

IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR IN POKHARA

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*A project work report submitted to Pokhara University in a partial fulfillment of the
requirements for the degree of*

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DECLARATION

I hereby declare that the project work report entitled “**IMPACT OF SOCIAL MEDIA IN CONSUMER BEHAVIOR**” submitted to Nepal Tourism and Hotel Management College affiliated to Pokhara University as per partial fulfillment for the degree of Bachelor of Business Administration (BBA), is my original research work. Every information used in this work has been collected with reference to literature and the participation of respondents.

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Pragya Shree Shrestha

EXECUTIVE SUMMARY

Social media has evolved from a mere platform for social interaction to a very powerful and effective marketing tool for the brands. The type of content the users see about a brand and their products and services influences how they perceive the brand and form an opinion on them and hence affect their purchase decision.

This project research on "Impact of Social Media on Consumer Behavior", examines how exposure to social media content, including social media advertising, influencer marketing, online reviews, brand engagement and quality of content affects various stages of the consumer decision making process. This study examines how certain independent variables influence the consumer buying behavior. This study aims to determine how the same variables affect the customer's purchase decision, brand image, brand awareness and loyalty of the customers to the brand.

A quantitative research approach has been adapted for this study, using a structured questionnaire based on the Likert scale to collect primary data from social media users, to evaluate the relationships between the independent variables and consumer behavior. . The collected data are analyzed and showcased in the report using tables and figures along with descriptions.

Overall, this research contributes to the growing body of knowledge on digital marketing and consumer behavior by providing empirical evidence on the influence of social media in today's competitive business environment. The findings of this research are expected to provide valuable insights into how social media marketing strategies shape consumer purchasing decisions.

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CHAPTER- I

INTRODUCTION

1.1 Background of the study

Among these technological developments, social media has emerged as one of the most influential digital platforms, connecting billions of users worldwide. As the use of social media continues to grow, businesses have increasingly adopted these platforms as effective marketing tools to reach existing and potential customers.

Social media platforms are a group of internet-based applications that are built on the ideological and technological foundations of the web that allows the creation and exchange of user-generated content. Any individual who conducts the purchase of goods or services, not for the purpose of resale but their own personal use can be called consumer.

Social media has fundamentally transformed the way businesses communicate with consumers and the way consumers make purchasing decisions. Platforms such as Facebook, Instagram, TikTok, YouTube, and Viber have moved beyond social networking to become powerful marketing tools that influence brand awareness, product discovery, price comparison, and post-purchase sharing of experiences.

Unlike traditional marketing channels, social media provides businesses with opportunities to interact directly with consumers in real time. Through advertisements, promotional campaigns, engaging content, customer reviews, and personalized communication, organizations can build stronger relationships with their target audience. This interactive nature of social media has changed the way consumers search for information, evaluate products, compare alternatives, and make purchasing decisions. Consumers are no longer limited to information provided by companies alone; they can also access reviews, recommendations, and experiences shared by other users, making social media an important source of information before making a purchase.

This study guides us to understand how various factors like social media engagement, social media advertising, quality of content, online reviews and feedback among other factors work in affecting the consumer purchase decision. The social nature of the social media platforms coupled with the ability to directly interact with brands and other customers, has significantly

impacted the trust of customers in the brands which factors for perceiving how they perceive the brand.

Social media platforms provide brands with an opportunity to build relationships with their customers, engage in two-way communication and build a long-term solid relationship. Brands that are able to effectively make use of social media as their marketing strategy can enhance brand image, customer loyalty and help in positive word of mouth.

However, it is not always as straightforward as it may seem. There are various concerns and difficulties that arise with the use of social media like spreading of false information, privacy concerns as well as the rising issue of scam businesses. It is hence essential for the brands to be more mindful and aware of their strategies and information spreading in the platforms as well as making the customers feel a sense of security with the brand by providing them with accurate information.

On the whole, the study of the impact of social media on consumer behavior has provided a valuable insight into the changing minds of customer's purchase decisions and patterns. This research can help in making the business realize the importance of social media platforms as a marketing strategy and engage with their audience in order to build a transparent and long term relationship.

1.2 Objectives of the study

The objectives of studying the impact of social media on consumer behavior can vary depending on the specific research focus and scope.

A. General objective

To identify the impact of social media on consumer behavior

B. Specific objective

- To examine the influence of social media throughout the decision-making process of the customers.
- To analyze the effectiveness of social media advertising and social media engagement in the consumer buying behavior.
- To evaluate the effect of the quality of social media content on consumer behavior.

- To determine the influence of online reviews on consumer behavior.

By being able to identify these objectives and being able to achieve them, we can be able to gain a deeper understanding into the impact of social media on consumer behavior.

1.3 Statement of problem

Despite the widespread use of social media among consumers in Pokhara, many local businesses continue to allocate marketing budgets without a clear understanding of which platforms and content types genuinely influence purchase behavior. Consumers, on the other hand, are increasingly exposed to sponsored content, influencer marketing, and user-generated reviews, which may affect their decision-making in ways that are not yet well documented at the local level.

This creates a gap between the marketing efforts of businesses and the actual behavioral response of consumers. The problem this study addresses can be summarized through the following research questions:

1. How does social media influence the different stages of the consumer decision making process?
2. To what extent do social media platforms influence consumer decision making processes?
3. Which of the selected social media factors has the greatest influence on consumer behavior?
4. How do online reviews influence consumer behavior?

1.4 Significance of the study

By studying the impact of social media on consumer behavior, we can gain insights into how individuals navigate and interact with digital platforms and provide a comprehensive understanding of contemporary consumer behavior. This can help the business owners and marketers to refine their strategies and effectively engage with consumers, leading to more successful marketing outcomes. Understanding this can help businesses to design user-friendly interfaces and make the online shopping experience more enhanced while social media

platforms can provide opportunities to build relationships with the customers and foster brand loyalty.

1.5 Limitations of the study

It is not always smooth sailing to conduct a survey and form a report on it. There are certain limitations of this study that should be taken into consideration while interpreting its findings. The limitations of the study are mentioned below.

- The sample size is quite small due to a limited time period for the completion of the project.
- The study relies primarily on self-reported data collected through a structured questionnaire, which may be subject to respondent bias.
- Rapidly evolving social media trends mean that findings reflect consumer behavior only at the specific time of data collection.
- The study only covers a small portion of information on what needs to be studied.

CHAPTER- II

LITERATURE REVIEW

2.1 Introduction

The increasing use of social media has significantly changed the way consumers search for information, evaluate products, interact with brands, and make purchasing decisions. Social media marketing has therefore become an important component of modern marketing because businesses can use social media platforms to communicate with consumers, promote products, build brand awareness, and influence consumer preferences. The study highlights that social media marketing can play an important role in shaping consumers' buying behavior and purchase decisions (Disha et al., 2023). There are significant direct effects of social media advertising, trust, and customer reviews on purchase intention, with brand image also playing a mediating role (Chowdhury and Ahmed, 2026).

Social media marketing has become an important marketing tool because it allows businesses to communicate directly with consumers, create relationships, provide personalized information, and influence consumer attitudes and purchasing behavior. The study on social media marketing and consumer behavior identified social media as an important factor in understanding and influencing consumers. (Irshad, Ahmed, and Khurshidmian, 2016).

Online reviews provide consumers with information about the experiences of other customers and can reduce uncertainty when making purchasing decisions. The quality, informativeness, and credibility of reviews can influence consumers' attitudes and purchase intentions (Zhang et al., 2014).

Content quality is an important factor in influencing consumer behavior because consumers are more likely to engage with and respond positively to social media content that is informative, relevant, attractive, and useful. The content quality positively influences customer engagement and purchase intention (Minarti et al., 2026).

Social media platforms provide businesses with opportunities to communicate directly with consumers, build relationships, increase engagement, and promote their products and services. Social media marketing can also influence consumers' perceptions, preferences, and purchasing behavior by providing product information and encouraging interaction between

consumers and brands. Therefore, social media has become an important tool for businesses seeking to understand and influence consumer behavior (Nanda et al., 2023).

2.2 Conceptual Framework

This study is to identify the impact of social media on consumer behavior. Among the various factors that affect a customer's purchase decision, there are only a few of them which we will cover in this survey.

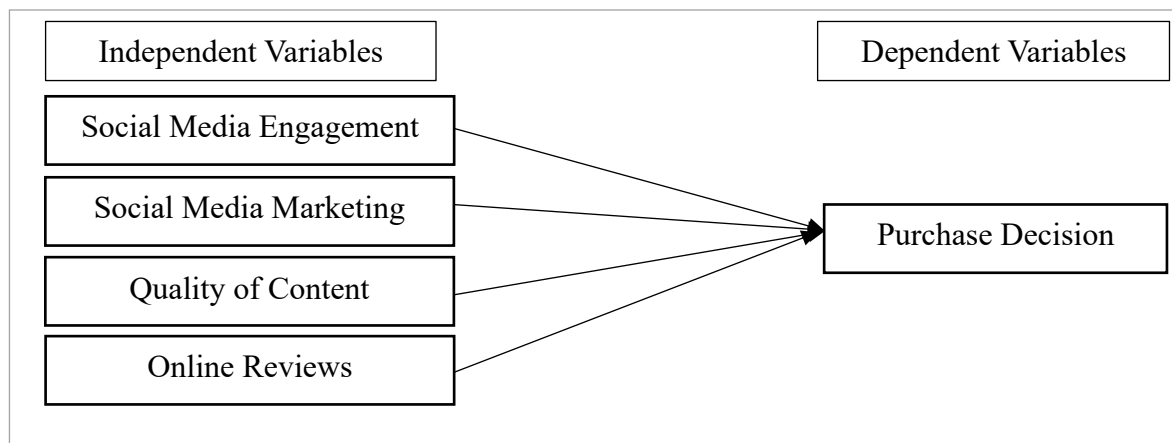


Figure 1.1: Conceptual Framework

Operational Definition

- **Social Media Engagement**

Social media engagement refers to the interactions that occur between consumers and brands on social media platforms. These interactions include liking posts, commenting, sharing content, participating in online discussions, tagging friends, and responding to promotional campaigns. High levels of engagement indicate active participation by consumers and contribute to stronger relationships between brands and their audiences.

- **Social Media Marketing**

Social media advertising refers to the use of social networking platforms to promote products, services, or brands through paid advertisements and sponsored content. Unlike traditional advertising, social media advertising allows businesses to target specific consumer groups based on characteristics such as age, gender, interests, location, and online behavior.

- **Quality of Content**

The extent to which information shared by businesses on social media is relevant, accurate, informative, creative, visually appealing, and valuable to consumers can be referred to as quality of content. High-quality content captures users' attention, provides useful information, and builds trust in the brand.

- **Online Review**

Online reviews are opinions, ratings, and feedback shared by customers on digital platforms where they can share their experience regarding the product or services. These reviews may be posted on e-commerce websites, social media platforms, company websites, or independent review platforms. Positive reviews generally increase consumer trust and purchase intention, whereas negative reviews may discourage potential buyers.

- **Purchase Decision**

A purchase decision refers to the stage in the consumer decision-making process where a consumer chooses to buy a particular product or service after evaluating the available alternatives. It is influenced by various factors, including personal preferences, product quality, price, brand image, marketing activities, social influences, and information obtained from different sources, including social media.

2.3 Research Methodology

This section of the study deals with the methods and techniques that were in this survey to form the conclusion. It includes research design, nature and source of data, population and the sample, techniques for the data collection and data analysis and the presentation. Below are the procedures that were adopted to meet the research questions and accomplish the objectives of the research.

2.3.1 Research Design

This study uses quantitative research design which includes surveys, questionnaires and observations. A quantitative research design is a type of research design that aims to describe the characteristics, behaviors, opinions, or conditions of a population or phenomenon without

manipulating any variables. This design is appropriate because it enables the researcher to collect factual information regarding consumers' social media usage, purchasing decisions, and attitudes toward online marketing.

2.3.2 Source of data

The primary source of data for this survey was through online survey forms with questionnaires. This helps in providing the most relevant and reliable data because we can collect the respondent's true thoughts and opinions. All the secondary data used in this survey is used from various sources like the internet, articles, books, etc.

2.3.3 Population and sample

This study mainly targeted people within the city of Pokhara. The sample was collected with the use of online survey questionnaire forms. The total sample includes 100 people.

2.3.4 Data analysis and presentation

The data collected will be analyzed and interpreted through tables, bar-graphs and pie-charts, which were made using application like Ms Excel. The diagrammatic representation of information makes the findings clearer, easier to understand, and helps the readers interpret data quickly and support the analysis of the results.

CHAPTER- III

DESCRIPTIVE ANALYSIS

3.1 Data analysis and presentation

The data for this survey is collected through primary and secondary sources which act as a rough pathway for the final result. This section of the survey includes the figurative presentation of the data collected through the questionnaire in the form of tables and pie-charts. This research has the sample size of 100 people who are the respondents of the questionnaire.

3.1.1 Age of the respondents

Age	Frequency	Percentage
Below 18	27	27%
18- 24 years	36	36%
25- 34 years	17	17%
35- 45 years	11	11%
Above 45	9	9%
Total	100	100%

Table 3.1: Age of the respondents

Out of 100 respondents, the ones below 18 years were 27, 18- 24 years were 36, 25- 34 years were 17, 35- 45 years were 11 and the respondents above 45 years were 9.

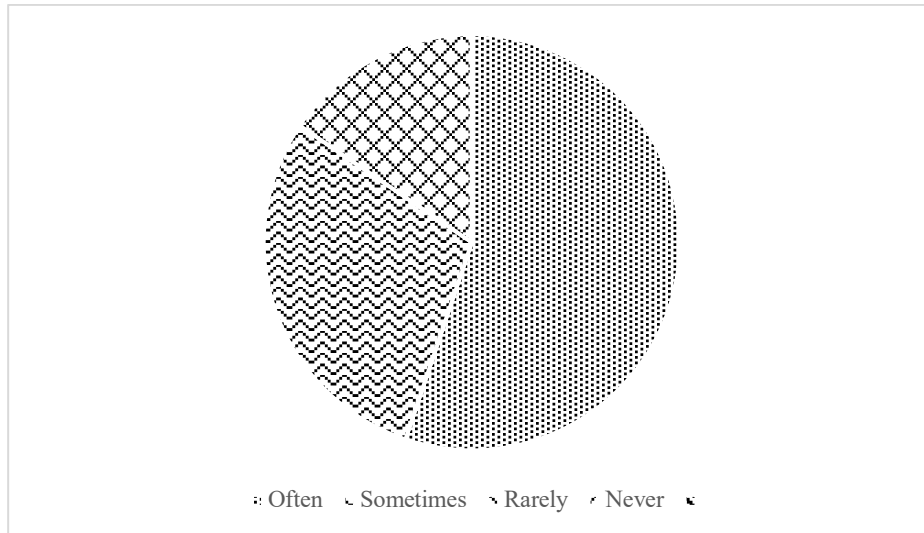


Figure 3.1: Age of the respondents

The figure shows that the respondents below age 18 were 27%, 18- 24 years were 36%, 25- 34 years were 17, 35- 45 years were 11 and above 45 years were 9.

3.1.2 Gender of the respondents

Gender	Frequency	Percentage
Male	43	43%
Female	57	57%
Total	100	100%

Table 3.2: Gender of respondents

The given table 3.2 represents the composition of the respondents by their gender. In the total of 100 samples, 43 of them were male while the remaining 57 were female.

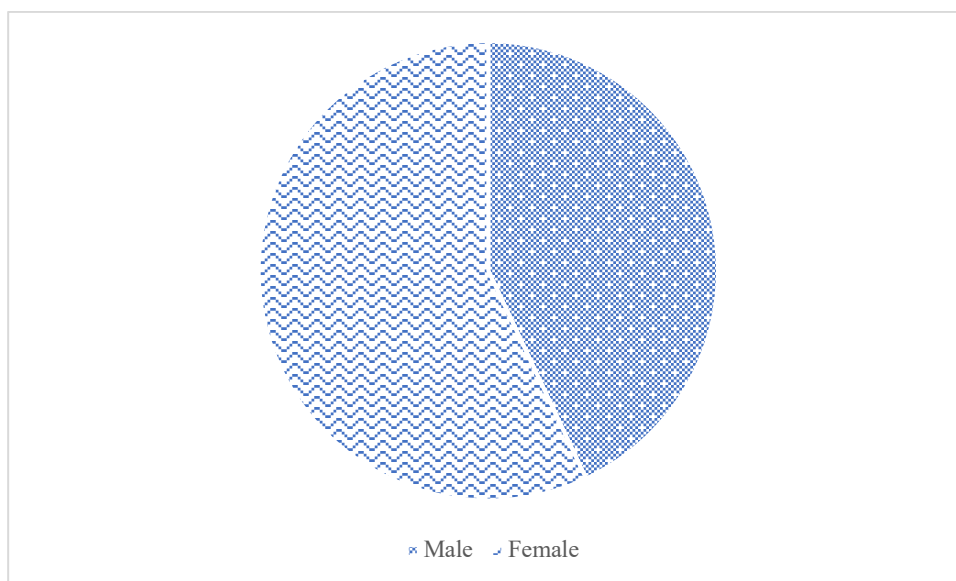


Figure 3.2: Gender of respondents

The figure 3.2 shows the data on the gender of respondents in a pie chart. We can see that out of 100%, 43% were male while the remaining 57% were female.

3.1.3 Level of education

Education level	Frequency	Percentage
Secondary level	9	9%
High school (+2)	21	21%
Bachelor's degree	34	34%
Master's degree	16	16%
PhD	11	11%
Others	9	9%
Total	100	100%

Table 3.3: Level of education

Out of 100 respondents, 9 had finished secondary level, 21 had finished high school, 34 had bachelor's degree, 16 had master's degree, 11 had PhD and 9 had other degrees.

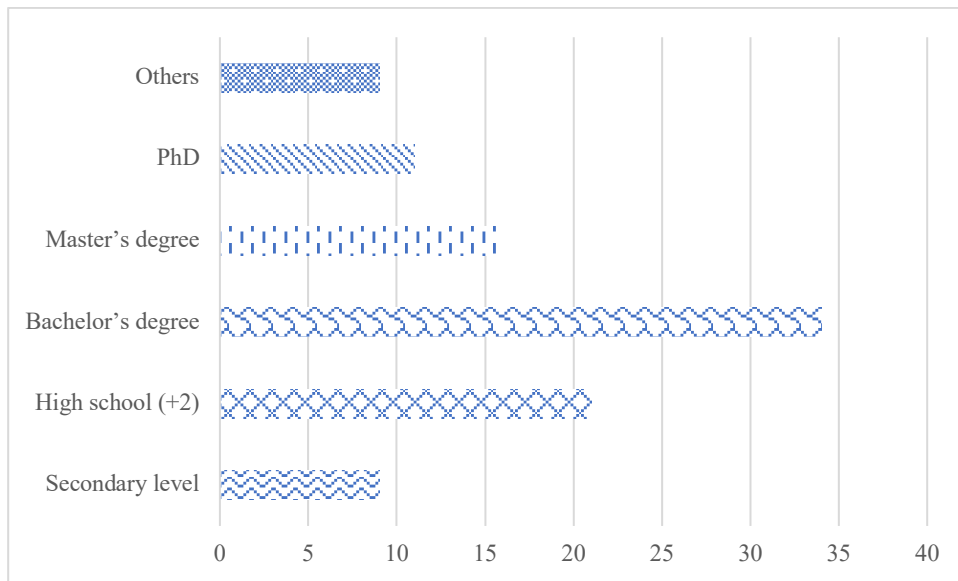


Figure 3.3: Level of education

Out of 100%, 9% had finished secondary level, 21% had finished high school, 34% had bachelor's degree, 16% had master's degree, 11% had PhD and 9% had other degrees.

3.1.4 Most used social media platform

Platforms	Frequency	Percentage
Instagram	35	35%
Facebook	11	11%
Tiktok	43	43%
Youtube	8	8%
Others	3	3%
Total	100	100%

Table 3.4: Most used social media platform

Out of 100 respondents, the number of respondents who use Instagram were 35, Facebook were 11, Tiktok were 43, Youtube were 8 and other platforms were 3.

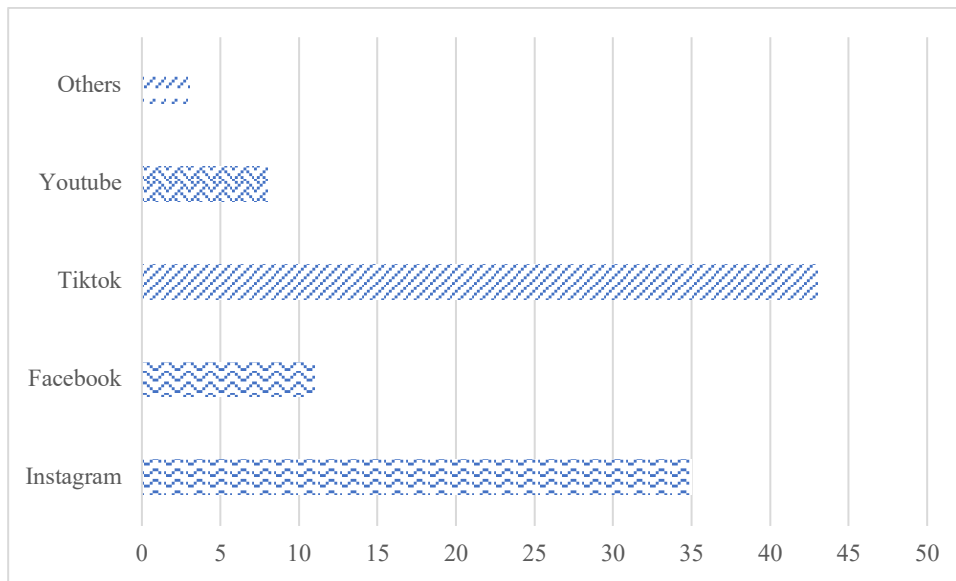


Figure 3.4: Most used social media platform

Out of 100%, the percentage of respondents who use Instagram were 35%, Facebook were 11%, Tiktok were 43%, Youtube were 8% and other platforms were 3%.

3.1.5 Time usage on social media platform

Time usage	Frequency	Percentage
Less than 1 hour	6	6%
1- 4 hours	14	14%
4- 8 hours	46	46%
More than 8 hours	34	34%
Total	100	100%

Table 3.5: Time usage on social media platform

Out of all the 100 respondents, 6 of them spent less than an hour, 14 spent 1- 4 hours, 46 spent 4- 8 hours and 34 respondents spent more than 8 hours.

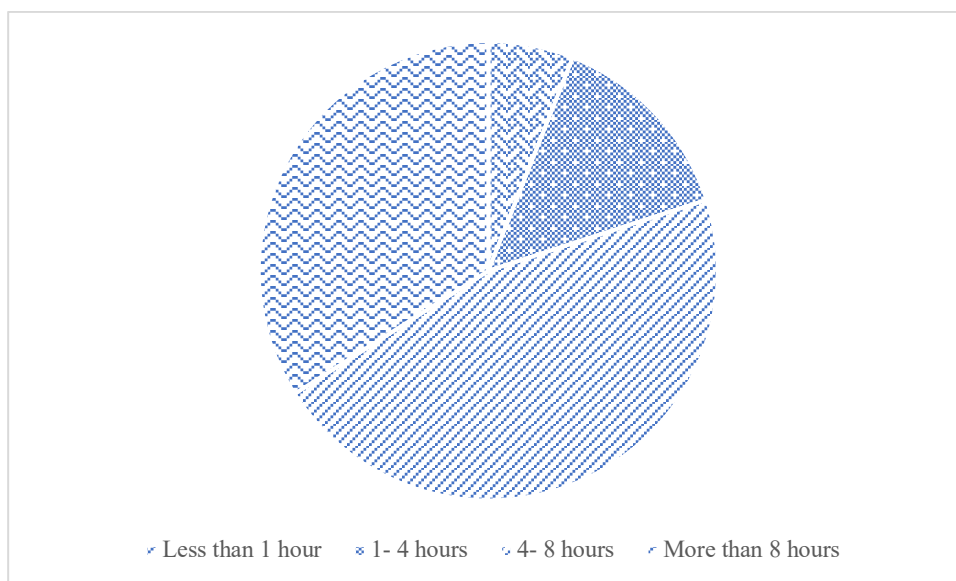


Figure 3.5: Time spent on social media platform

Out of 100%, 6% spent less than an hour, 14% spent 1- 4 hours, 46% spent 4- 8 hours and 34% respondents spent more than 8 hours.

3.1.6 Purchase made based on social media advertising

Indicators	Frequency	Percentage
Yes	89	89%
No	11	11%
Total	100	100%

Table 3.6: Purchase made based on social media advertising

Out of 100 respondents, 89 of them have made purchases based on social media advertising and 11 of them have not made any purchase based on social media advertising.

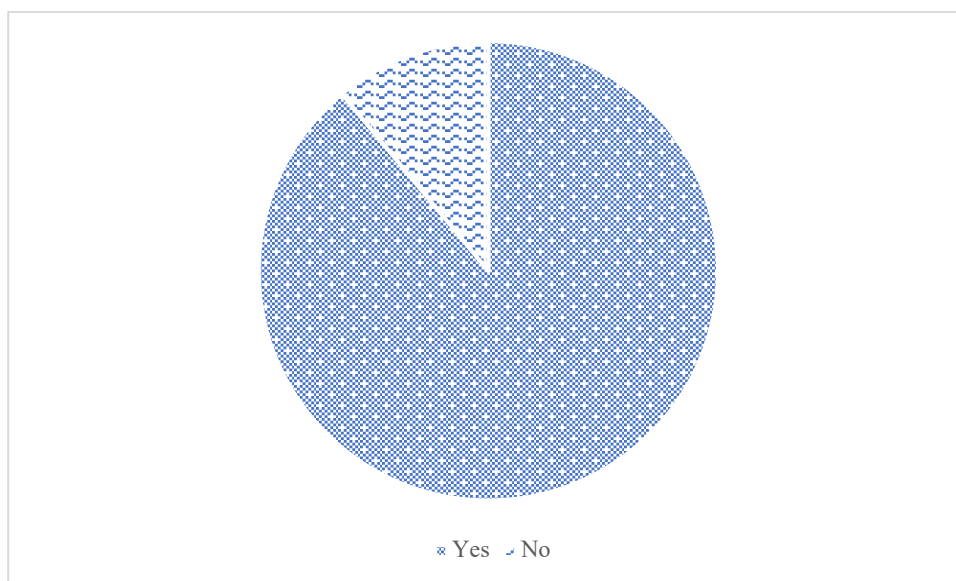


Figure 3.6: Purchase made based on social media advertising

Out of 100%, 89% of them have made purchases based on social media advertising and 11% of them have not made any purchase based on social media advertising.

3.1.7 Frequency of purchase made of an item online

Indicators	Frequency	Percentage
Always	29	29%
Often	38	38%
Sometimes	23	23%
Rarely	6	6%
Never	4	4%
Total	100	100%

Table 3.7: Frequency of purchase made online

Out of 100 respondents, 29 of them always made purchases of an item they see online, 38 of them often make purchases, 23 make purchases sometimes, 6 of them rarely make purchases and 4 of them never make any purchases.

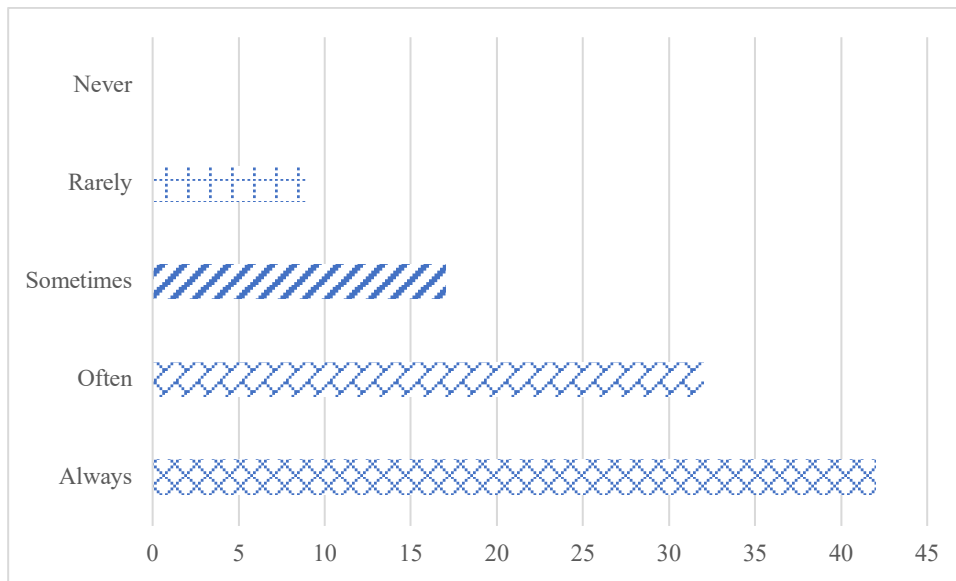


Figure 3.7: Frequency of purchase made of an item online

Out of 100%, 29% of them always made purchases of an item they see online, 38% of them often make purchases, 23% make purchases sometimes, 6% of them rarely make purchases and 4% of them never make any purchases.

3.1.8 Recklessness in making purchase online

Indicators	Frequency	Percentage
Yes	61	61%
No	39	39%
Total	100	100%

Table 3.8: Recklessness in making purchase online

Out of 100 respondents, 61 think they are more reckless with purchases they make online than shopping physically while 39 do not think so.

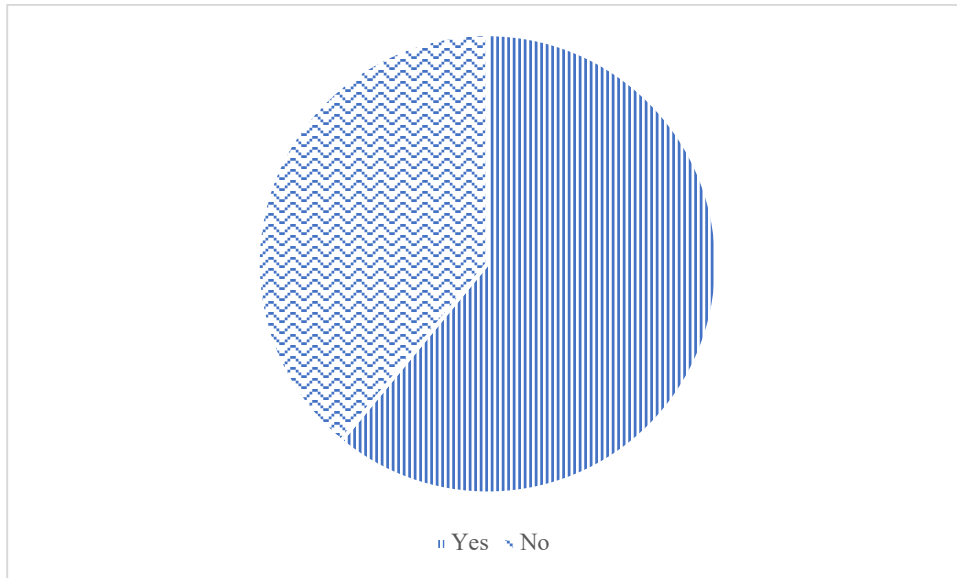


Figure 3.8: Recklessness in making purchase online

Out of 100%, 61% think they are more reckless with purchases they make online than shopping physically while 39% do not think so.

3.1.9 Accessibility with social media engagement

Indicators	Frequency	Percentage
Yes	64	64%
No	29	28%
Maybe	7	7%
Total	100	100%

Table 3.9: Accessibility with social media engagement

Out of 100 respondents, 63 of them think that brands with more social media engagement are more accessible, 29 don't think so and 7 think the brands may be more accessible.

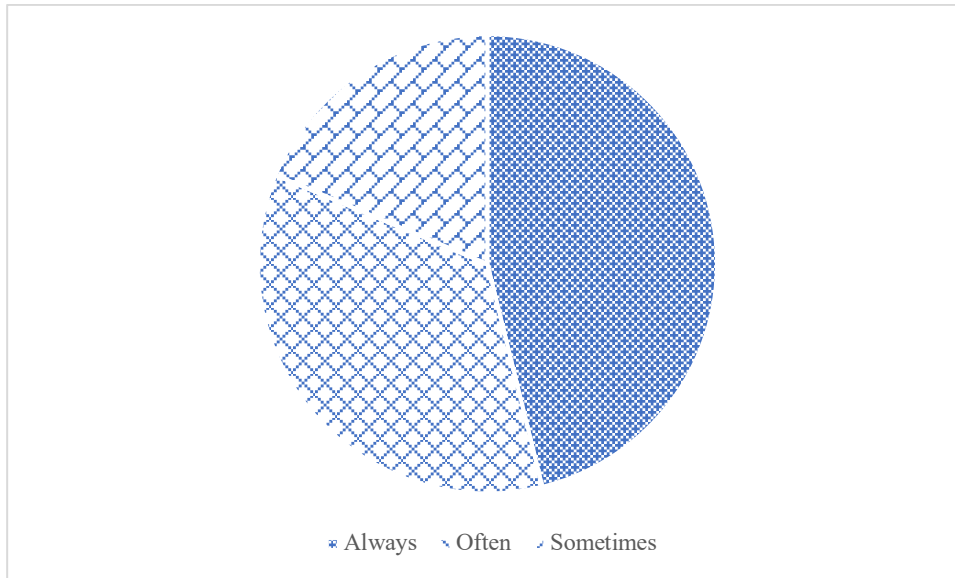


Figure 3.9: Accessibility with social media engagement

Out of 100%, 63% of them think that brands with more social media engagement are more accessible, 29% don't think so and 7% think the brands may be more accessible.

3.1.10 Confidence in engaging with brands with more likes and followers

Indicators	Frequency	Percentage
Yes	51	51%
No	28	28%
Maybe	21	21%
Total	100	100%

Table 3.10: Confidence in engaging with brands with more likes and followers

Out of 100 respondents, 51 of them have more confidence engaging in brands with more likes and followers, 28 of them don't while 21 may or may not have confidence.

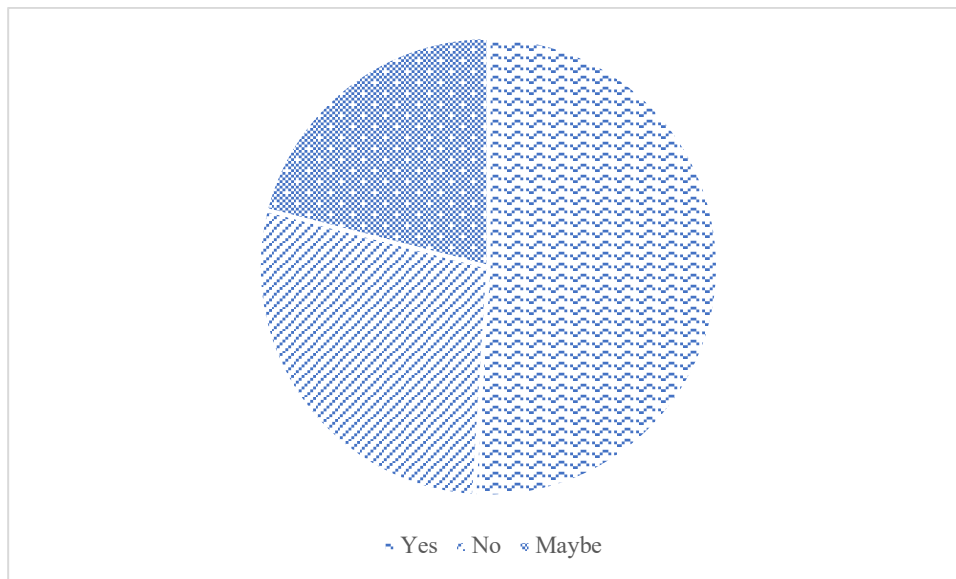


Figure 3.10: Confidence in engaging with brands with more likes and followers

Out of 100, 51% of them have more confidence engaging in brands with more likes and followers, 28% of them don't while 21% may or may not have confidence.

3.1.11 Research of product online before making purchase

Indicators	Frequency	Percentage
Always	42	42%
Often	32	32%
Sometimes	17	17%
Rarely	9	9%
Never	0	0
Total	100	100%

Table 3.11: Research of product online before making purchase

Out of 100 respondents, 42 of them always research the product or service online before making a purchase, 32 research often, 17 research sometimes. 9 rarely do research and none of them ever do research before purchasing.

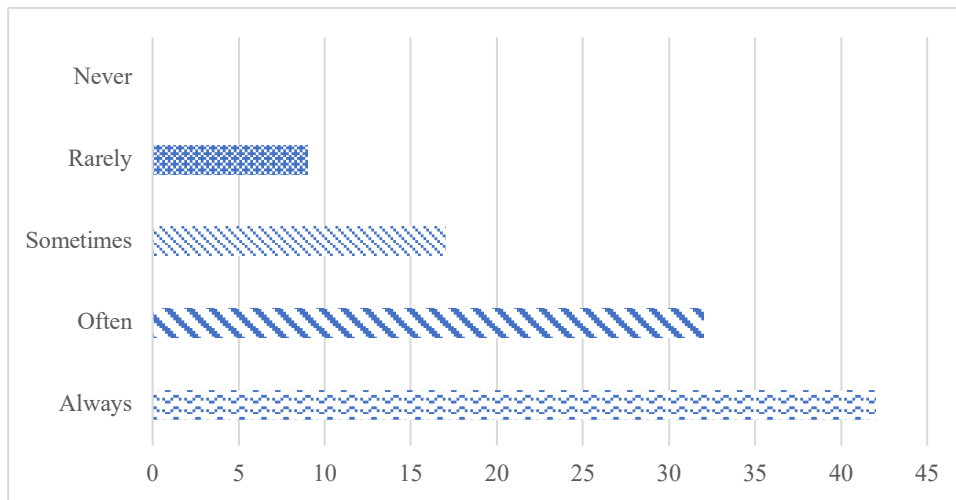


Figure 3.11: Research of product online before making purchase

Out of 100%, 42% of them always research the product or service online before making a purchase, 32% research often, 17% research sometimes, 9% rarely do research and zero percent of them ever do research before purchasing.

3.1.12 Trusting recommendations and reviews online

Indicators	Frequency	Percentage
Very likely	17	17%
Likely	32	32%
Neutral	19	19%
Unlikely	21	21%
Very unlikely	11	11%
Total	100	100%

Table 3.12: Trusting recommendations and reviews online

Out of 100 respondents, 17 of them are very likely to trust the recommendations and reviews online, 32 are likely to trust, 19 are neutral, 21 are unlikely to trust and 11 are very unlikely to trust recommendations and reviews online.

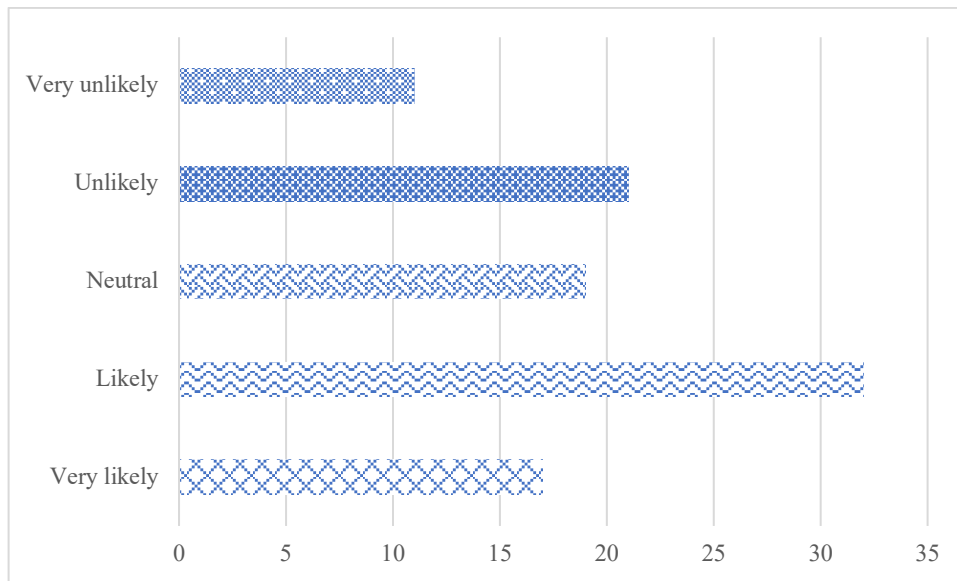


Figure 3.12: Trusting recommendations and reviews online

Out of 100%, 17% of them are very likely to trust the recommendations and reviews online, 32% are likely to trust, 19% are neutral, 21% are unlikely to trust and 11% are very unlikely to trust recommendations and reviews online.

3.1.13 Discouragement from negative review online

Indicators	Frequency	Percentage
Yes	59	59%
No	29	29%
Maybe	12	12%
Total	100	100%

Table 3.13: Discouragement from negative review online

Out of 100 respondents, 59 are discouraged from making a purchase when they see a negative review about the product online, 29 of them are not while 12 may or may not be discouraged.

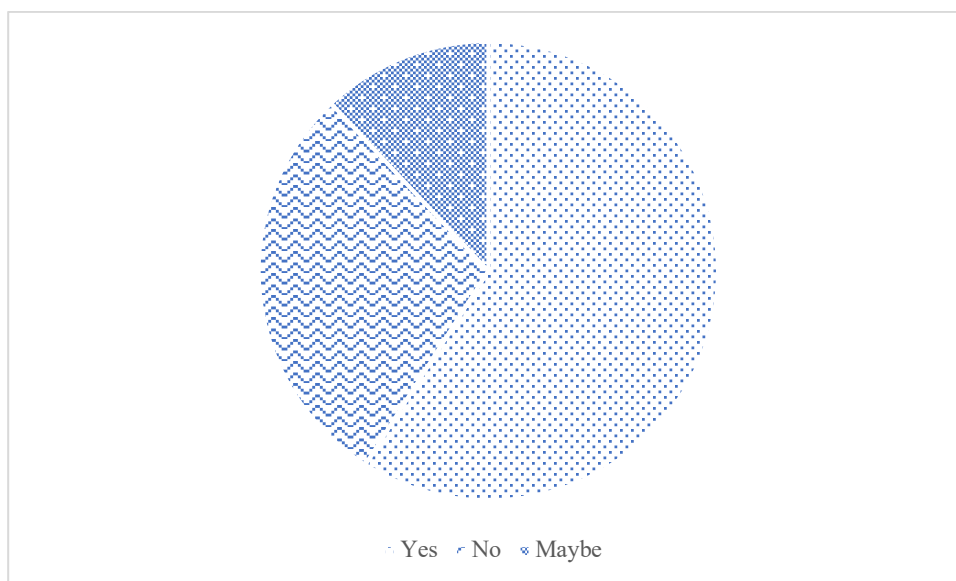


Figure 3.13: Discouragement from negative review online

Out of 100%, 59% are discouraged from making a purchase when they see a negative review about the product online, 29% of them are not while 12% may or may not be discouraged.

3.1.14 Change on opinion on brands based on their social media marketing

Indicators	Frequency	Percentage
Yes	62	62%
No	23	23%
Maybe	15	15%
Total	100	100%

Table 3.14: Change on opinion on brands based on their social media marketing

Out of 100 respondents, the opinion of 62 of them changes, 23 of their options do not change and 15 of their opinions may or may not change.

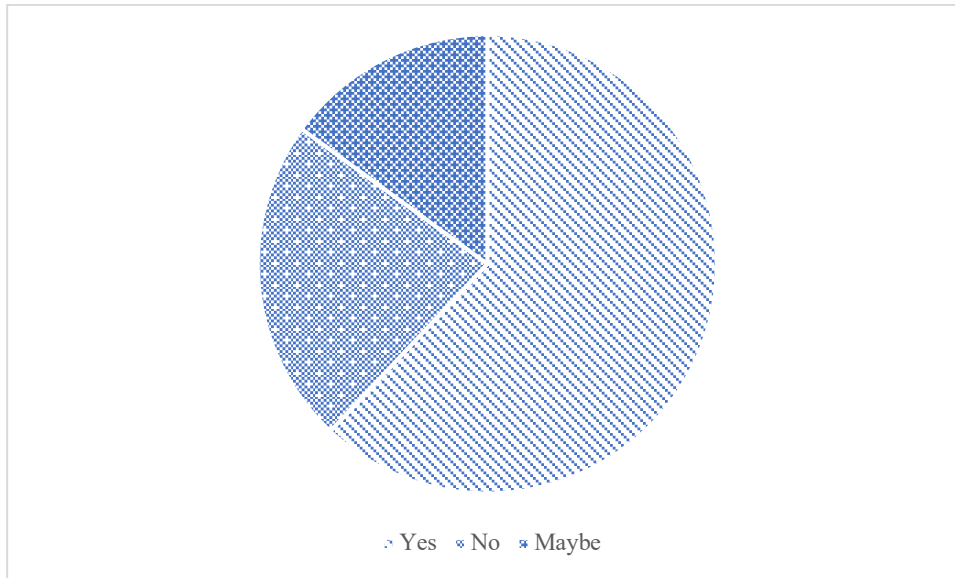


Figure 3.14: Change on opinion on brands based on their social media marketing

Out of 100%, the opinion of 62% changes, 23% do not change and 15% of their opinions may or may not change.

3.1.15 Purchase made based on visually attractive advertisement

Indicators	Frequency	Percentage
Yes	75	75%
No	25	25%
Total	100	100%

Table 3.15: Purchase made based on visually attractive advertisement

Out of 100 respondents, 75 of them have made a purchase based on a visually attractive advertisement while the remaining 25 have not.

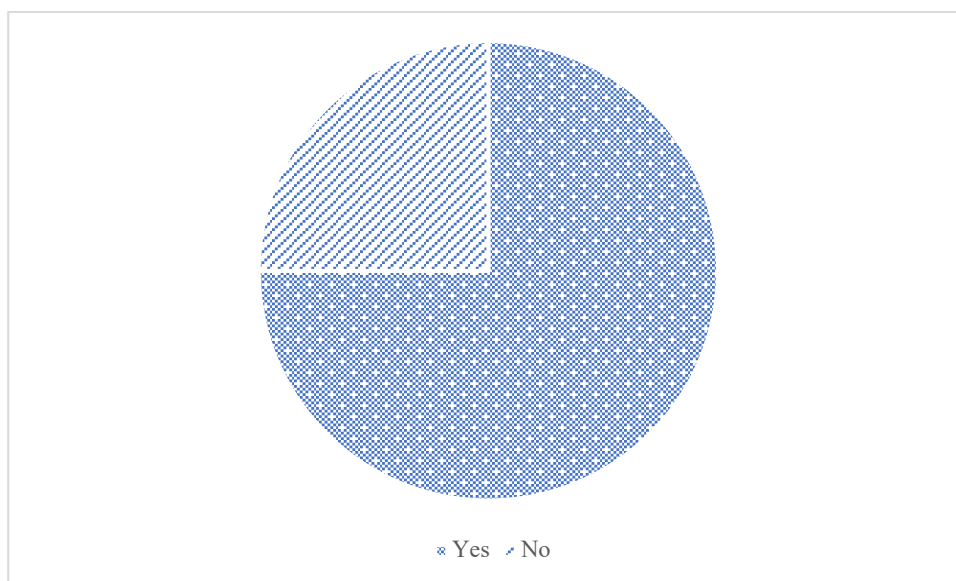


Figure 3.15: Purchase made based on visually attractive advertisement

Out of 100%, 75% have made a purchase based on a visually attractive advertisement while the remaining 25% have not.

3.1.16 Recommended a brand to others after seeing and liking it on social media

Indicators	Frequency	Percentage
Yes	82	82%
No	18	18%
Total	100	100%

Table 3.16: Recommended a brand to others after seeing and liking it on social media

Out of 100 respondents, 82 have recommended the product and brand to others after seeing and liking it online while 18 have not.

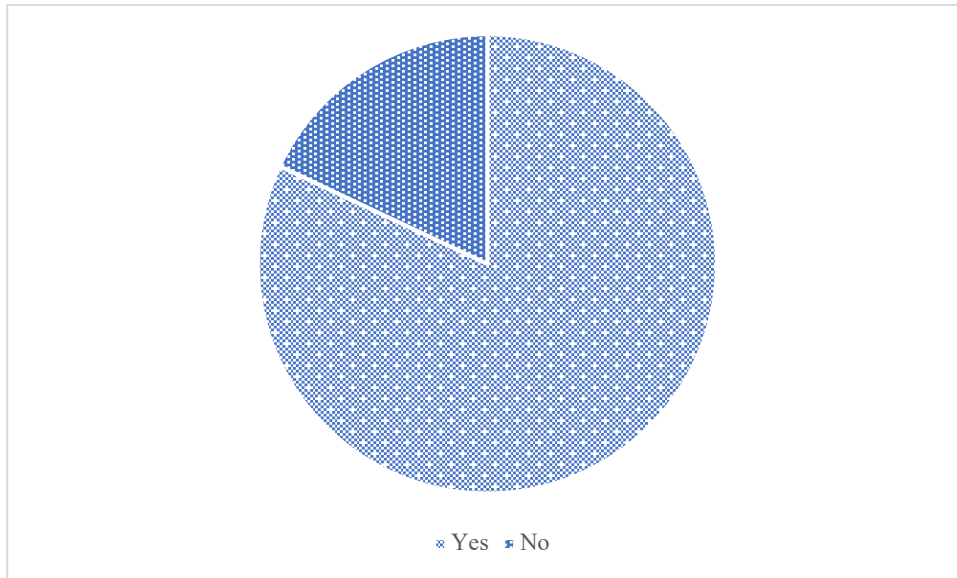


Figure 3.16: Recommended a brand to others after seeing and liking it on social media

Out of 100%, 82% have recommended the product and brand to others after seeing and liking it online while 18% have not.

3.1.17 Felt a sense of urgency to buy products after seeing time limited sales and offers on social media

Indicators	Frequency	Percentage
Yes	58	58%
No	42	42%
Total	100	100%

Table 3.17: Felt a sense of urgency to buy products after seeing time limited sales and offers on social media

Out of 100 respondents, 58 of them felt a sense of urgency to buy products after seeing time limited sales and offers on social media while the remaining 42 did not.

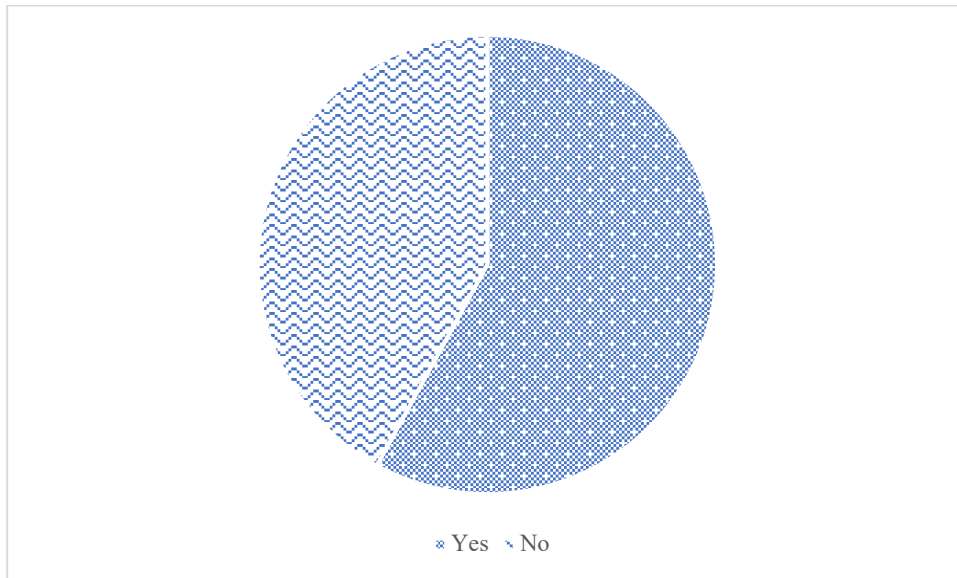


Figure 3.17: Felt a sense of urgency to buy products after seeing time limited sales and offers on social media

Out of 100%, 58% felt a sense of urgency to buy products after seeing time limited sales and offers on social media while the remaining 42% did not.

3.1.18 Bad quality of content equals bad quality of products

Indicators	Frequency	Percentage
Yes	56	56%
No	44	44%
Total	100	100%

Table 3.18: Bad quality of content equals bad quality of products

Out of 100 respondents, 56 of them think that bad content quality equals bad quality of product while 44 don't think so.

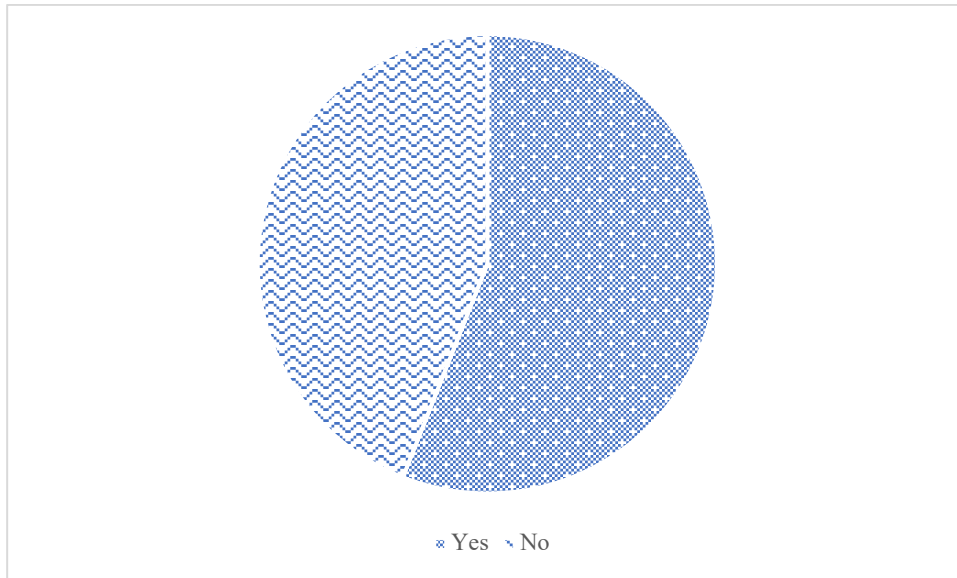


Figure 3.18: Bad quality of content equals bad quality of products

Out of 100%, 56% think that bad content quality equals bad quality of product while 44% don't think so.

3.1.19 Influence by the paid advertisement from influencers

Indicators	Frequency	Percentage
Yes	28	28%
No	52	52%
Maybe	20	20%
Total	100	100%

Table 3.19: Influence by the paid advertisement from influencers

Out of 100 respondents, 28 of them are easily influenced by the paid advertisement from influencers, 52 are not while the remaining 20 may or may not be influenced.

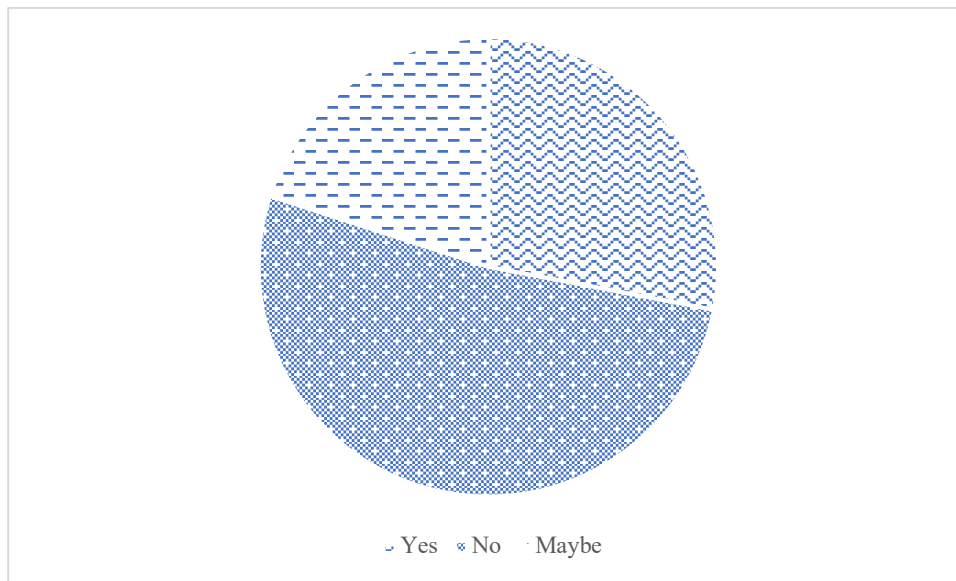


Figure 3.19: Influence by the paid advertisement from influencers

Out of 100%, 28% are easily influenced by the paid advertisement from influencers, 52% are not while the remaining 20% may or may not be influenced.

3.1.20 Expectations met by the products purchased online

Indicators	Frequency	Percentage
Always	23	23%
Often	39	39%
Sometimes	17	17%
Rarely	12	12%
Never	9	9%
Total	100	100%

Table 3.20: Expectations met by the products purchased online

Out of 100 respondents, expectations of 23 are always met, of 39 are met often, of 17 are met sometimes, expectations of 12 are met rarely and expectations of 9 were never met.

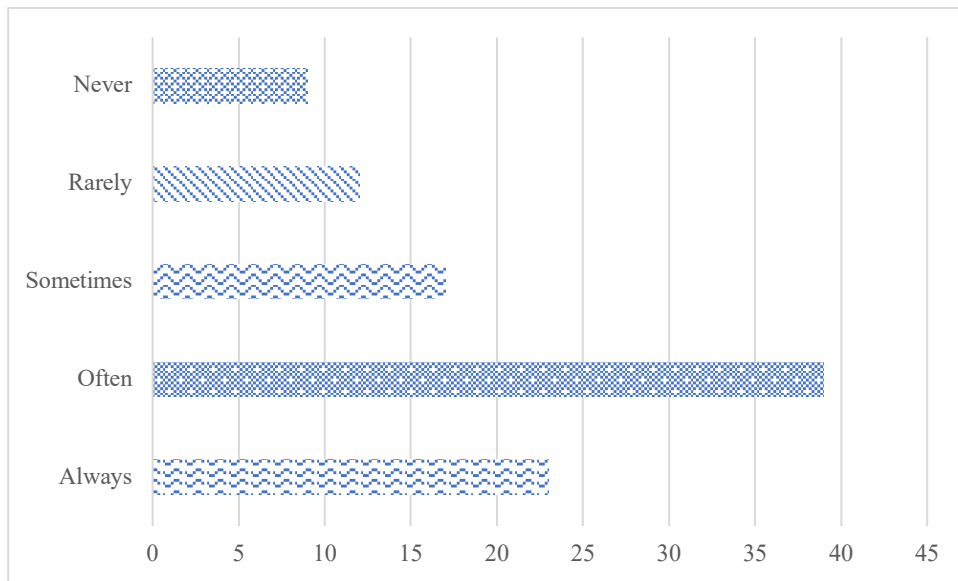


Figure 3.20: Expectations met by the products purchased online

Out of 100%, expectations of 23% are always met, of 39% are met often, of 17% are met sometimes, expectations of 12% are met rarely and expectations of 9% were never met.

CHAPTER- IV

SUMMARY, CONCLUSION AND RECOMMENDATION

4.1 Summary

The study was done with the motive of examining the impact of social media and how it affects the purchase decision of customers. With the use of descriptive research methods and structured questionnaires, we have been able to explore and analyze purchase behavior and the influence of social media on the different stages of the consumer decision making process.

The study includes a sample of 100 people, made with the use of both primary and secondary data sources. The primary source included a structured questionnaire while secondary data included taking information from books, articles and the internet. The collected data then is presented in a table and pie-chart to make the information easier to understand and more visually appealing.

4.2 Conclusion

From the above study, it can be concluded that there has been an increasing impact of social media on the overall purchase decision making of the customers. The reach of social media advertising and marketing strategy affects how people view the brand and influences their purchase decision. The strong influence of online reviews and influencer content also places greater responsibility on businesses to maintain product quality and service standards, since negative experiences can spread rapidly and visibly across social networks.

In conclusion, as social media continues to evolve and play an increasingly significant role in consumers' daily lives, understanding its influence on consumer behavior is becoming more important for both researchers and practitioners. This study seeks to contribute meaningful evidence that supports more informed marketing strategies and provides a foundation for future research in the field of social media marketing and consumer behavior.

4.3 Recommendation

Based on the objectives and scope of this study, several recommendations are proposed to assist businesses, marketers, and future researchers in better understanding and utilizing social media to influence consumer behavior. Although the actual findings of the study may provide more specific insights, these recommendations are intended to encourage the effective use of social media marketing strategies, strengthen consumer engagement, and guide future research in this field.

- Businesses should actively encourage and respond to customer reviews and ratings, since these emerged as the strongest single factor influencing purchase decisions.
- Businesses should respond promptly to comments and direct messages, since delayed responses can discourage potential buyers who are already primed to purchase after viewing a post.
- Given the growing use of TikTok, particularly among younger consumers, businesses should consider short-form video content as part of their promotional mix.
- The businesses should focus on consistent product quality and after-sales service to ensure customer satisfaction.

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APPENDICES

A study on “Impact of Social Media on Consumer Behavior”

Your responses to this survey are to be used for a research project I am conducting entitled “Impact of Social Media on Consumer Behavior” The purpose of this study is to examine and determine how the social media advertisements and engagements play their part in affecting the customer's purchase decision.

All your information provided will be strictly confidential and will not be disclosed or published. Your participation in this study is entirely voluntary. However, this survey will only take approximately 5- 7 minutes of your time and your willingness to participate would be greatly appreciated, as your responses will contribute significantly to the success of this research.

Thank you for your time.

Pragya Shree Shrestha

BBA- 6th semester

Nepal Tourism and Hotel Management College (NTHMC)

1. Age of respondents
 - Below 18 years
 - 18- 24 years
 - 25- 34 years
 - 35- 45 years
 - Above 45 years
2. Gender of respondents
 - Male
 - Female

- Others
 - Prefer not to say
- 3. Education level
 - Secondary level
 - High school (+2)
 - Bachelor's degree
 - Master's degree
 - PhD
 - Others
- 4. Which social media platform do you use the most?
 - Instagram
 - Facebook
 - Tiktok
 - Youtube
 - Others
- 5. How much time do you approximately spend on social media platforms daily?
 - Less than 1 hour
 - 1- 4 hours
 - 4- 8 hours
 - More than 8 hours
- 6. Have you ever made a purchase based on social media advertising?
 - Yes
 - No
- 7. How often do you purchase an item you saw online?
 - Always
 - Often
 - Sometimes
 - Rarely
 - Never
- 8. Do you think you are more reckless with purchases you make online than shopping physically?
 - Yes
 - No
- 9. Do you feel brands with more social media engagement are more accessible?

- Yes
 - No
 - Maybe
10. Do you feel more confident buying from the brands with more followers and likes?
- Yes
 - No
 - Maybe
11. How often do you research products/ services online before making a purchase?
- Always
 - Often
 - Sometimes
 - Rarely
 - Never
12. How likely you trust the recommendations and reviews on social media?
- Very likely
 - Likely
 - Netural
 - Unlikely
 - Very unlikely
13. Does the negative review online discourage you from making the purchase?
- Yes
 - No
 - Maybe
14. Does your opinion on a brand and their products change based on the social media marketing?
- Yes
 - No
 - Maybe
15. Have you made a purchase of a product because their advertising was more attractive visually?
- Yes
 - No

16. Have you recommended a brand to others after you saw and liked it on social media?
- ☐ Yes
 - ☐ No
17. Do you feel a sense of urgency to buy products when you see time limited sales and offers on social media?
- ☐ Yes
 - ☐ No
18. Do you think a bad quality of content equals bad quality of products?
- ☐ Yes
 - ☐ No
19. Are you easily influenced by the paid advertisement you see from influencers?
- ☐ Yes
 - ☐ No
 - ☐ Maybe
20. How often do the products you find through social media meet your expectations?
- ☐ Always
 - ☐ Often
 - ☐ Sometimes
 - ☐ Rarely
 - ☐ Never