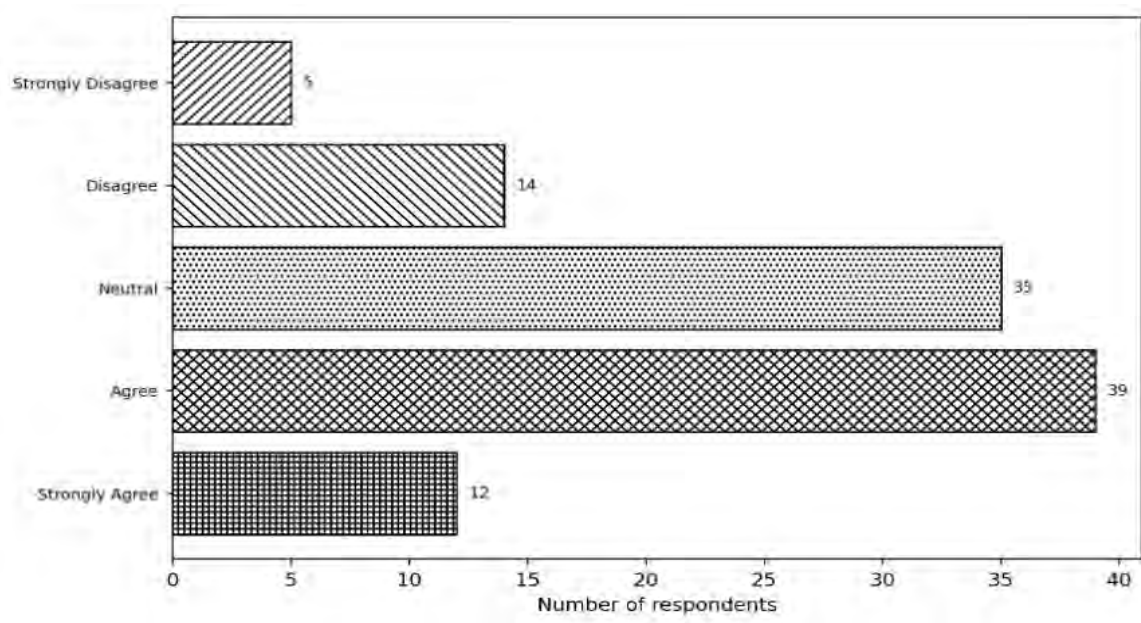


Figure 10: Social media advertisements attract my attention

The largest response was “Agree,” selected by 39 respondents (37.1%). Overall, 51 respondents (48.6%) selected either Agree or Strongly Agree, while 35 (33.3%) were neutral. This indicates a moderately positive perception of the statement among the respondents.

4.1.10 I discover new products through social media

Table 10: I discover new products through social media.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	4	3.8%
2	Disagree	15	14.3%
3	Neutral	25	23.8%
4	Agree	49	46.7%
5	Strongly Agree	12	11.4%
	Total	105	100.0%

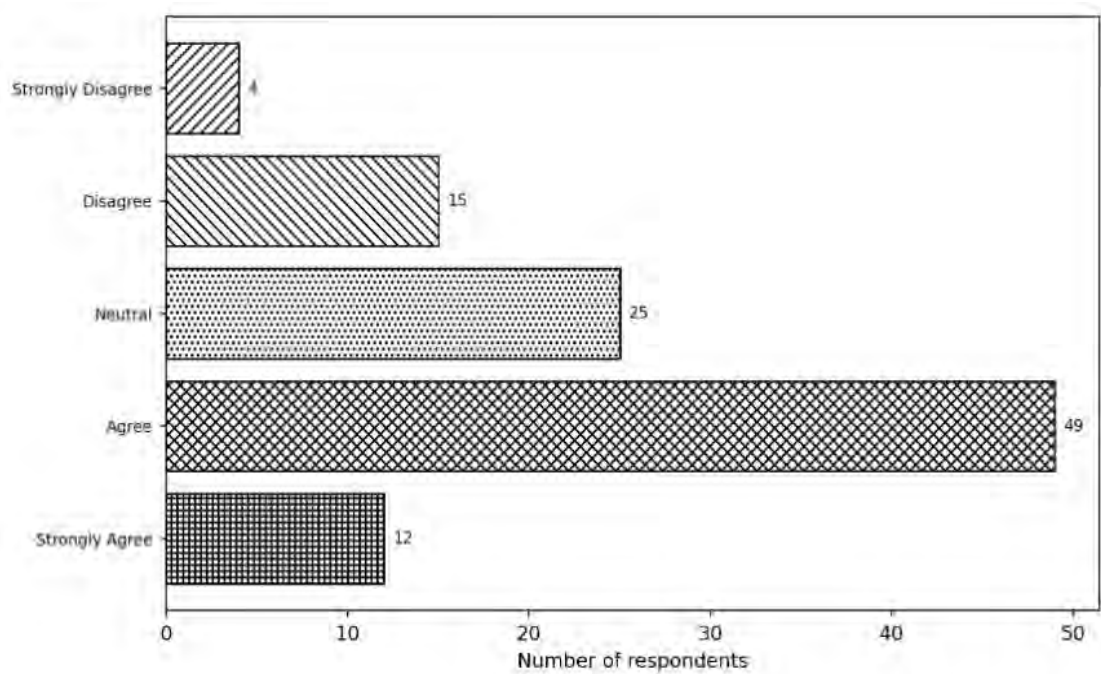


Figure 11: I discover new products through social media

The largest response was “Agree,” selected by 49 respondents (46.7%). Overall, 61 respondents (58.1%) selected either Agree or Strongly Agree, while 25 (23.8%) were neutral. This indicates a moderately positive perception of the statement among the respondents.

4.1.11 Social media promotions increase my interest in products.

Table 11: Social media promotions increase my interest in products.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	6	5.7%
2	Disagree	11	10.5%
3	Neutral	29	27.6%
4	Agree	45	42.9%
5	Strongly Agree	14	13.3%
	Total	105	100.0%

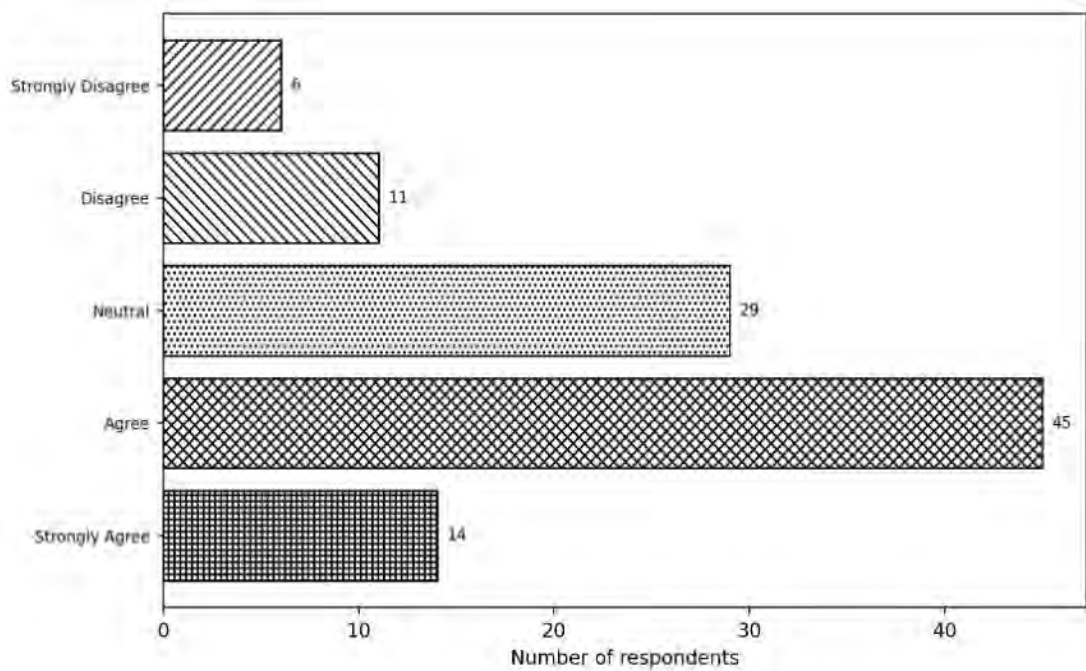


Figure 12: Social media promotions increase my interest in products.

The largest response was “Agree,” selected by 45 respondents (42.9%). Overall, 59 respondents (56.2%) selected either Agree or Strongly Agree, while 29 (27.6%) were neutral. This indicates a moderately positive perception of the statement among the respondents.

Section II Content Marketing

4.1.12 Informative online content helps me understand products better

Table 12: Informative online content helps me understand products better

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	5	4.8%
2	Disagree	12	11.4%
3	Neutral	17	16.2%
4	Agree	58	55.2%
5	Strongly Agree	13	12.4%
	Total	105	100.0%

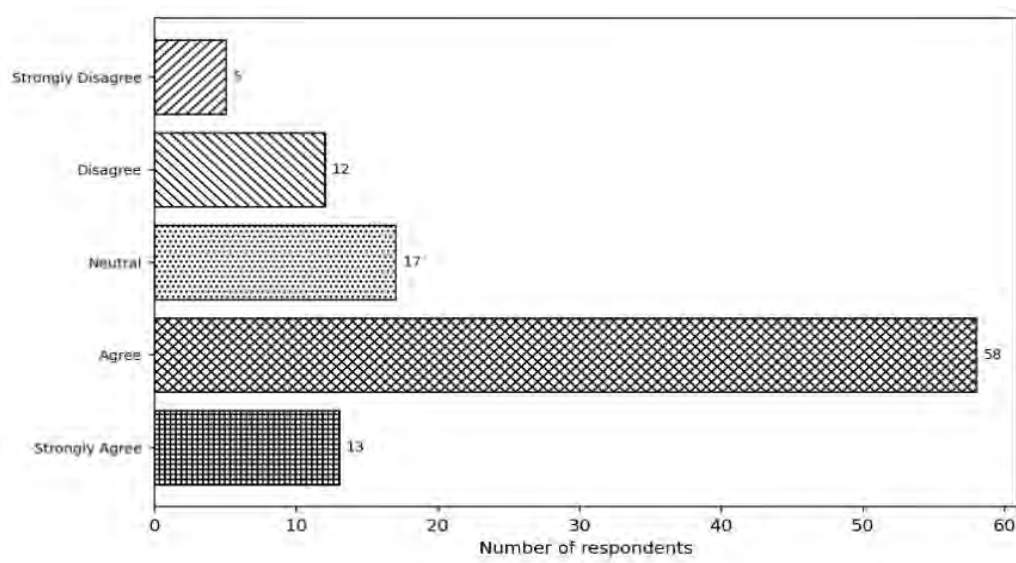


Figure 13: Informative online content helps me understand products better

The largest response was “Agree,” selected by 58 respondents (55.2%). Overall, 71 respondents (67.6%) selected either Agree or Strongly Agree, while 17 (16.2%) were neutral. This indicates a strongly positive perception of the statement among the respondents.

4.1.13 Blogs and articles influence my purchase decisions.

Table 13: Blogs and articles influence my purchase decisions.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	7	6.7%
2	Disagree	12	11.4%
3	Neutral	40	38.1%
4	Agree	40	38.1%
5	Strongly Agree	6	5.7%
	Total	105	100.0%

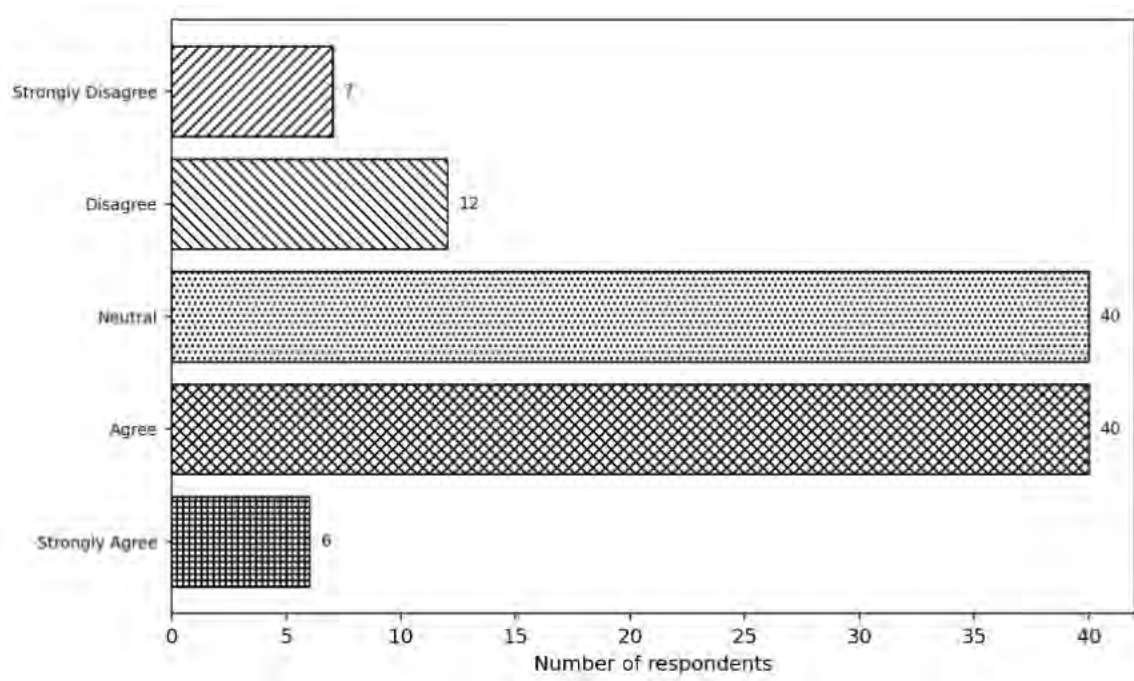


Figure 14: Blogs and articles influence my purchase decisions.

The largest response was “Neutral,” selected by 40 respondents (38.1%). Overall, 46 respondents (43.8%) selected either Agree or Strongly Agree, while 40 (38.1%) were neutral. This indicates a mixed perception of the statement among the respondents.

4.1.14 Product videos increase my interest in buying products.

Table 14: Product videos increase my interest in buying products.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	5	4.8%
2	Disagree	8	7.6%
3	Neutral	30	28.6%
4	Agree	51	48.6%
5	Strongly Agree	11	10.5%
	Total	105	100.0%

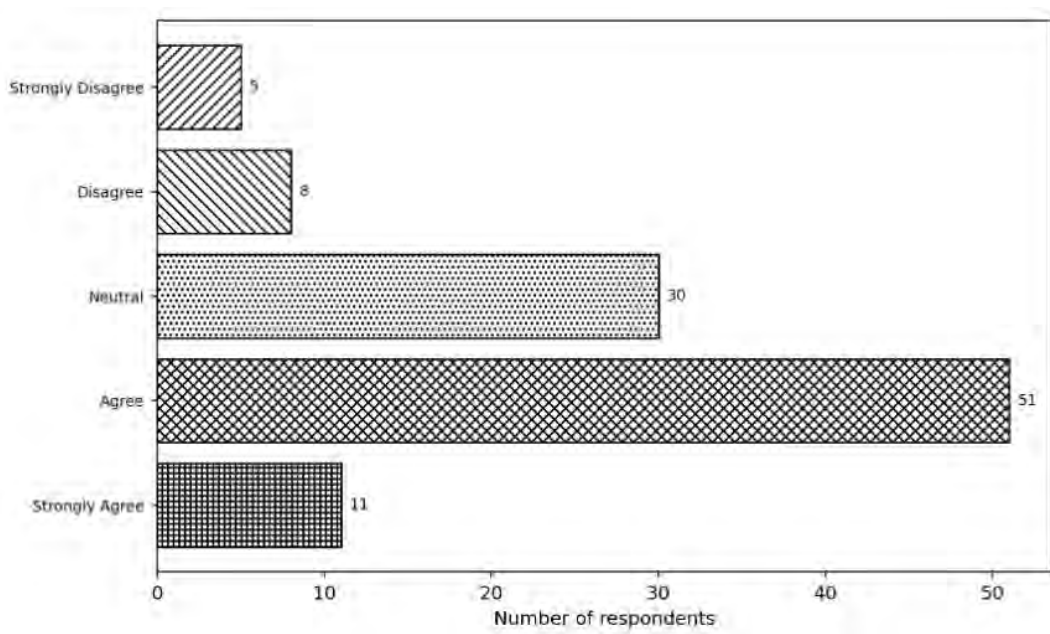


Figure 15: Product videos increase my interest in buying products.

The largest response was “Agree,” selected by 51 respondents (48.6%). Overall, 62 respondents (59.0%) selected either Agree or Strongly Agree, while 30 (28.6%) were neutral. This indicates a moderately positive perception of the statement among the respondents.

4.1.15 I prefer brands that provide valuable online content.

Table 15: I prefer brands that provide valuable online content.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	3	2.9%
2	Disagree	11	10.5%
3	Neutral	26	24.8%
4	Agree	42	40.0%
5	Strongly Agree	23	21.9%
	Total	105	100.0%

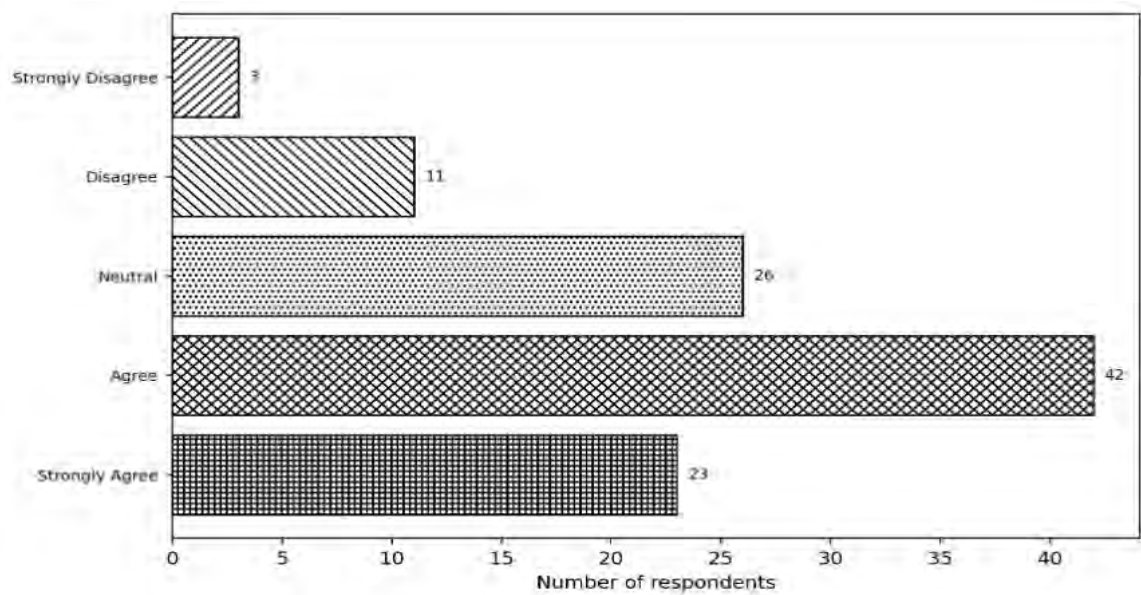


Figure 16: I prefer brands that provide valuable online content.

The largest response was “Agree,” selected by 42 respondents (40.0%). Overall, 65 respondents (61.9%) selected either Agree or Strongly Agree, while 26 (24.8%) were neutral. This indicates a strongly positive perception of the statement among the respondents.

Section III Search Engine Marketing

4.1.16 I search online before buying products.

Table 16: I search online before buying products.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	5	4.8%
2	Disagree	12	11.4%
3	Neutral	15	14.3%
4	Agree	48	45.7%
5	Strongly Agree	25	23.8%
	Total	105	100.0%

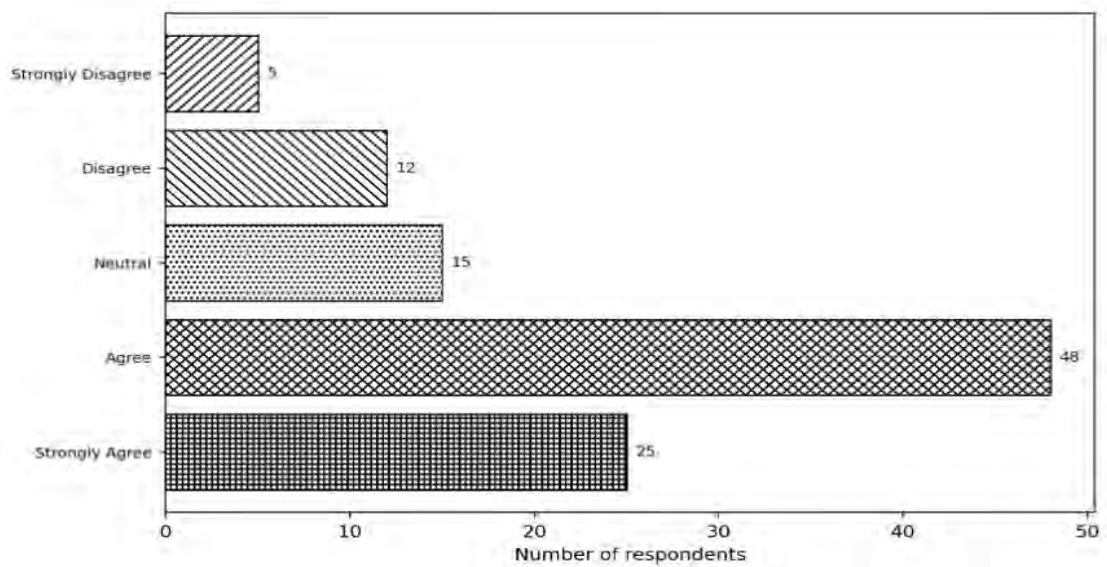


Figure 17: I search online before buying products.

The largest response was “Agree,” selected by 48 respondents (45.7%). Overall, 73 respondents (69.5%) selected either Agree or Strongly Agree, while 15 (14.3%) were neutral. This indicates a strongly positive perception of the statement among the respondents.

4.1.18 Google search results influence my buying decisions.

Table 18: Google search results influence my buying decisions.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	4	3.8%
2	Disagree	16	15.2%
3	Neutral	32	30.5%
4	Agree	44	41.9%
5	Strongly Agree	9	8.6%
	Total	105	100.0%

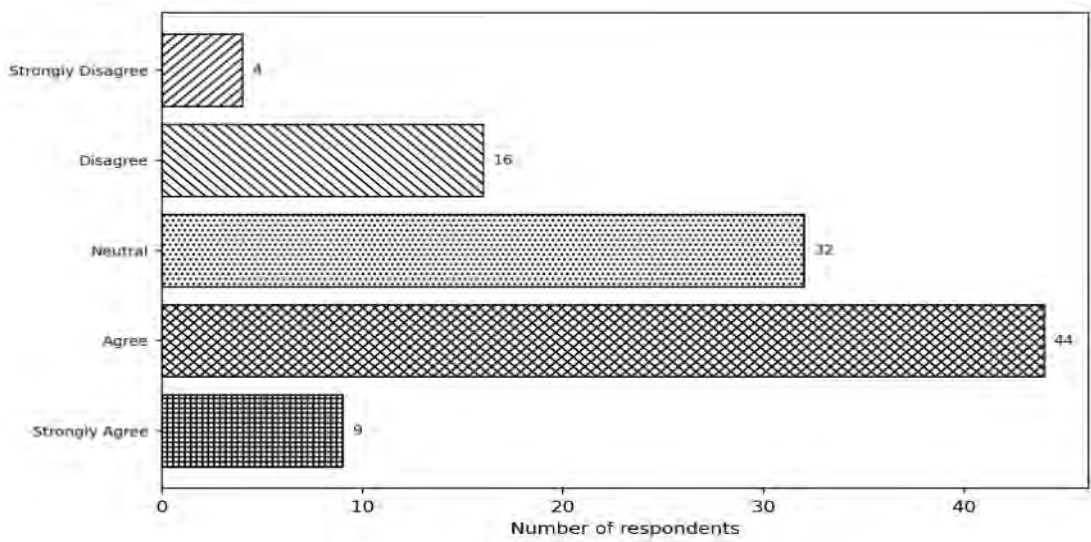


Figure 19: Google search results influence my buying decisions.

The largest response was “Agree,” selected by 44 respondents (41.9%). Overall, 53 respondents (50.5%) selected either Agree or Strongly Agree, while 32 (30.5%) were neutral. This indicates a moderately positive perception of the statement among the respondents.

4.1.19 Sponsored search results attract my attention.

Table 19: Sponsored search results attract my attention.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	6	5.7%
2	Disagree	25	23.8%
3	Neutral	45	42.9%
4	Agree	25	23.8%
5	Strongly Agree	4	3.8%
	Total	105	100.0%

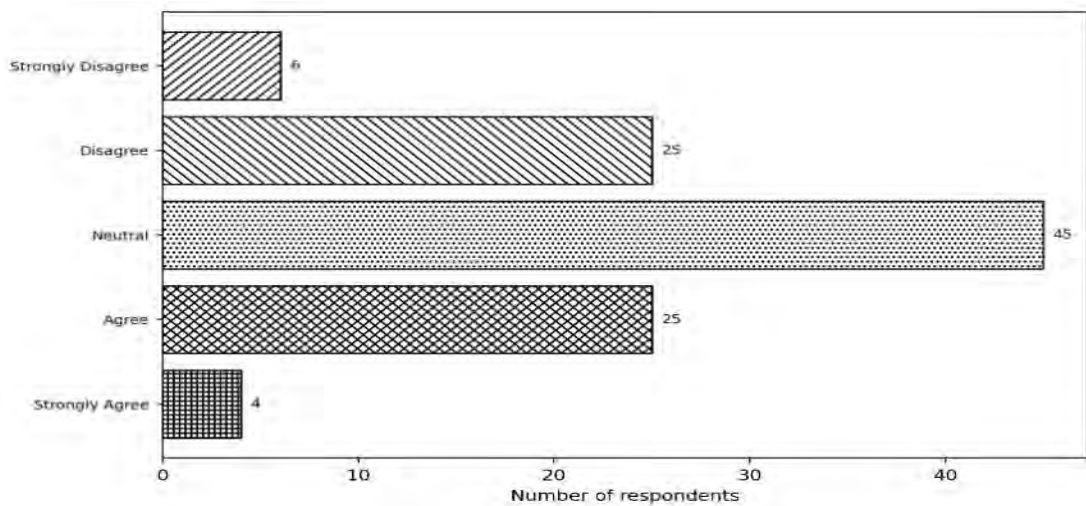


Figure 20: Sponsored search results attract my attention.

The largest response was “Neutral,” selected by 45 respondents (42.9%). Overall, 29 respondents (27.6%) selected either Agree or Strongly Agree, while 45 (42.9%) were neutral. This indicates a mixed perception of the statement among the respondents.

4.1.20 I trust products appearing on the first page of search results.

Table 20: I trust products appearing on the first page of search results.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	9	8.6%
2	Disagree	31	29.5%
3	Neutral	37	35.2%
4	Agree	26	24.8%
5	Strongly Agree	2	1.9%
	Total	105	100.0%

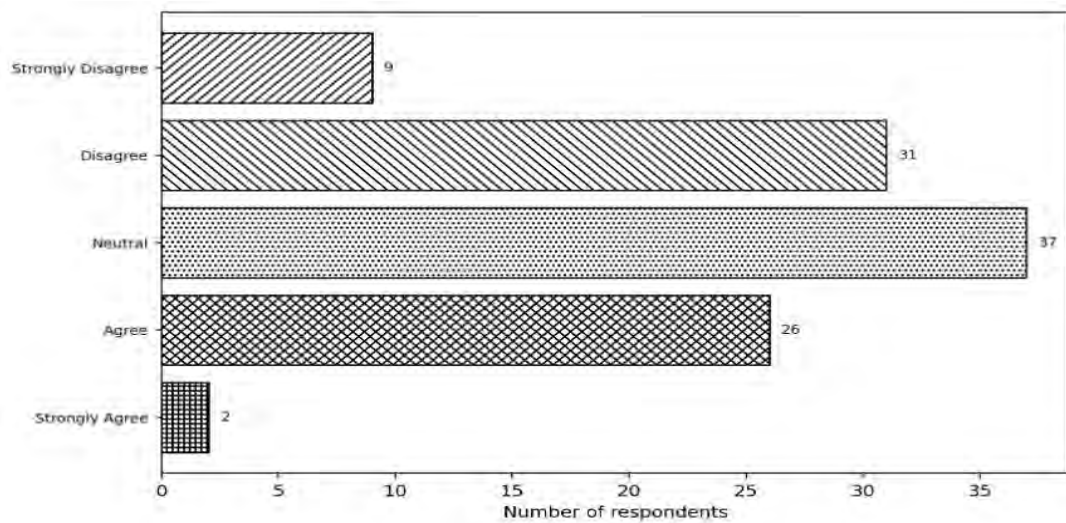


Figure 21: I trust products appearing on the first page of search results.

The largest response was “Neutral,” selected by 37 respondents (35.2%). Overall, 28 respondents (26.7%) selected either Agree or Strongly Agree, while 37 (35.2%) were neutral. This indicates a mixed perception of the statement among the respondents.

Section IV Influencer Marketing

4.1.21 Influencers help me discover new products or services.

Table 21: Influencers help me discover new products or services.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	9	8.6%
2	Disagree	10	9.5%
3	Neutral	26	24.8%
4	Agree	49	46.7%
5	Strongly Agree	11	10.5%
	Total	105	100.0%

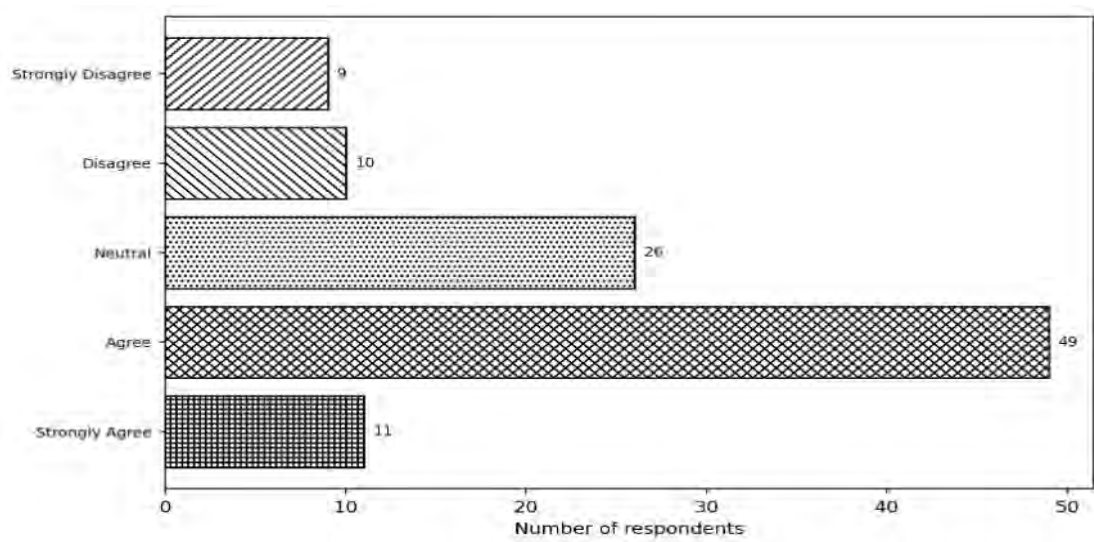


Figure 22: Influencers help me discover new products or services.

The largest response was “Agree,” selected by 49 respondents (46.7%). Overall, 60 respondents (57.1%) selected either Agree or Strongly Agree, while 26 (24.8%) were neutral. This indicates a moderately positive perception of the statement among the respondents.

4.1.22 I am more likely to purchase a product endorsed by an influencer I followed.

Table 22: I am more likely to purchase a product endorsed by an influencer I followed.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	9	8.6%
2	Disagree	21	20.0%
3	Neutral	43	41.0%
4	Agree	30	28.6%
5	Strongly Agree	2	1.9%
	Total	105	100.0%

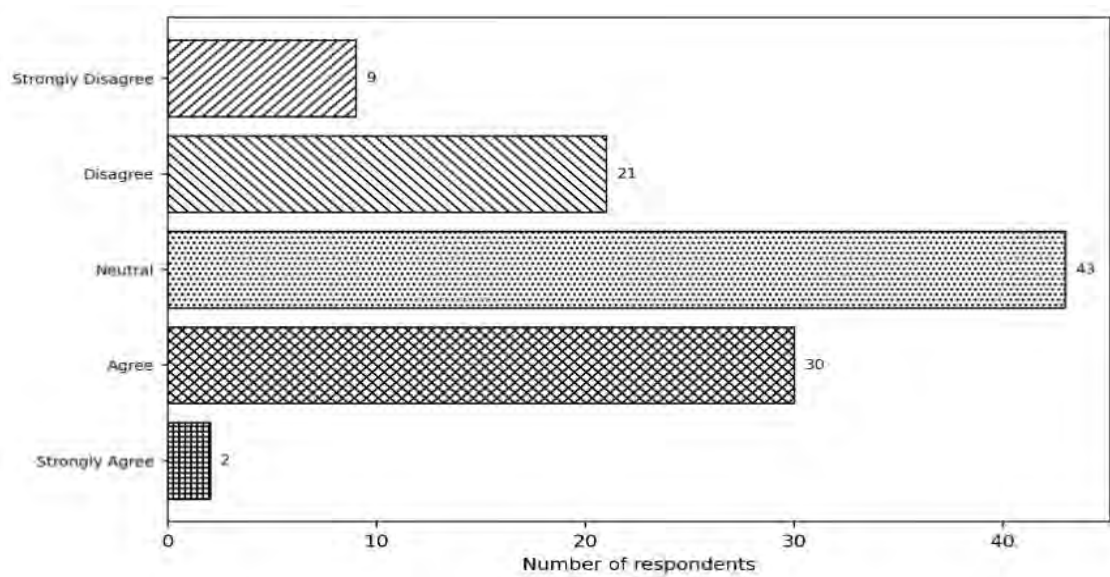


Figure 23: I am more likely to purchase a product endorsed by an influencer I followed.

The largest response was “Neutral,” selected by 43 respondents (41.0%). Overall, 32 respondents (30.5%) selected either Agree or Strongly Agree, while 43 (41.0%) were neutral. This indicates a mixed perception of the statement among the respondents.

4.1.23 Influencer's reviews increase my confidence in a product or brand.

Table 23: Influencer's reviews increase my confidence in a product or brand.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	7	6.7%
2	Disagree	17	16.2%
3	Neutral	36	34.3%
4	Agree	39	37.1%
5	Strongly Agree	6	5.7%
	Total	105	100.0%

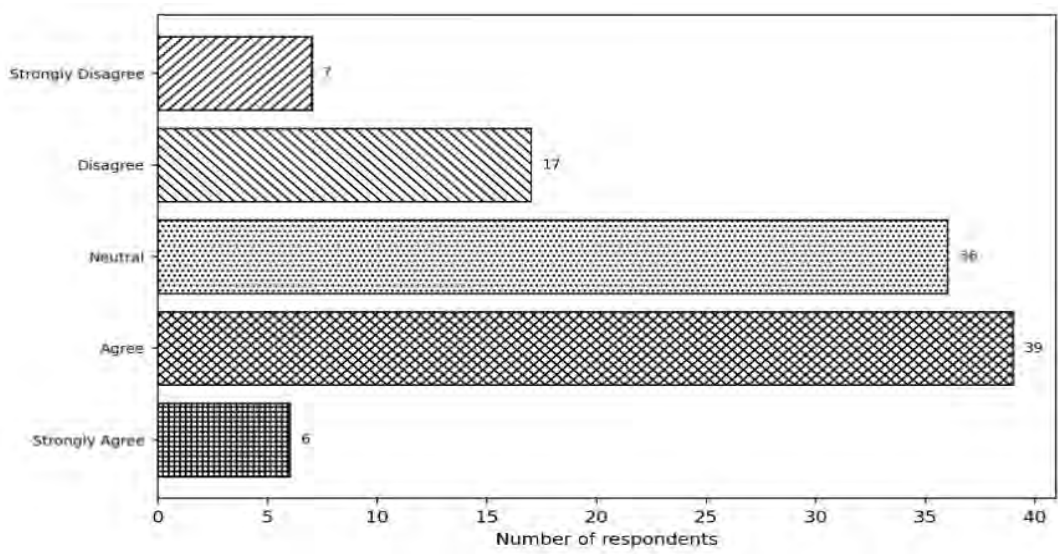


Figure 24: Influencer's reviews increase my confidence in a product or brand.

The largest response was “Agree,” selected by 39 respondents (37.1%). Overall, 45 respondents (42.9%) selected either Agree or Strongly Agree, while 36 (34.3%) were neutral. This indicates a mixed perception of the statement among the respondents.

4.1.24 The credibility of an influencer affects my purchase decisions.

Table 25: The credibility of an influencer affects my purchase decisions.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	12	11.4%
2	Disagree	15	14.3%
3	Neutral	44	41.9%
4	Agree	27	25.7%
5	Strongly Agree	7	6.7%
	Total	105	100.0%

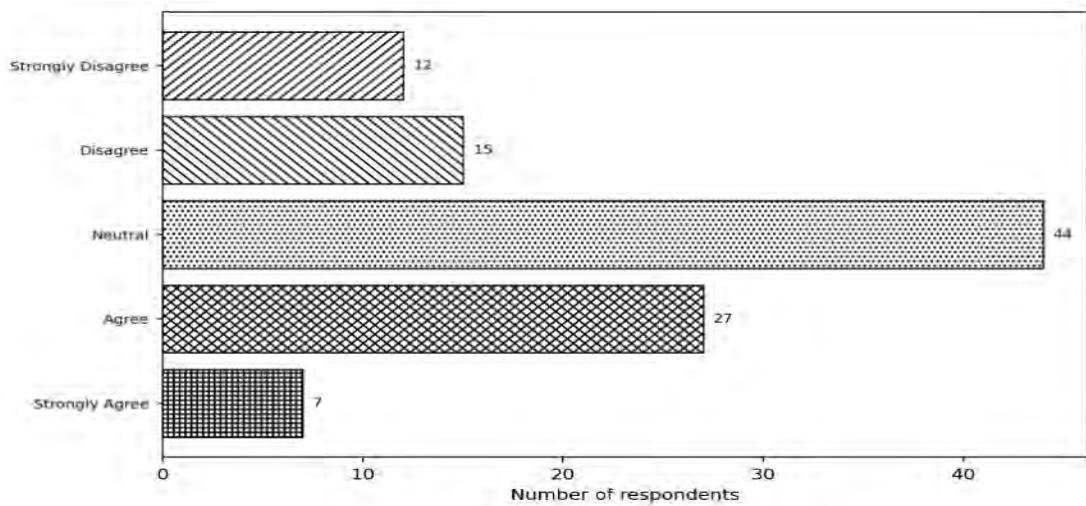


Figure 25: The credibility of an influencer affects my purchase decisions.

The largest response was “Neutral,” selected by 44 respondents (41.9%). Overall, 34 respondents (32.4%) selected either Agree or Strongly Agree, while 44 (41.9%) were neutral. This indicates a mixed perception of the statement among the respondents.

Section V User-Generated Content

4.1.25 I read customer reviews before purchasing products online.

Table 25: I read customer reviews before purchasing products online.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	8	7.6%
2	Disagree	10	9.5%
3	Neutral	11	10.5%
4	Agree	44	41.9%
5	Strongly Agree	32	30.5%
	Total	105	100.0%

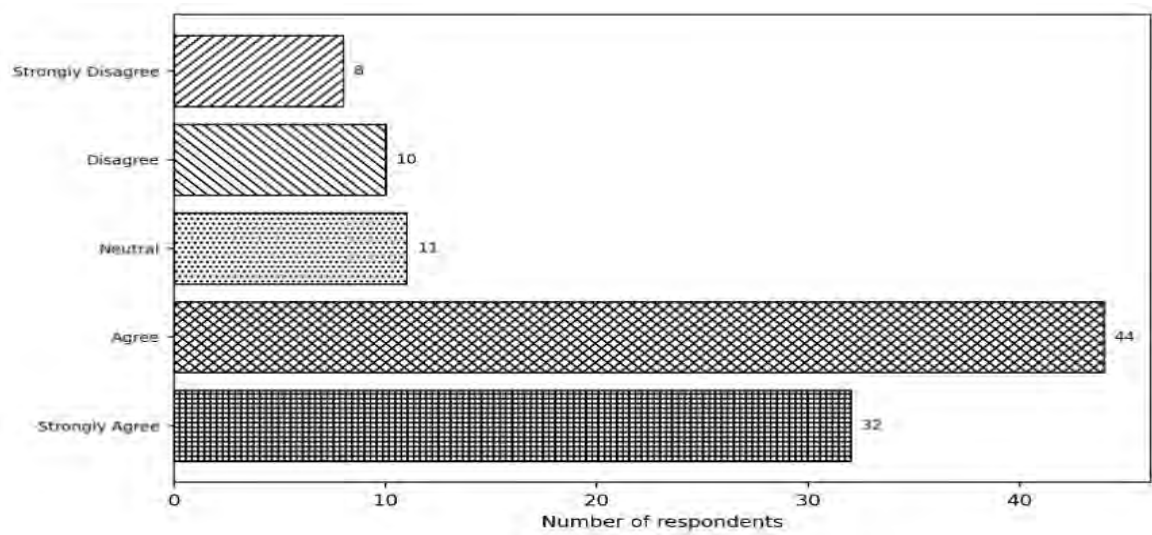


Figure 26: I read customer reviews before purchasing products online.

The largest response was “Agree,” selected by 44 respondents (41.9%). Overall, 76 respondents (72.4%) selected either Agree or Strongly Agree, while 11 (10.5%) were neutral. This indicates a strongly positive perception of the statement among the respondents.

4.1.26 Positive customer reviews increase my confidence in a product.

Table 26: Positive customer reviews increase my confidence in a product.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	4	3.8%
2	Disagree	14	13.3%
3	Neutral	12	11.4%
4	Agree	44	41.9%
5	Strongly Agree	31	29.5%
	Total	105	100.0%

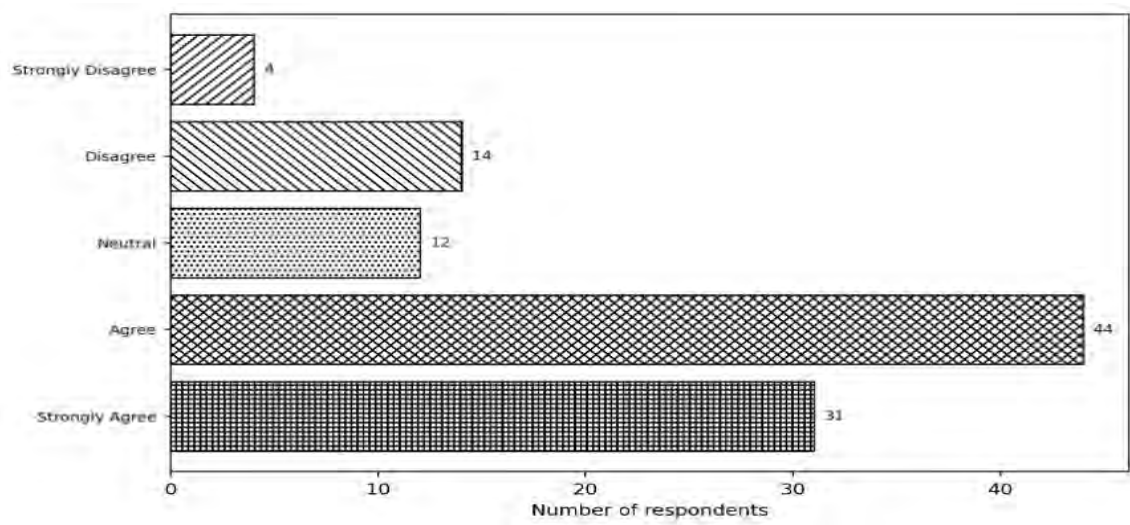


Figure 27: Positive customer reviews increase my confidence in a product.

The largest response was “Agree,” selected by 44 respondents (41.9%). Overall, 75 respondents (71.4%) selected either Agree or Strongly Agree, while 12 (11.4%) were neutral. This indicates a strongly positive perception of the statement among the respondents.

4.1.27 I trust user-generated content more than brand created advertisements.

Table 27: I trust user-generated content more than brand created advertisements.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	5	4.8%
2	Disagree	15	14.3%
3	Neutral	25	23.8%
4	Agree	43	41.0%
5	Strongly Agree	17	16.2%
	Total	105	100.0%

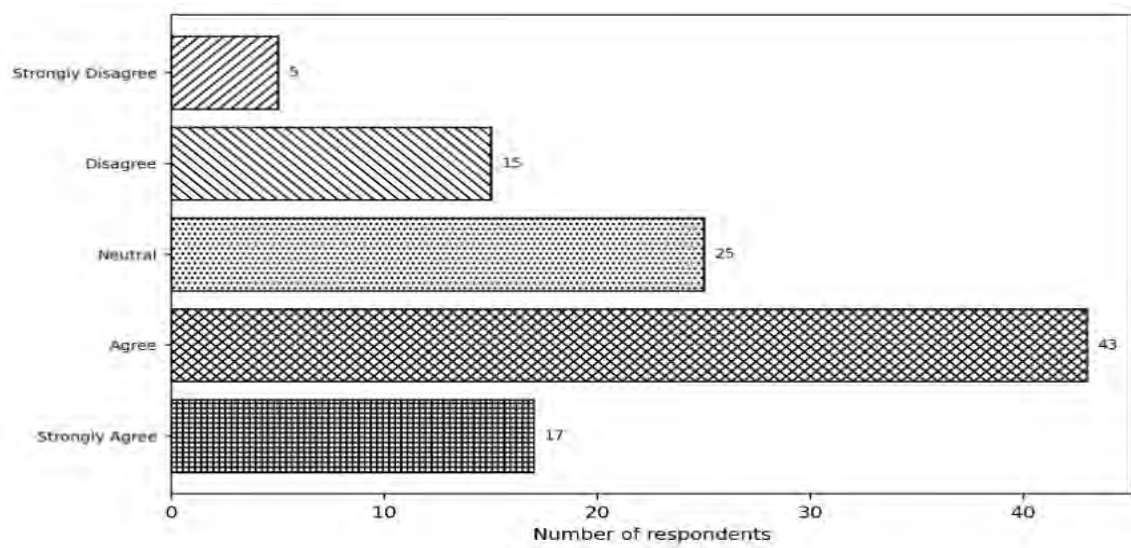


Figure 28: I trust user-generated content more than brand created advertisements.

The largest response was “Agree,” selected by 43 respondents (41.0%). Overall, 60 respondents (57.1%) selected either Agree or Strongly Agree, while 25 (23.8%) were neutral. This indicates a moderately positive perception of the statement among the respondents.

4.1.28 Customer ratings help me evaluate the quality of a product or service.

Table 28: Customer ratings help me evaluate the quality of a product or service.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	8	7.6%
2	Disagree	12	11.4%
3	Neutral	19	18.1%
4	Agree	41	39.0%
5	Strongly Agree	25	23.8%
	Total	105	100.0%

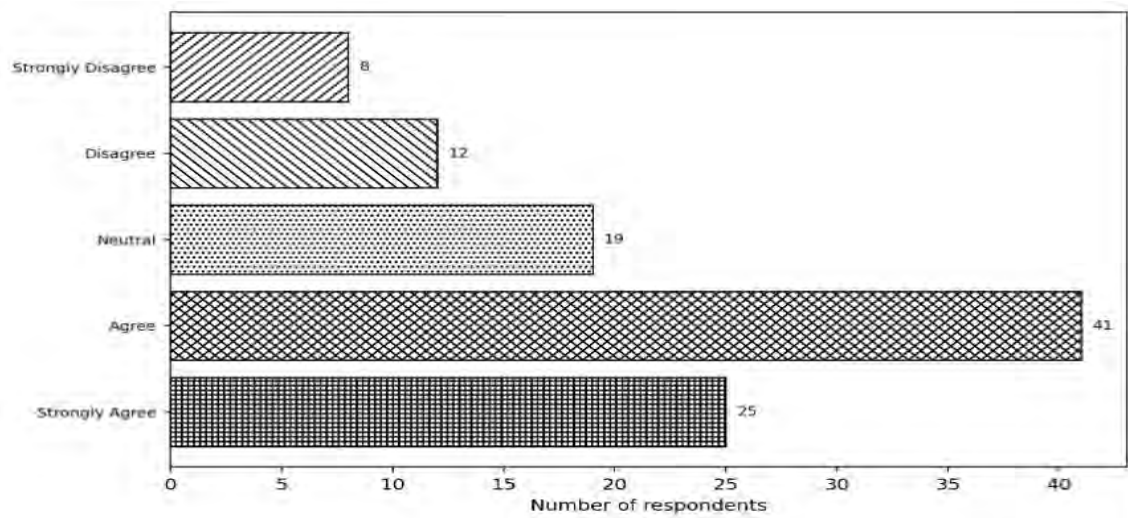


Figure 29: Customer ratings help me evaluate the quality of a product or service.

The largest response was “Agree,” selected by 41 respondents (39.0%). Overall, 66 respondents (62.9%) selected either Agree or Strongly Agree, while 19 (18.1%) were neutral. This indicates a strongly positive perception of the statement among the respondents.

Section VI Consumer Purchase Intention

4.1.29 I intend to purchase products promoted through digital marketing.

Table 29: Customer ratings help me evaluate the quality of a product or service.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	6	5.7%
2	Disagree	15	14.3%
3	Neutral	47	44.8%
4	Agree	32	30.5%
5	Strongly Agree	5	4.8%
	Total	105	100.0%

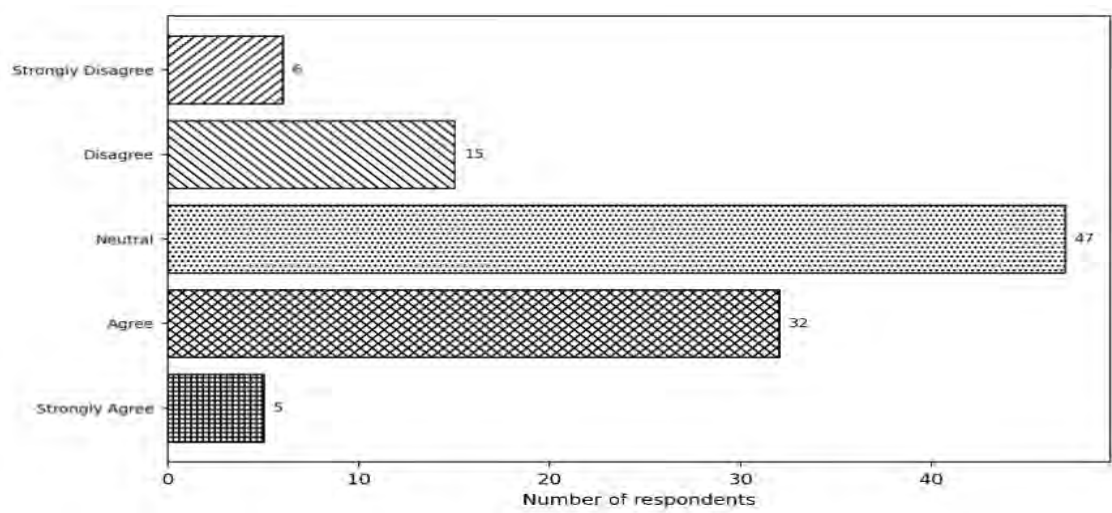


Figure 30: Customer ratings help me evaluate the quality of a product or service.

The largest response was “Neutral,” selected by 47 respondents (44.8%). Overall, 37 respondents (35.2%) selected either Agree or Strongly Agree, while 47 (44.8%) were neutral. This indicates a mixed perception of the statement among the respondents.

4.1.30 Digital marketing increases my willingness to purchase products.

Table 30: Digital marketing increases my willingness to purchase products.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	4	3.8%
2	Disagree	16	15.2%
3	Neutral	36	34.3%
4	Agree	44	41.9%
5	Strongly Agree	5	4.8%
	Total	105	100.0%

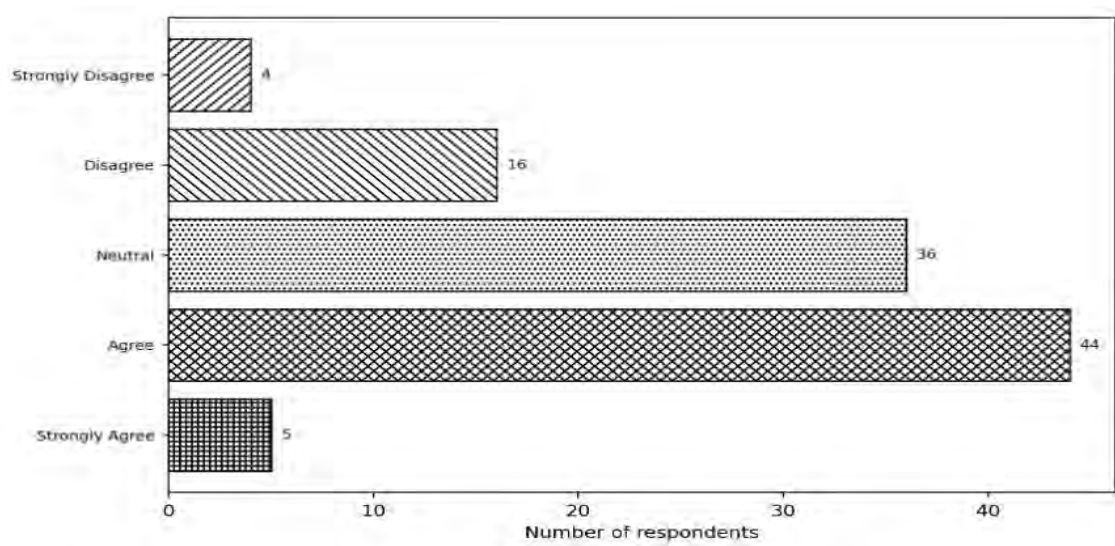


Figure 31: Digital marketing increases my willingness to purchase products.

The largest response was “Agree,” selected by 44 respondents (41.9%). Overall, 49 respondents (46.7%) selected either Agree or Strongly Agree, while 36 (34.3%) were neutral. This indicates a moderately positive perception of the statement among the respondents.

4.1.31 I am likely to purchase products recommended through digital platforms.

Table 31: I am likely to purchase products recommended through digital platforms.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	7	6.7%
2	Disagree	14	13.3%
3	Neutral	42	40.0%
4	Agree	38	36.2%
5	Strongly Agree	4	3.8%
	Total	105	100.0%

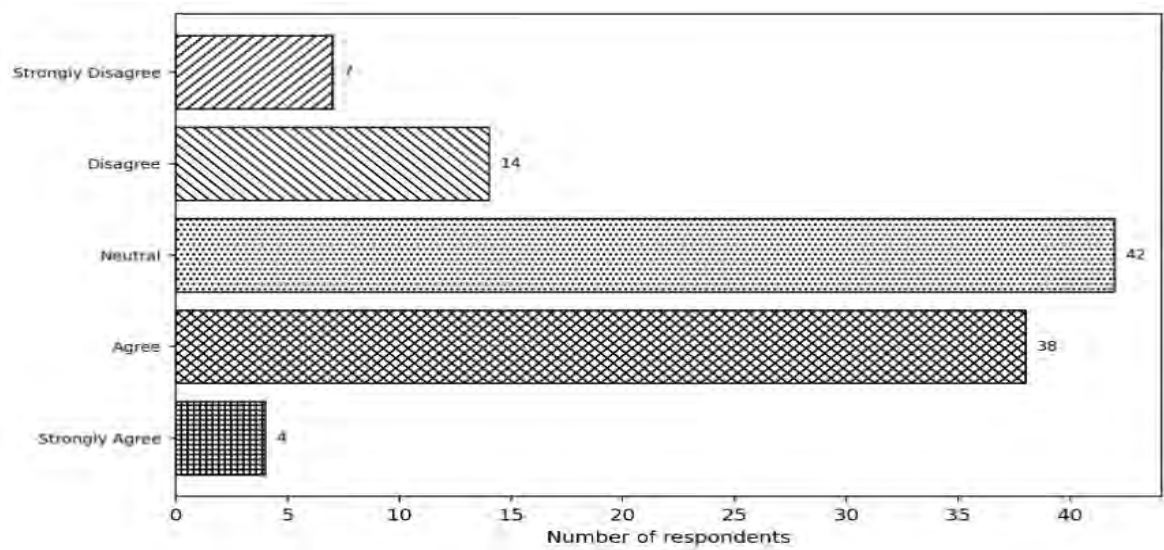


Figure 32: I am likely to purchase products recommended through digital platforms.

The largest response was “Neutral,” selected by 42 respondents (40.0%). Overall, 42 respondents (40.0%) selected either Agree or Strongly Agree, while 42 (40.0%) were neutral. This indicates a mixed perception of the statement among the respondents.

4.1.32 Overall, digital marketing positively influences my purchase intention.

Table 32: Overall, digital marketing positively influences my purchase intention.

S.N.	Response	No. of respondents	Percentage
1	Strongly Disagree	3	2.9%
2	Disagree	17	16.2%
3	Neutral	25	23.8%
4	Agree	53	50.5%
5	Strongly Agree	7	6.7%
	Total	105	100.0%

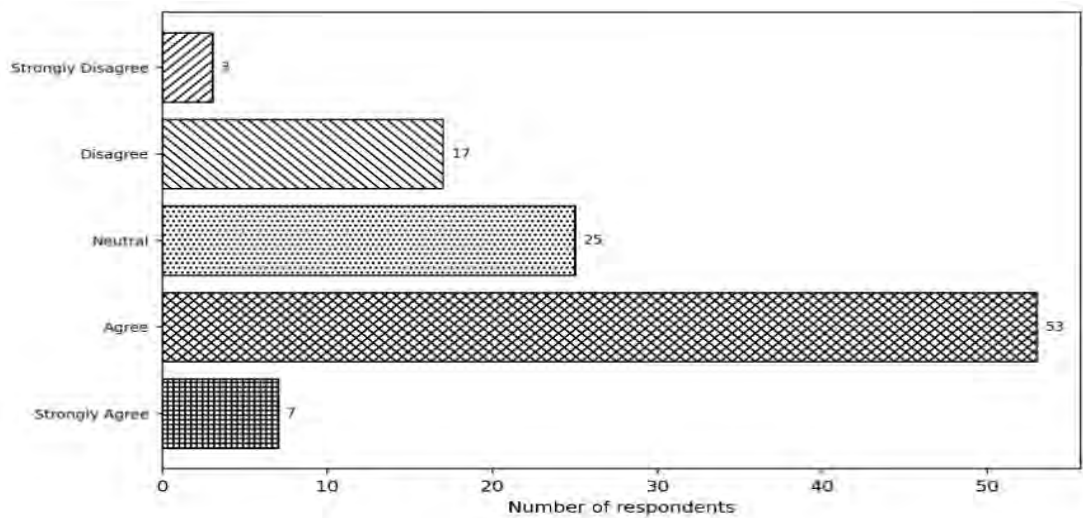


Figure 33: Overall, digital marketing positively influences my purchase intention.

The largest response was “Agree,” selected by 53 respondents (50.5%). Overall, 60 respondents (57.1%) selected either Agree or Strongly Agree, while 25 (23.8%) were neutral. This indicates a moderately positive perception of the statement among the respondents. The finding suggests that this aspect of digital marketing can positively contribute to consumer purchase intention in Pokhara.

4.2 Major Findings

- Out of 105 respondents, 52.4% were female and 46.7% were male, while 0.9% preferred not to disclose their gender.
- The majority of respondents (69.5%) belonged to the 20–29 years age group, showing that young consumers formed the major portion of the study.
- Most respondents had completed +2/Higher Secondary education (44.8%), followed by those with a Bachelor's degree (38.1%).
- Students (55.2%) represented the largest group of respondents, followed by respondents involved in private employment, self-employment, and other occupations.
- The majority of respondents (50.5%) reported that they sometimes purchase products online, indicating moderate involvement in online purchasing.
- Instagram (59.0%) was identified as the most influential digital platform among respondents, followed by TikTok (18.1%).
- Social Media Marketing obtained a mean score of approximately 3.43, indicating that respondents generally agreed that social media marketing influences their purchase-related decisions.
- Content Marketing obtained a mean score of approximately 3.54, showing that informative, useful, and engaging digital content has a positive influence on consumers.
- Search Engine Marketing: Search Engine Marketing obtained a mean score of approximately 3.26, indicating a moderate positive influence on consumer purchase intention.
- Influencer Marketing obtained the lowest mean score among the five independent variables, approximately 3.07, indicating comparatively lower overall agreement among respondents.
- User-Generated Content obtained the highest mean score of approximately 3.65, indicating that reviews, ratings, comments, and experiences shared by other consumers are highly valued by respondents.
- Consumer Purchase Intention obtained an overall mean score of approximately 3.24, indicating a moderately positive level of purchase intention among respondents.
- Lack of trust in online sellers was the most commonly reported challenge, followed by fake/counterfeit products, misleading advertisements, and delayed delivery.

CHAPTER V

SUMMARY AND CONCLUSION

5.1 Summary and Conclusion

This study was conducted to examine the impact of digital marketing on consumer purchase intention in Pokhara. The study considered Social Media Marketing, Content Marketing, Search Engine Marketing, Influencer Marketing, and User-Generated Content as independent variables, while Consumer Purchase Intention was the dependent variable. A quantitative research approach with a descriptive and correlational research design was used. Primary data were collected through a structured Google Form questionnaire from 105 respondents using convenience sampling.

The findings indicate that digital marketing has an important role in influencing consumer purchase intentions. Among the five independent variables, User-Generated Content recorded the highest mean score of approximately 3.65, showing that consumers highly value reviews, ratings, comments, and experiences shared by other users. Content Marketing also received a relatively high mean score of approximately 3.54, followed by Social Media Marketing (3.43) and Search Engine Marketing (3.26). Influencer Marketing recorded the lowest mean score of approximately 3.07, indicating comparatively lower overall agreement among respondents.

The study found that Instagram was the most influential digital platform, selected by 59.0% of respondents. Regarding online purchasing, 50.5% of respondents reported that they sometimes purchase products online. This shows that digital platforms have become an important source of product information and consumer interaction.

The study also identified lack of trust in online sellers, fake or counterfeit products, misleading advertisements, and delayed delivery as major challenges faced by consumers when purchasing online. Therefore, businesses in Pokhara should focus on building consumer trust through genuine products, accurate information, transparent advertisements, reliable customer service, and clear return and refund policies.

Overall, the study concludes that digital marketing is an important factor influencing consumer purchase intention in Pokhara. Businesses can improve their digital marketing effectiveness by strengthening social media presence, creating informative content, improving search engine visibility, working with credible influencers, and encouraging genuine customer reviews. Most importantly, digital marketing strategies should focus on trust, authenticity, relevance, and consumer engagement to encourage stronger purchase intention.

5.2 SUGGESTIONS

From my study, I found that digital marketing has become an important way for businesses to reach and influence customers. Therefore, businesses in Pokhara should not only focus on promoting their products but also try to provide useful content, interact with customers, build trust, and encourage genuine customer reviews. By using social media marketing, content marketing, search engine marketing, influencer marketing, and user-generated content properly, businesses can improve their relationship with customers and may increase their purchase intention. Based on the findings and conclusion of the study, I would like to provide following suggestions:

- Platforms like Facebook, Instagram, TikTok, and YouTube can be used to regularly share information about products and services and to stay connected with customers.
- Simple and attractive content such as short videos, product demonstrations, photos, and useful information can help customers understand products and become more interested in buying them.
- Since many customers search online before purchasing a product, businesses should use suitable keywords and online advertisements so that their products can be easily found.
- Instead of selecting influencers only because they have many followers, businesses should consider whether the influencer is trusted by their audience and is suitable for the product.
- Customer reviews, ratings, photos, and videos can make a product appear more genuine and can help other customers feel more confident before making a purchase.
- Product price, quality, features, offers, and other important information should be clearly mentioned so that customers are not misled.
- They should identify which social media platforms their target customers use most and create marketing content according to their interests and needs.
- Replying to comments, messages, reviews, and questions can help build a good relationship with customers and increase their trust in the business.
- Social media and other online platforms can help local businesses promote their products without requiring a very large marketing budget.
- Further studies can also include other areas of Nepal and examine additional factors that may affect consumer purchase intention.

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APPENDIX

Survey Questionnaire

Dear Participants,

I am conducting this survey as part of my BBA 6th Semester Project Work at NTHMC affiliated with Pokhara University. The purpose of this study is to examine the **Impact of Digital Marketing on Consumer Purchase Intention in Pokhara.**

Your participation is completely voluntary. The information you provide will be kept strictly confidential and will be used only for academic purposes.

It will take approximately 7-10 minutes to complete the questionnaire. Thank you for your valuable participation.

Regards,

Nirmala Gurung

BBA,

6th

Semester

Nepal Tourism and Hotel Management College

1. Gender:

- Male
- Female

2. Age Group:

- Below 20 years
- 20-29 years
- 30-39 years
- 40-49 years
- 50 years and above

3. Education Level:

- SEE
- +2 / Higher Secondary
- Bachelor's Degree
- Master's Degree
- Above Master's

4. Occupation:

- Student
- Government Employee
- Private Employee
- Business Owner
- Self-employed
- Homemaker
- Other

5. Monthly Income:

- No Personal Income
- Below NPR 20,000
- NPR 20,001-40,000
- NPR 40,001-60,000
- NPR 60,001-80,000
- Above NPR 80,000
- Prefer not to say

6. How often do you purchase products online?

- Never
- Rarely
- Sometimes
- Often
- Very Often

7. Which digital platform influences you the most?

- Facebook
- Instagram
- TikTok
- YouTube
- Google Search
- Daraz
- Other

8. Social Media Marketing

Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
I frequently see advertisements on social media platforms.	☐	☐	☐	☐	☐
Social media advertisements attract my attention.	☐	☐	☐	☐	☐
I discover new products through social media.	☐	☐	☐	☐	☐
Social media promotions increase my interest in products.	☐	☐	☐	☐	☐

9. Content Marketing

Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Informative online content helps me understand products better.	☐	☐	☐	☐	☐
Blogs and articles influence my purchase decisions	☐	☐	☐	☐	☐
Product videos increase my interest in buying products.	☐	☐	☐	☐	☐
I prefer brands that provide valuable online content.	☐	☐	☐	☐	☐

10. Search Engine Marketing

Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
I search online before buying products.	☐	☐	☐	☐	☐
Google search results influence my buying decisions.	☐	☐	☐	☐	☐
Sponsored search results attract my attention.	☐	☐	☐	☐	☐
I trust products appearing on the first page of search results.	☐	☐	☐	☐	☐

11. Influencer Marketing

Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Influencers help me discover new products or services.	☐	☐	☐	☐	☐
I am more likely to purchase a product endorsed by an influencer I follow.	☐	☐	☐	☐	☐
Influencers' reviews increase my confidence in a product or brand.	☐	☐	☐	☐	☐
The credibility of an influencer affects my purchase decisions.	☐	☐	☐	☐	☐

12. User-Generated Content

Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
I read customer reviews before purchasing products online.	☐	☐	☐	☐	☐
Positive customer reviews increase my confidence in a product.	☐	☐	☐	☐	☐
I trust user-generated content more than brand-created advertisements.	☐	☐	☐	☐	☐
Customer ratings help me evaluate the quality of a product or service.	☐	☐	☐	☐	☐

13. Consumer Purchase Intention

Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
I intend to purchase products promoted through digital marketing.	☐	☐	☐	☐	☐
Digital marketing increases my willingness to purchase products.	☐	☐	☐	☐	☐
I am likely to purchase products recommended through digital platforms.	☐	☐	☐	☐	☐
Overall, digital marketing positively influences my purchase intention.	☐	☐	☐	☐	☐