

# INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT ON CONSUMER BUYING BEHAVIOIUR

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 in Banking and Insurance

At the

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Gairapatan-4, Pokhara

March, 2026

## **DECLARATION**

I hereby, declare that this project report entitled “Influence of Social Media Advertisement on Consumer buying behavior” which is submitted by me to Nepal Tourism and Hotel Management College, in partial fulfilment of the requirement for the degree of Bachelor of Business Administration in Banking and Insurance of Pokhara University. Every effort is made to show this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions. The results and findings of the research is not submitted to any other institutions any other University.

Savyata Dhungana

Date: March, 2026

## **CERTIFICATE**

This is to certify that the project work entitled “Influence of Social Media Advertisement on Consumer Buying Behavior” submitted by Savyata Dhungana for the partial fulfilment of the requirement of BBA-BI embodies Bonafide work done by her under my supervision.

.....

Signature of the Supervisor

MR. Prakash Regmi

Date: March,2026

.....

Signature of the Project Head

External

Date: March,2026

## **ACKNOWLEDGEMENT**

It is a matter of great pleasure for me to acknowledge all the people who helped me for the successful completion of the project report as per the requirement of BBA-BI 5<sup>th</sup> semester of the syllabus provides by BBA-BI, Pokhara University. First, I would like to thank Mr.Prakash Regmi for his guidance and support during this project report. Also, I would like to thank all the faculty members of NTHMC for providing necessary documents and resources needed during the completion of the project report. The most important contributors were the respondents without whom it would not have been possible to complete the research. I would like to extend my gratitude towards all the respondents who were willing to co-operate and gave their time and effort to fill in the required questionnaire. Finally, I would like to thank everyone who has helped me to complete research directly or indirectly.

Savyata Dhungana

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## **1.1 Background of the study**

In a present scenario social media network sites are most common trend, especially among youth. Some of the most popular social networking like Facebook, Twitter, LinkedIn, Instagram, Pinterest and Google+, contributes majority activities such as messaging, chatting and blogging. The growth of student's online participation has made them to input on the products and brands. Social revenues are growing up to 25% for online traders by trade able as much as 25 hours a month with Channel Advisor's Social Commerce Suite, as survey conducted by Tech Validate Advisor of Digital Marketing customers. The winning tactics of online retailers is a company product level performance is depending on building raise add campaigns with on its own dais and use cross-channel analytics to adequate refrain social media advertising. Social media are forms of electronic communication such as websites for social networking and micro blogging through which users create online communities to share information, ideas, personal messages, and other content such as videos (Merriam-Webster, 2017). Social media marketing is the use of social media platforms and websites to promote a product or service (Felix et al., 2017). For example: Facebook is an American for-profit corporation, and an online social media and social networking service based in Menlo Park, California. The Facebook website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College student and roommates, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. (Phillips, 2007). Vast use of Facebook around the globe has made its new and important advertising platform, where businesses place their ads to reach their prospective customers. This is probably because Facebook allows businesses to target specific customer and promoting their products or services through effective advertisements. As Vahl (2011) argues Facebook is facilitating the manufacturers and service providers to reach the interested consumers.

## **1.2 Objective of the Project work**

The main objective of this study is as follow:

### **1.2.1 General Objective:**

- To know how social media influence consumers to purchase good and products through online platform.

### **1.2.2 Specific Objectives:**

- To identify the frequency of purchasing by consumers by social media advertisement
- To know the reasons for purchasing online via social media advertisement.
- To identify the most used social media to purchase good and supplies via online platforms.
- To identify the satisfaction level towards goods purchase via social media advertisement.

## **1.3 Statement of the Problem**

At present, social media plays a vital role in our social life. With the rapid advertisement of technology, people have become more and more inclined on such social media platforms to perform basic day-to-day activities such as buying and selling. This is where social media marketing comes into play. The researcher has noticed a rising trend in business today in publishing advertisements on social media to promote information about their products.

The following questions guided the study:

- How do consumers perceive advertisements on social media?
- How do social media affect the advertisement towards the youth?
- Which of the most used social media is more effective for reaching more people?

## **1.4 Organization of the study**

The whole report has been divided into five parts: Introduction, Literature review, Research Methodology, Presentation and Analysis of data and summary, Conclusion and Recommendation

### **• Introduction**

The first chapter of this study includes Background, Objectives of the study, Significant of the study and Limitation of the study.

### **• Literature Review**

Second chapter includes theoretical review, review related studies and research gap. Review

of related studies briefs about the similar research that have been carried out previously.

### **• Research Methodology**

This chapter explains the research methodology employed to conduct the study and techniques used in analysis of data. The research design, data collection procedures and processing and analysis procedures are mentioned in this section.

### **• Presentation and Analysis of data**

Fourth chapter deals with presentation of primary data using different appropriate graphs and tables as well as analysis of those data using statistical tools.

### **• Summary, Conclusion and Recommendation**

Fifth chapter concludes brief explanation of the whole report. Conclusions are drawn from the major findings of the study and finally, the required recommendations are provided for further improvement.

### **1.5 Significance of the studies**

This study will be helpful to many stakeholders such as:

- It will be beneficial for upcoming researchers to conduct studies on similar topic and fields.
- It will help business owners to understand the market for their product/service.
- It will help the business owners to determine the effectiveness of paid advertisements on social media.
- It will help the owners to know the change of trend and adapt then changes according to the current scenario and make the product accordingly.

### **1.6 Limitation of the study**

Utmost care has been taken with regards to the collection, classification and analysis of data.

The study has limitations which are as follows:

- Less sample size, as it is just 100 respondents due to the time constraints.
- Basically, based on primary data, hence we cannot argue that the research is applicable in each condition, time and place.
- Accuracy, reliability and validity of the study will be depending upon the information provided by the concern authorities.

## CHAPTER: III

### LITERATURE REVIEW

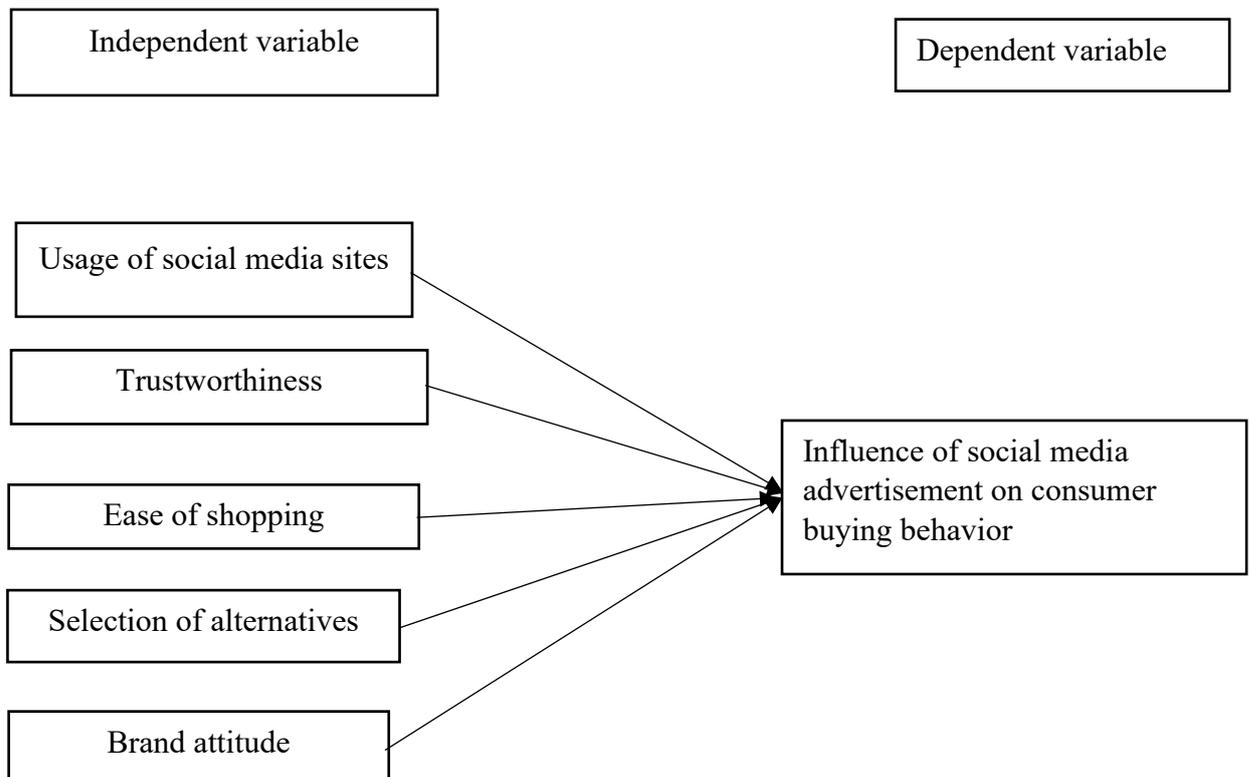
#### 2.1 Review of the literature

M. Nick Hajli (2013), studied the role of social media in the progress of e-commerce and also touches trust and perceived usefulness have any effect to consumer target to buy over social media sites. The outcomes revealed that trust has direct and indirect effect on consumer purchase intention. (Toubia, 2011) found that the sellers who benefit most from a network are those who gain the most accessibility by using the network. Understanding word-of-mouth marketing in online communities is also important (Kozinets, 2010). On the other hand word of mouth and information search has positive significant relation with purchase intention. Nufazil Altaf (2014) Results revealed that brand attitude has noteworthy impressions on social media as well as traditional advertising has lesser effect than social media. Salem Mohamed S. Basen et al. (2016), identifying the elements of online banner flier that impact on consumer purchase target. Dearth of studies in this area, so it creates more awareness and draws the attention of the internet visitors on brand. Perceived advertisement credibility, message approval, interactivity and attitude are identified factors on online banner advertisement. Results revealed that these factors have affected the purchase intention of customers. Ghania Bilal et al. (2014) examined the role of social media sites on buyer decision making in contest of apparel industry. The results revealed that consumer prefer social media web sites of Facebook and Google besides with their personal judgment. It has strongly influenced the user to buy through social media site. Patrick Mikalef et al. (2012), by using hedonic and motivation theory to identify the impact of user's intention to browse product or services in social media websites and also to study the factors which influence the user to browse product or service in social media sites. Shantanu Prasad et al. (2014), need recognition, data search, alternative evaluation, final buying decision and post buying behavior have impact on customer purchase decision. Elisabetaloanas and IvonaStoica (2014), social media play vital role in influencing behaviour of consumer in the virtual environment by giving variety of information that make consumer to buy in online environment. Socialmedia is also influencing college students. Students can now go to GradeGuru.com and obtain papers, study guides and class notes (Cohern , 2010). The article points out that Cliffnotes, and other printed material are

still available and will never go out of fashion, but the GradeGuru.com site will give students an additional option.

## 2.2 Conceptual Framework

Conceptual framework shows the relationship between the dependent variable and independent variables. According to the research the Influence of Social Media advertisement on undergraduate students for Online Purchasing is a dependent variable and Usage of different social media, Trustworthy, Ease of Shopping, Time Saving and Services are independent variables.



*Figure 1: Conceptual framework*

- Usage of Social Media Sites

This variable measures how frequently and actively consumer's use social media platforms such as Facebook, Instagram, TikTok, and YouTube. It includes aspects like time spent on social media, engagement with advertisements, and interaction with brands. A higher usage level may increase exposure to advertisements, influencing consumer's online purchasing behavior.

- Trustworthiness

This variable assesses how much consumer's trust social media advertisements and the brands being promoted. Factors include credibility of ads, customer reviews, influencer endorsements, and perceived authenticity of online sellers. Higher trust in advertisements can lead to increased online purchases.

- Ease of Shopping

This refers to how convenient and user-friendly the online shopping experience is for consumers when influenced by social media ads. It includes aspects like seamless navigation, secure payment options, and easy checkout processes. If shopping is perceived as hassle-free, consumers are more likely to make purchases.

- Selection of Alternatives

This variable examines whether social media advertisements help consumers compare different brands, products, and prices before making a purchase decision. It includes exposure to multiple product options, customer feedback, and product comparisons available on social media platforms. A wider selection of choices may influence consumer's purchasing decisions based on affordability, quality, and brand reputation.

- Brand Attitude

This refers to consumer's perceptions, feelings, and preferences toward a brand as shaped by social media advertisements. It includes brand loyalty, emotional connection, and willingness to choose the advertised brand over competitors. A positive brand attitude can increase the likelihood of purchasing from a specific brand.

# **Chapter III**

## **Research Methodology**

This chapter deals with the methods and techniques that were used in the study. It includes selection of site and its rationale, research design, nature and sources of data, population and the sample, techniques for the data collection and data analysis and presentation. Below is the procedure that was adopted to meet the research questions and accomplish the objectives of the research.

### **3.1 Research Design**

This is a correlational study since we are trying to study the relationship between the identified dependent and independent variables.

### **3.2 Nature and source of Data**

The nature of the study will be quantitative. The source of data collected will be from:

#### **Primary Data Sources**

- Questionnaire

#### **Secondary Data Sources**

- The websites
- Related Reports
- Existing Document

### **3.3 Population and Sample**

I used convenience sampling method and collected the response from 100 youths purchasing goods from online sites, with the help of questionnaires in Google forms and distributed it through social media.

### **3.4 Analysis of Data**

The data collected will be edited, coded and tabulated. Visual display of the data will be presented and analyzed in bar chart, pie-chart and frequency table. Different statistical and modelling tools will be used.

## **Chapter IV**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 Primary Data Presentation and Analysis**

This chapter is allocated for the data analysis and presentation. The data observed or collected directly from the first-hand source that has not been used before are called primary data. The primary data is taken by questionnaire method from the undergraduate students of different colleges in Pokhara valley. For the data collection 100 respondents are taken as sample using the convenience sampling method. The data presentation is as follow.

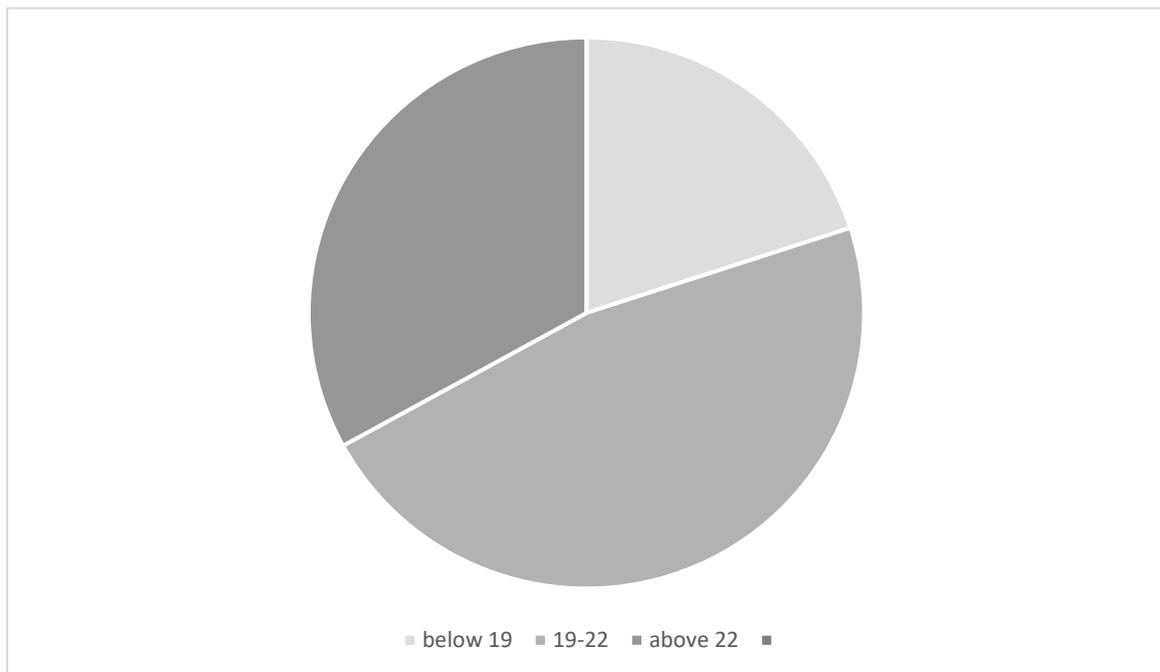
## 4.1.1 Respondent's characteristics/ Demographic Factors

### 4.1.1.1 Age of Respondents

The following chart shows the age of respondents.

Table 1: Age of Respondents

Items	Percent
Below 19	20
19-22	47
Above 22	33
Total	100



**Figure 2: Respondent's Age**

From the above diagram, out of 100 respondents 20% are below 19, 47 %are between 19-22 and 33% are above 22. It shows that age ranging from 19-22 is more than remaining 2 age groups.

#### 4.1.1.2 Respondent Based on Gender

Gender was included in the survey to find out if there is difference between male and female concerning the beliefs towards the factors.

Table 2: Respondent's Gender

Gender	No. of respondent
Male	29
Female	71
Others	0
Total	100

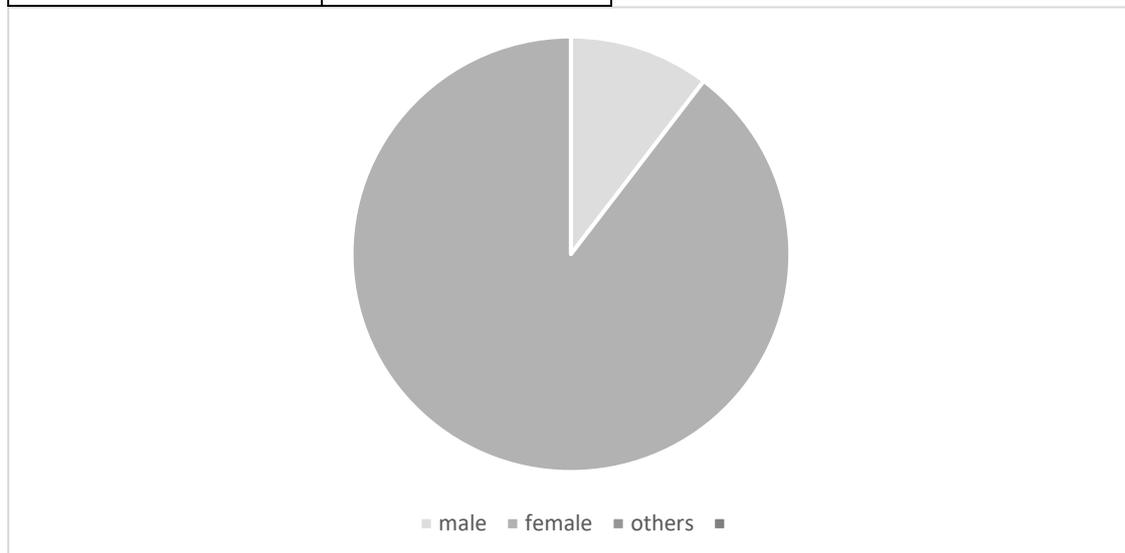


Figure 3: Respondent's Gender

This shows that females (71%) had used social media more as compared to male (29%). It is true that more female is attract towards online advertisement as compared to men.

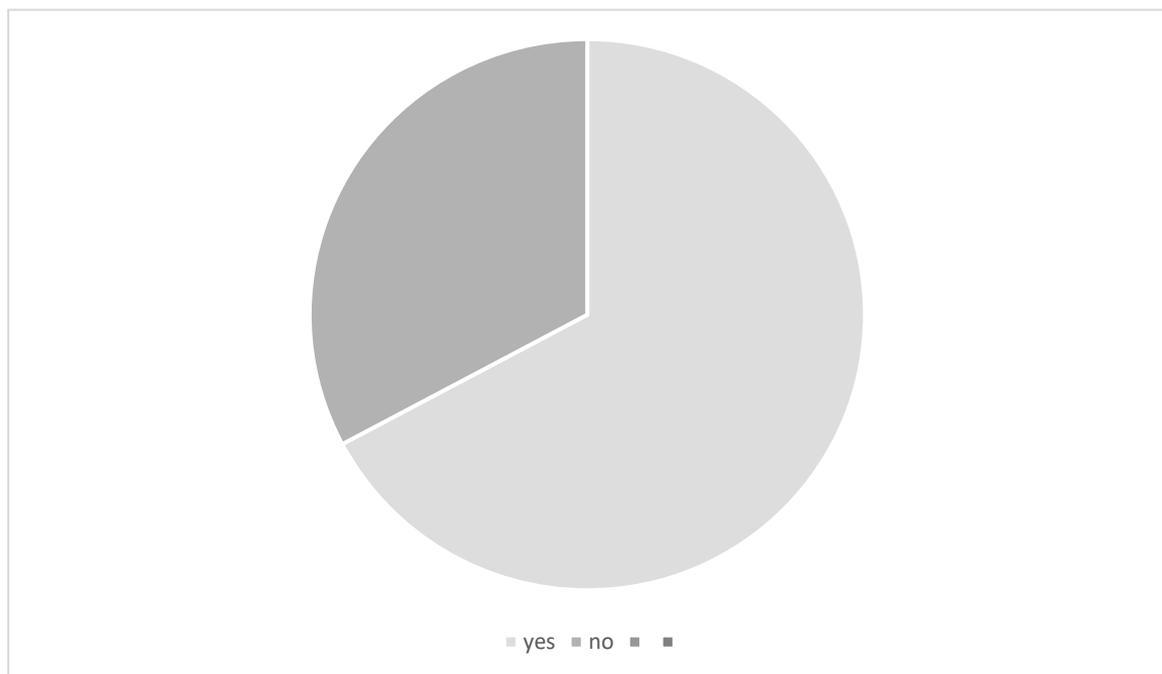
## 4.1.2 Technology Section

### 4.1.2.1 To know whether Respondents have their Own Internet connection

Internet connection of the students was analyzed. It was tried to know how many of the students have their own internet connection or not.

Table 3: Respondent's own Internet Connection

Internet Connection	No. of respondents
Yes	96
No	4
Total	100



**Figure 4: Respondent's own Internet Connection**

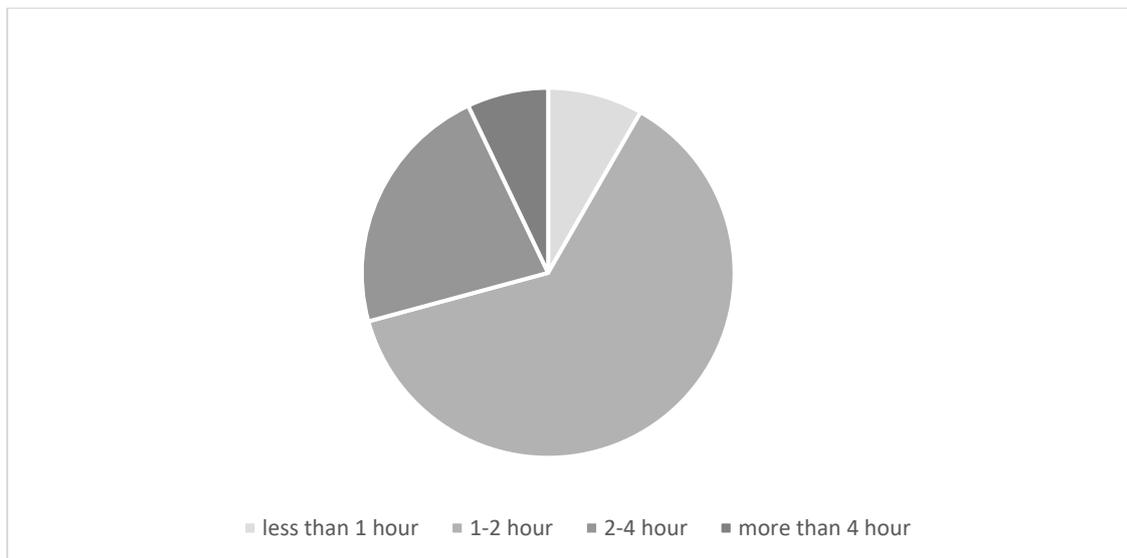
The Pie-chart helps us to know the percentage of respondents who have their own internet connections. It shows that 96% of the respondents have their own internet connection as internet is a vital thing in today's competitive era and 4% people don't have their own internet connection.

#### 4.1.2.2 Duration of social media usage

Duration of the students was analyzed. It was tried to know how many of the consumer's usage the social media how long?

Table 4: Duration of social media usage

Items	No. of respondent
Less than 1 hour	9
1-2 hours	62
2-4 hours	22
More than 4 hours	7
Total	100



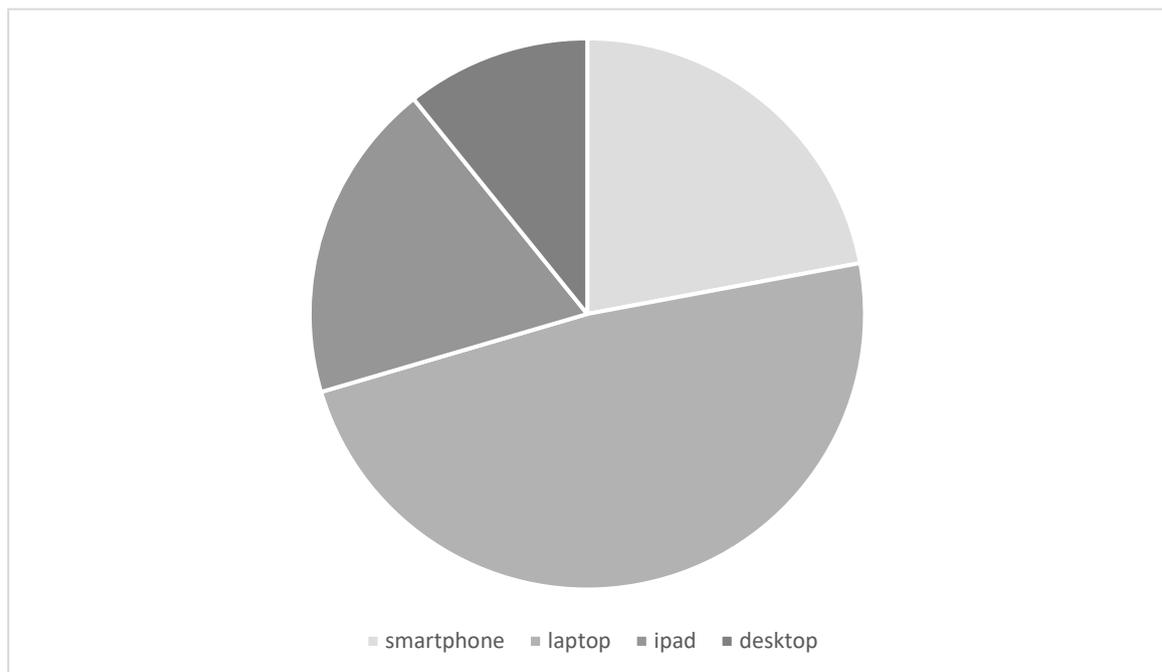
**Figure 5: Duration of social media usage** from the above Table and Pie Chart, majority of the respondents (9%) use less than 1 hour. Likewise, 62% use 1 to 2 hours ,22% use 2 to 4 hours and 7% use more than 4 hours i.e. most of the consumer's usage the social media 1 to 2 hours daily.

#### 4.1.2.3 Preference of Device used

Preference of devices to used social media of the students was analyzed. It was tried to know how many of the student's usage the social media how long?

Table 5: Preference of Device used

Items	No. of respondents
Smartphone	71
Laptop	18
iPad	7
Desktop	4
Total	100



**Figure 6: Preference of Device used**

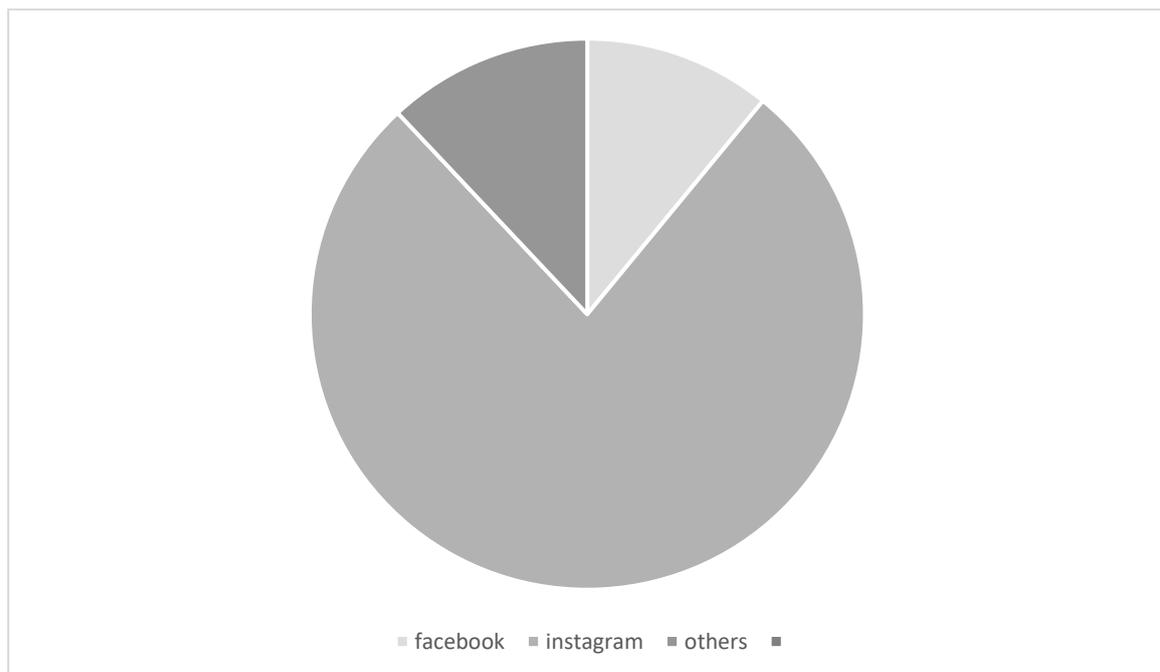
From the above Table and Bar Diagram, it is found that most of the time respondents use Smartphone (71%) but the margin with other things is very less as laptop have 18%, 7% iPad, 4% Desktop.

#### 4.1.2.4 Preference of Social media

It was analyzed to know what the social media are used by the customers. The following table and diagram present the collected data.

Table 6: Preference of social media

Particulars	No. of respondents
Facebook	33
Instagram	58
Others	9
Total	100



**Figure 7: Preference of social media**

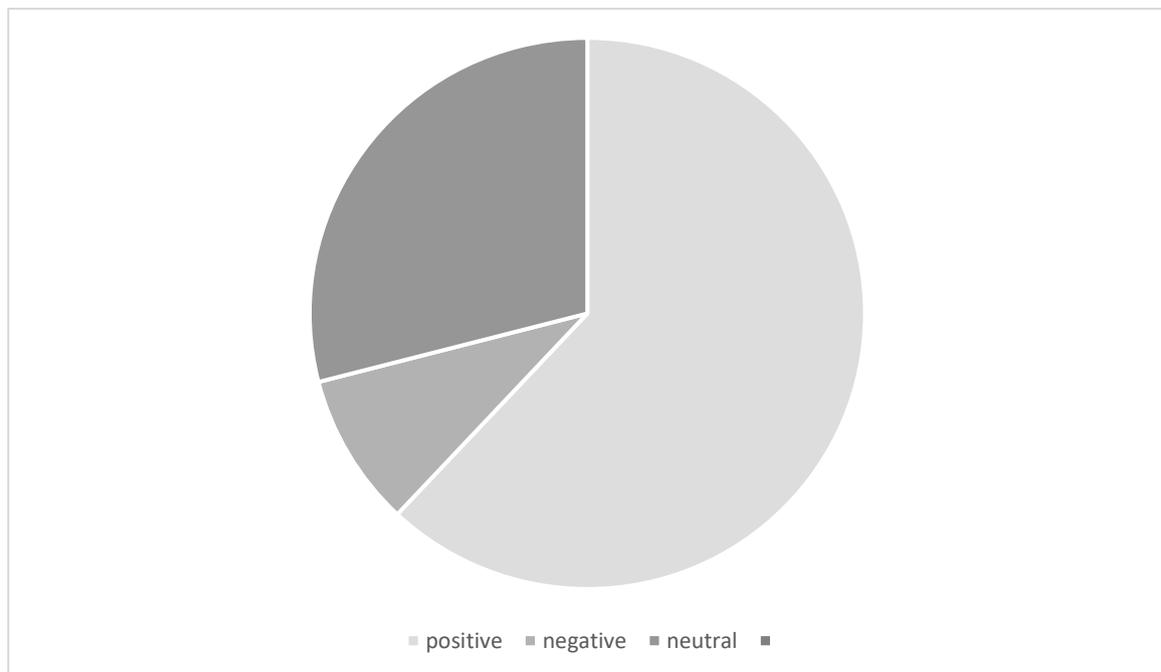
From the above diagram, out of 100 respondents 33% prefer Facebook, 58% prefer Instagram and 9% prefer other

### 4.1.3 Perceptions on Advertisement on Social media

It was analyzed know what effectiveness the advertisement creates in a consumer.

Table 7: Impact of Advertisement

Items	Respondent
Positive	62
Negative	9
Neutral	29
Total	100



**Figure 8: Impact of Advertisement**

From the above Table and given pie-chart it shows that 62% think that it gives the positive effectiveness, 29% think it is neutral whereas remaining 9% think that there is the negative effectiveness.

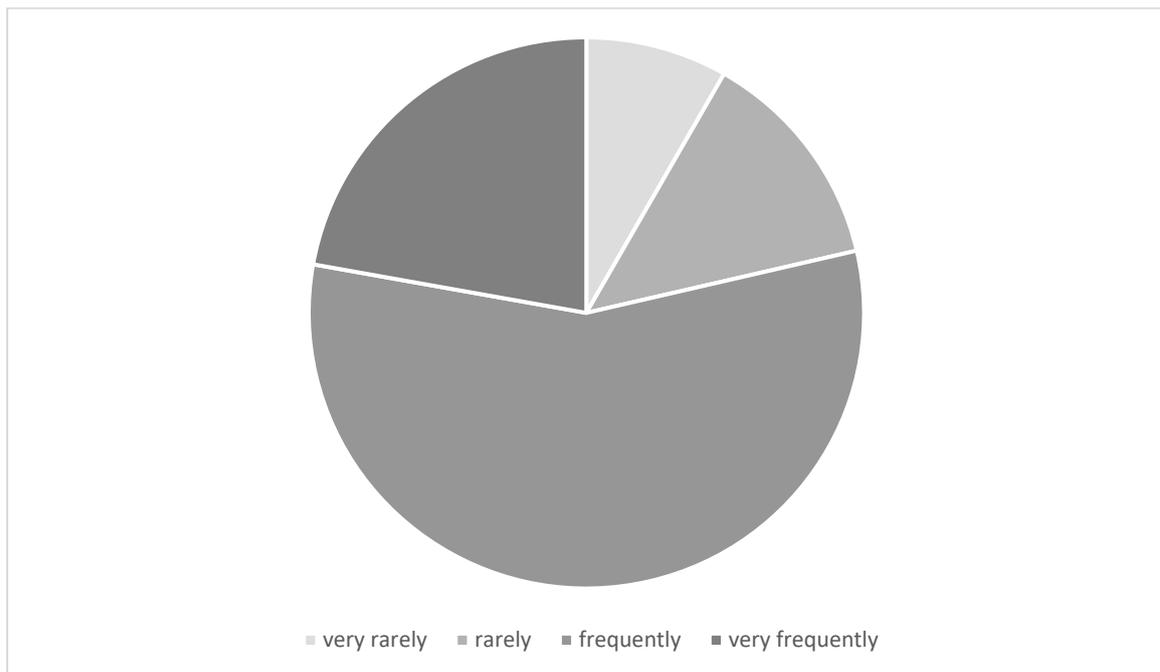
#### 4.1.3.2 To Know How Frequently Student's Purchase online

It was analyzed to know that how frequently the online shoppers purchase product online.

The following table and diagram present the collected data.

Table 8: Frequency of online shopping

Particulars	No. of respondents
Very rarely	9
Rarely	13
Frequently	56
Very frequently	22
Total	100



**Figure 9: Frequency of online shopping**

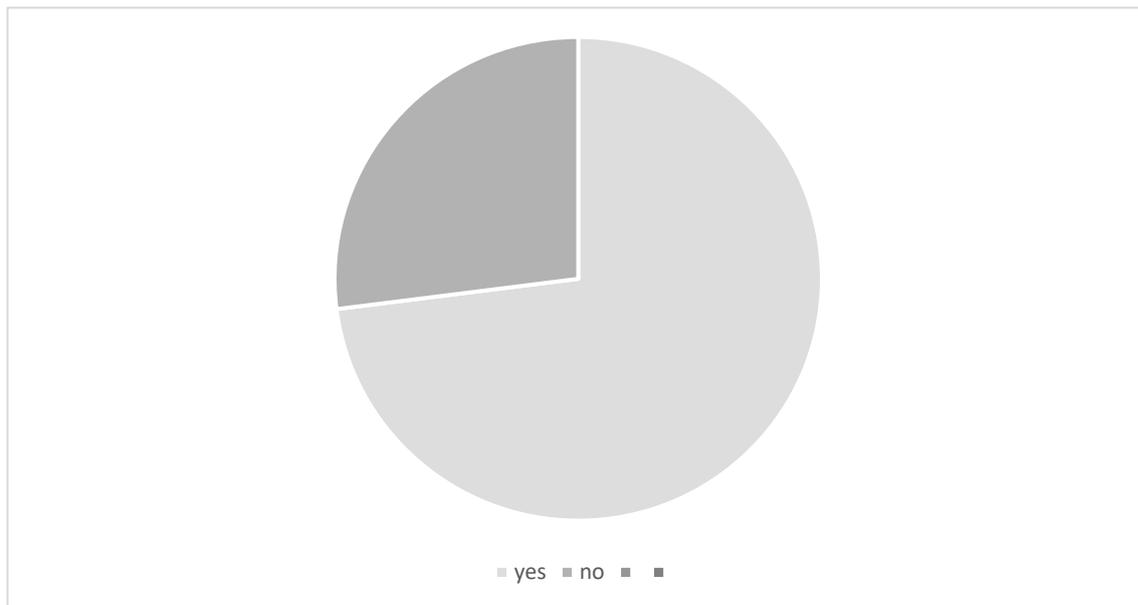
From the above Table and Pie Chart, majority of the respondents (9%) purchases online very rarely. Likewise, 13% purchase online rarely, 56% purchases frequently and 22% very frequently. So, we conclude that consumers frequently purchase products as they required.

#### 4.1.3.3 To Know Whether Respondents Are Satisfied

Satisfaction levels play an important role in online shopping. It was analyzed to know that whether respondents are satisfied or not with the services as given in the advertisement. The following table and diagram present the collected Data.

Table :9 Satisfaction of respondents

Particulars	No. of respondent
Yes	73
No	27
Total	100



**Figure 10: Respondent's satisfaction**

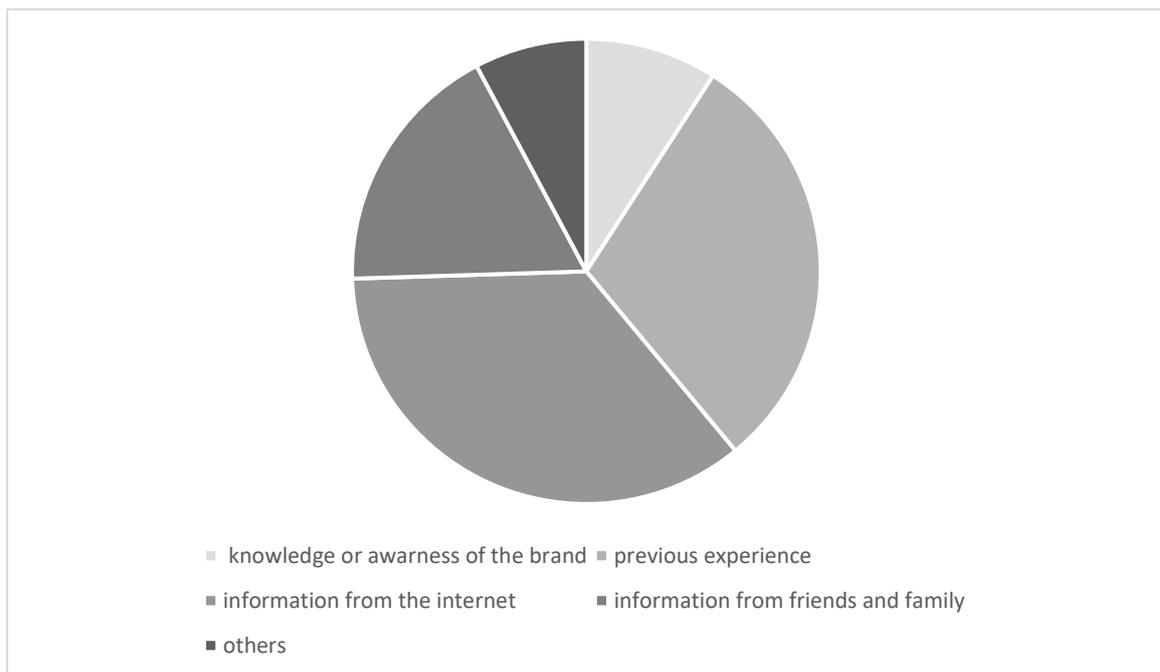
From the above table it can be said that out of the 100 respondents, 73% are in the favor of the online shopping whereas 27% are not.

#### 4.1.3.4 Factors influencing online purchasing Decision

The Factors influencing students' decision on online purchasing was analyzed. The following table and diagram show the collected data.

Table 9: Factors influencing online purchasing Decision

Particulars	No . of respondent
Knowledge or awareness of the brand	18
Previous Experiences	27
Information from the Internet (E. g Reviews)	32
Information from friend and family Members	16
Others	7
Total	100



**Figure 11: Factors influencing online purchasing Decision**

From the above table out of hundred respondents, decision is more influenced by the internet reviews (32%) whereas 18% students are influenced by knowledge or awareness of the brands, 27 from previous experiences, 16% from the friend and family members and 7% are influenced from other factors.

#### 4.1.3.5 To Know whether the respondents read online reviews or not

In a world filled with decisions, reviews offer simple and relevant guidance. So, this data was analyzed to know whether the students read online reviews or not before buying any products.

Table 10: the respondents read online reviews or not

Particulars	No. of respondents
Always	63
Sometimes	35
Never	2
Total	100

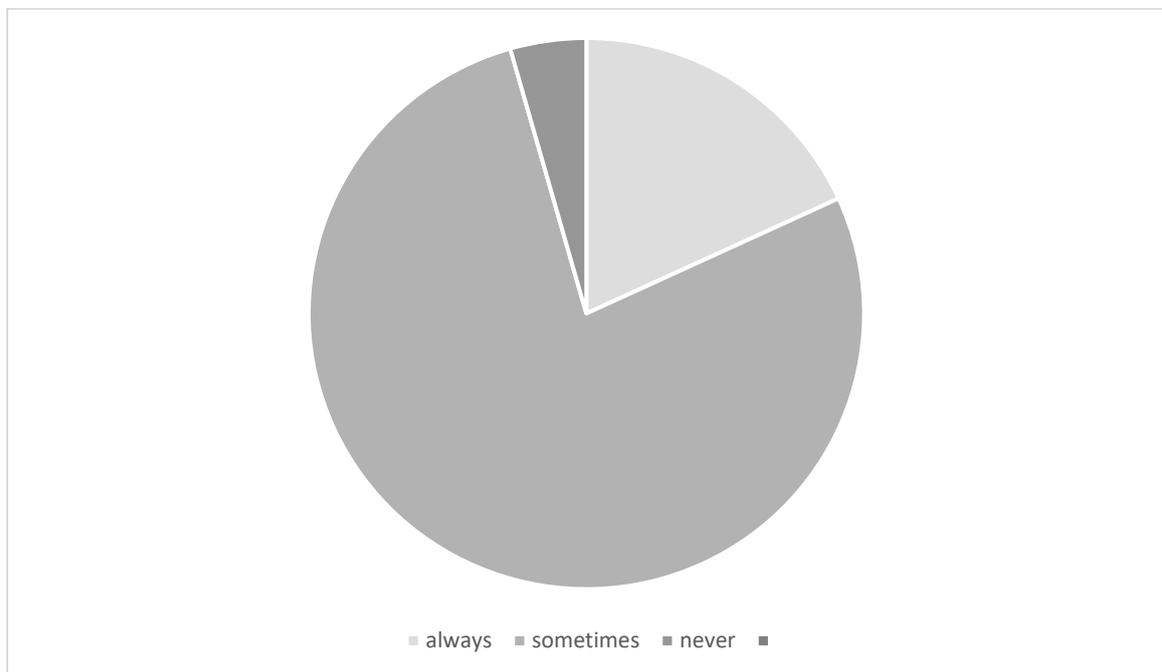


Figure 12: the respondents read online reviews or not

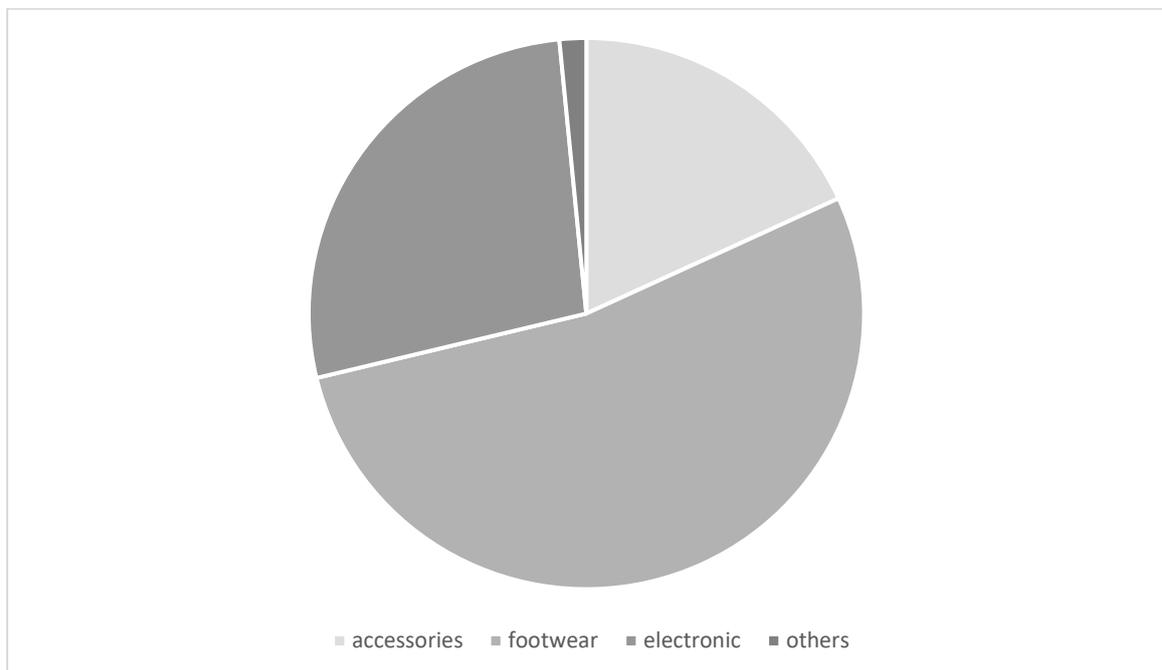
As shown in above figure, students are 63%, more likely to trust brands with online reviews compared. 35% read reviews sometimes and 2% are less likely to go through reviews.

#### 4.1.3.6 To know what types of online purchase the respondents do had

As social media displays different advertisements related to different products. Hence, following data was analyzed to know what kinds of online purchase the students having through the advertisements.

Table 12: types of online purchase the respondents had

Particulars	No. of respondent
Accessories	14
Footwear	41
Electronic	21
Others	24
Total	100



**Figure 13: types of online purchase the respondents had**

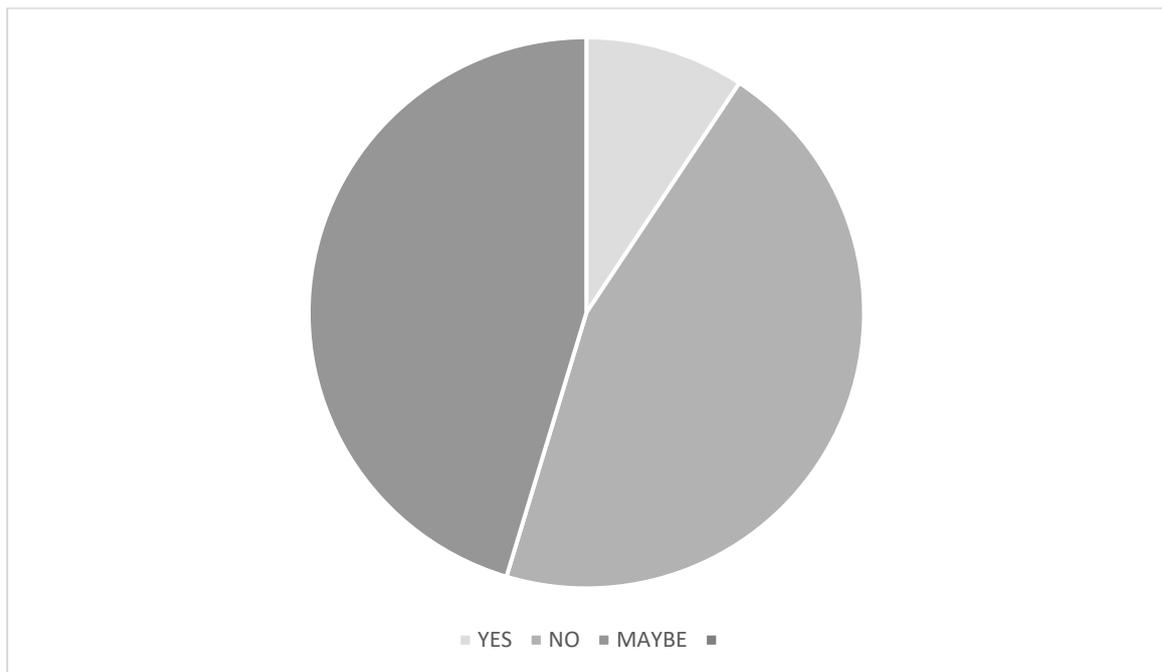
These figures shows that 41% had purchase on footwear, 14 % on accessories, 21 % on electronics and 24% purchase others.

#### 4.1.3.7 Advertisement negative impact on students

This data was collected to know whether the advertisement on social media has negative impacts on students. The table and figures are presented below:

Table 13: Negative impact on students

Particulars	Number of Respondents
Yes	20
No	40
maybe	40
Total	100



**Figure 14: Negative impact on students**

Everything has positive and negative impact on anyone. Since, students are more engaged on the internet, it is obvious that the online advertisement has more effect on the students than the others. However, 20% said that it has negative impact on students and equally 40% of them said that MAY BE or NOT there is the negative impact of advertisement on consumers.

## **4.2 Major findings**

1. Majority of 47 percent of the respondents fall within the age group of 19-22 years.
2. Out of 100 percent of respondents, 71 percent of the respondents who responded to the questioner is Female.
3. Online stores are usually available 24 hours in a day, and majority of the respondent's 96 percent have their own Internet Connection.
4. 62 percent of the respondents use the social media 1-2 hours daily.
5. Also, 71 percent of respondents are using smartphone for the use of social media.
6. Similarly, 62 percent of the respondents believe that there is the positive effectiveness of advertisement.
7. 56 percent of the respondents frequently buy the goods Online.
8. Likewise, most of the respondents among them 73 percent are satisfied with the online services while 27 percent are not satisfied.
9. Consumer's online Purchasing decision is more influenced by the internet reviews.
10. Consumers are 63 Percentage more likely to trust brand with online reviews compared.
11. 41 Percentage of consumers had more purchase on footwear as compared to other types.
12. 20 per thing that there is the negative impact of advertisement among the 100 respondents.

## **Chapter V**

### **SUMMARY AND CONCLUSION**

#### **5.1 Summary and Conclusion**

Facebook has been seen as social medium widely dominate by the youths. It is taken as a reliable platform by many of the businesses to advertise about their products and services.

Thus, in this study the college going students were investigated to find out how they perceive the social media advertisements and if it influenced them to buy the advertised products. Through the data collection, presentation and analyses, the objective of the research was met. The sample size was 100 and the method used was Convenience Sampling. In the research, most of the respondents used Instagram on daily basis. Also, majority of students surfed Instagram for very active in a day and were somewhat quite active on Facebook. Out of the total respondents, significant numbers of people have bought products/services advertised on Facebook at least once and are pretty much satisfied with after sales service. Overall perception towards such advertisement is positive as people admitted to liking the advertisements and thought they were informative and very few people were bothered by it. Most of the respondents also believe Instagram as the most important social media marketing tool and the advertisements on it to be very effective. Hence, we can say that Instagram is a perfect social media platform for advertising our company's products and services to reach out to a larger market and drive our target customers to buy our products and services.

## 5.2 Recommendation

Since, social media are taking over the world, I would like to recommend people to advertise their product on those platforms. In Nepal, the social media marketing has been in the trend for almost a decade. But it has been rising in the very quick pace in the last 5 years. Kathmandu, the capital city is heavily influenced by the social media marketing while other places like Pokhara, Chitwan, Butwal and other cities are still developing in the online marketing sectors. I would like to recommend some tips regarding advertisement on social media.

1. I'd like to recommend there should be authenticity of the goods and products people put on the internet.
2. The online store must be honest with qualities they put on their websites and pages.
3. More products and services should be available online since, people are too busy with their professions now and it would be a great help if products and services are found online.
4. The advertisements should be user-friendly and should have positive impact on the audience.
5. Online buyers must pay the stores right on time.
6. The buyers must get fair pricing on the product.
7. Online market should evolve in the country to increase the convenience of working and shopping among the people.
8. There should be trust and authenticity among the online market and the audience/customers.

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## APPENDIX

### Survey Questionnaire

I am a BBA-BI student at Nepal Tourism and Hotel Management College affiliated with Pokhara University. This questionnaire is designed to gather information about the INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT ON UNDERGRADUATE STUDENTS FOR ONLINE PURCHASING. All the responses will be used to conduct a study for the partial fulfilment of requirements for the degree of Bachelor of Business Administration in Banking Insurance (BBA-BI). Your secrecy will be strictly maintained.

Besides this survey should only take about 5 minutes of your time. Thank you for your cooperation in advance.

Regards,

Savyata Dhungana

NTHMC

BBA-BI 5TH Sem

1. Age

a. Below 19

b. 19 – 22

c. 22 and above

2. Gender

a. Male

b. Female

c. Others

3. Do you have your own internet connection?

a. Yes

b. No

4. How many hours a day, on average, do you spend on social media?

a. Less than 1 hour

b. 1 - 2 hours

c. 2 - 4 hours

d. More than 4 hours

5. Which device is more convenient for you to use social media?

a. Smartphone

b. Laptop

c. iPad

d. Desktop

6. What social media platform do you think has a higher influence on your online purchasing behavior?

a. Facebook

b. Instagram

c. Others

7. How effective do you think advertisement on social media really works?

- a. Positive
- b. Negative
- c. Neutral

8. How often do you purchase the product online?

- a. Very rarely
- b. Rarely
- c. Frequently
- d. Very Frequently

9. Are you satisfied with the product you receive through online shopping?

- a. Yes
- b. No

10. Which of the following can influence your decision to purchase a product online?

- a. Knowledge or awareness of the brand
- b. Previous experience
- c. Information from the internet (e.g.: reviews)
- d. Information from friends and family members
- e. Others

11. Have you ever made an online purchase as a result of an advertisement that appeared on social media?

- a. Yes, several times
- b. Yes, but rarely
- c. No

12. Do you read online reviews before purchasing a product online?

- a. Always
- b. Sometimes
- c. Never

13. If you had made an online purchase as a result of advertisement on social media, what type of purchase was it?

- a. Accessories
- b. Footwear
- c. Electronic
- d. Fashion

14. Does the advertisement have negative impact on teenagers?

- a. Yes
- b. No
- c. maybe

