

Effect of Influencer Marketing on Consumer Buying Behavior in Online Shopping Context



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Trishna Rijal¹

¹BBA Graduate
DAV College,
Tribhuvan University,
Kathmandu, Nepal
Email: trishnarijal01@gmail.com

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Abstract

This research examines the effect of influencer marketing on consumer purchasing behavior in online shopping environments within the Nepali digital market, specifically in the crowded city like Kathmandu. It investigates the relationship between influencer marketing, influencer advertisement engagement, and influencer-driven online shopping behavior with consumer online shopping preferences. This study used a quantitative, cross-sectional research design. It surveyed a purposive sample of 340 social media users with online shopping experience within Kathmandu Valley, Nepal. A well-structured questionnaire covering most of the aspects of shopping behaviors, was used to collect data, and the research utilized descriptive statistics, correlation analysis, and multiple regression analysis to analyze the relationships between variables and examine the proposed hypotheses. The results show that influencer marketing has a good effect on people's preference for shopping online. Influencer Marketing (IM), Influencer Advertisement Engagement (IAE), and Online Shopping Behavior (OSB) exhibited significant positive correlations with Online Shopping Preference (OSP) ($p < 0.001$). The regression model accounted for 70.8% of the variance in online shopping preference. Consumer purchasing behavior in online shopping contexts is significantly impacted by influencer marketing. There are theoretical and practical ramifications to this paper. In theory, it adds to the expanding body of research on consumer behavior and digital marketing in emerging markets. From a practical standpoint, the results provide marketers, brand managers, and e-commerce platforms with useful information for creating successful influencer marketing campaigns that put content quality, authenticity, and engagement ahead of influencer popularity.

Keywords – Consumer buying behavior, Influencer advertisement engagement, Influencer marketing, Online shopping behavior, Online shopping preference

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1. Introduction

In this digital world, influencer marketing has become a popular way to use people with a lot of online followers to change how people think about products and their plans to buy them (George, 2025). De Veirman et al. (2017) assert that influencers serve as contemporary opinion leaders, with their content frequently regarded as more relatable and credible than conventional advertisements. Conversely, Djafarova and Rushworth (2017) contend that influencer endorsements diminish consumer uncertainty and bolster brand credibility. Influencer endorsement can be a beneficial tool for encouraging consumers to buy products online even though they haven't tried it physically themselves. Because of the advancement of technology and social media, it has completely changed the way how people buy things and how businesses market themselves. Kotler and Keller (2016) agreed that doing marketing in the modern time takes more effort beyond traditional advertising technique by creating a consumer centered ecosystem, giving more attention in two-way communication, building trustworthiness, and building long lasting impact using digital platforms. Particularly social media has enabled consumers to talk directly with brand, get authentic information instantly and express their thoughts and genuine review to a wider audience. This has direct impact on how an individual or a group buys and perceives a product. Additionally, this has allowed consumers to analyze products online and whether to make a purchase or not. In the present time, influencers are not only entertainers but also a source of trustworthy suggestion makers which have a huge effect in consumer's purchase decisions (Karahana, 2025).

Modern research shows that influencer marketing is playing a key role in online shopping promotions. It transformed the way consumers interact with products and decide which product to buy from digital platforms. Migkos et al. (2025) emphasized that influencer marketing act as a powerful tool in shaping consumer buying by constantly providing curated content, engaging in two-way communication, showcasing the product with honest reviews, through different social media platforms in real-time. This study concluded that the effect of influencer marketing depends on the authenticity of the content, the trustworthiness of the influencers, and the level of consumers' faith which together shape the consumers preferences for online shopping. Since digital platforms are equipped with tools which promote influencer driven marketing campaigns, companies are increasingly dependent on this technology in order to sustain themselves in competitive online markets. Belanche et al. (2021) further stressed that ethical influencer practices and transparent communication with consumers improve trust and encourage them to have a positive purchase intention which helps to maintain a long-term relationship with the brand. Lou and Yuan (2019) indicated that consumers are increasingly dependent on social media content for finding new products, evaluating them, as well as comparing them especially in the categories of fashion, beauty and lifestyle. This change has occurred because consumers trust, know and believe in the influencers, which creates a huge effect on how they feel about a brand. Sokolova and Kefi (2020) state that the showcase of the product, trustworthiness and depth of knowledge in influencers directly affect consumers' attitudes and their purchase decisions. Moreover, Casaló et al. (2020) shows that when influencers express their unpolished authentic review about a product, it increases consumer engagement and thereby influencing their shopping behavior, ultimately leading to an increased likelihood of recommending the product to others.

Most of the research related to influencer marketing are conducted in developed nations with well-established digital infrastructures which promote digital markets. Due to this, they are less useful in context of a developing country like Nepal where digital infrastructure and digital markets are in developing phase. Current Studies are mainly centered on variables which include influencer credibility, trust, and purchase intention, instead of adopting a framework that combines modern aspects like influencer marketing, advertisement engagement, and influencer-driven consumer behavior (Djafarova & Rushworth, 2017; Lou & Yuan, 2019; Migkos et al., 2025). Moreover, earlier research was mainly focused on the western and developed region of Asia where digital literacy and trust on digital platforms already existed which in contrast cannot be utilized to generalize the emerging markets such as Nepal (De Veirman et al., 2017; Sokolova & Kefi, 2020; Chaudhary et al., 2025). Studies conducted in developing countries are heavily focused on brand awareness or purchase intention, avoiding the effect of engagement and behavior governing online shopping preferences (Geyser, 2021; Ki et al., 2020). This research fills the gap by providing a detailed empirical analysis of multiple dimensions of influencer marketing and its effect on consumers to make a purchase decision within the context of Nepal which plays a significant role in understanding how influencer marketing shapes buying decision and brand perception in an evolving digital economy. The primary focus of this study is to analyze how influencer marketing encourages consumers to shop online, how it helps in building trust, increasing engagement, and desiring to buy something. This study also shows how the nature of influencers and their content affect consumers' buying decisions and their online shopping preferences.

This research holds academic significance as it is based on existing studies on digital marketing and consumer behavior by offering empirical evidence on how influencer marketing works and affects consumers' behavior for shaping their buying decision and their brand preferences. This study is based on recent study by Migkos et al. (2025) and investigates the need for a comprehensive analysis of how influencer marketing affect consumer behavior and online shopping preferences at once, an area of study which was never been touched despite of prior studies conducted on credibility and message effectiveness (Belanche et al, 2021; Lou & Yuan, 2019; Chaudhary et al., 2024). The findings of this study have significant practical implications for brand managers, marketing agencies, digital strategists and influencers because understanding how influencer marketing mechanism works helps to build brand trust and encourage consumers to make a buying decision online thereby increasing the sales for a company. This study also helps consumers to understand how social media and curated contents are slowly controlling their buying behavior and brand preferences. It would help consumers to engage more thoughtfully and critically while scrolling the influencer-generated content and guide marketers to develop a responsible, consumer centered strategies instead of pouring budget on clickbait promotion.

2. Review of Literature and Hypotheses Development

Theoretical Review

This research is based on existing theories of consumer behavior and digital marketing that show how consumer attitudes, intentions, and online shopping preferences are being shaped by influencer marketing affects. Source Credibility Theory states that the effectiveness of a persuasive message is directly proportional to the credibility of the source. That means consumers are more likely to be influenced by the person whom they admire and follow as an idol. Someone's credibility depends on three main things: their depth of knowledge, their truthfulness, and their attractiveness. In influencer marketing, influencers are the source of trust for consumers whom they trust and thereby affecting how they perceive products and brands that are being endorsed to them. When consumers believe the influencers to be smart, honest and real, they are more likely to follow advice and engage in shopping activities recommended by them (Hovland et al., 1953; Lou & Yuan, 2019).

Social Influence Theory elucidates the manner in which individuals' attitudes and behaviors are molded by social interactions and the impact of others. This theory posits that individuals can modify their behavior through mechanisms such as compliance, identification, and internalization. In the realm of influencer marketing, influencers serve as opinion leaders who mold social norms and trends within digital communities. Because of this, people often base their choices and purchases on influencers they look up to or relate to. This makes social influence a big deal when shopping online (De Veirman et al., 2017; Kelman, 1958).

Influencer Marketing and Online Shopping Preference

Influencer marketing is how much people think that content related to influencers is useful, informative, and relevant to their personal, academic, or professional lives. Previous empirical research demonstrates that consumers depend on social media and influencer-generated content to organize activities, assess products, and facilitate decision-making processes. Influencers offer straightforward, experience-driven information that lessens consumers' cognitive load and uncertainty, thereby increasing perceived utility (Lou & Yuan, 2019). Numerous research has shown that when consumers perceive influencer promotions to be beneficial and relevant, it increases their perceptions of quality, value and encouraged positive attitude towards promoted products and services (De Veirman et al., 2017; Chaudhary et al., 2025). Migkos et al. (2025) emphasized that creative and educational influencer content increased consumer engagement and encouraged them to purchase through online setting. These study shows that influencer marketing plays a crucial role in shaping consumers' online shopping preferences and future intentions.

Hypothesis (H1): Influencer marketing has a significant relationship with online shopping preference

Influencer Advertisement Engagement and Online Shopping Preference

Influencer advertisement engagement represents the participation of consumers in online shopping activities after consuming promotional contents curated by influencers to endorse products online. This consists of consumer's attention towards ads, how likely they are following promotion campaigns, how frequently they are purchasing products through influencer ads, as well as how well they are utilizing the promotional codes and offers provided by influencers. According to a study, consumers who pay attention on influencer ads are more likely to recall the brand, encouraged to buy it, and convert (Belanche et al., 2021). Lou and Yuan (2019) found that consumers interacting actively with influencer advertisements are more likely to have positive attitude towards online shopping. On the contrary, excessive exposure of influencer advertisement may cause annoyance and negatively affect the engagement of the consumers (De Veirman et al., 2017). Migkos et al. (2025) stressed that balanced, creative

and unique influencer advertising campaign helps in lifting consumer trust and encouraging for future shopping. All these studies highlight that interaction with influencer ads has a huge effect on consumers' preferences and intentions.

Hypothesis (H2): Influencer advertisement engagement has a significant relationship with online shopping preference.

Online Shopping Behavior and Online Shopping Preference

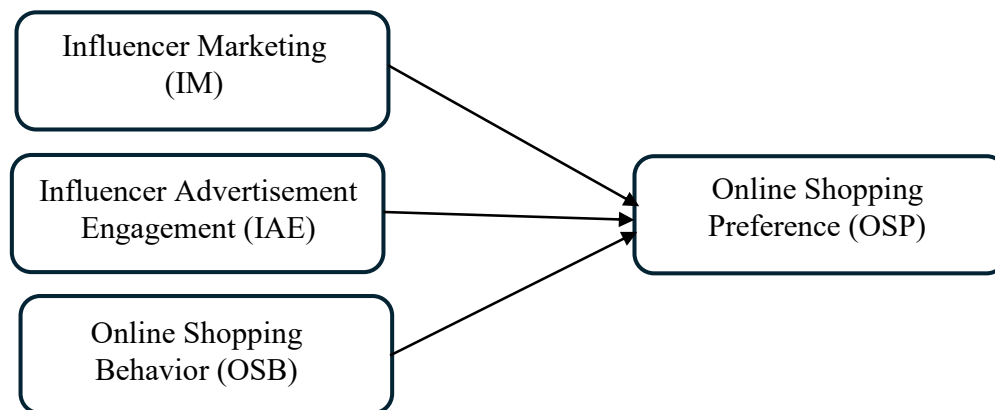
Online Shopping Behavior means how consumers behave and respond when they purchase a product in online shopping environment endorsed through influencer marketing campaign. For instance, a consumer might be encouraged in purchasing, exploration and interaction with more products while being at their own place. Empirical research shows how influencer marketing significantly affects consumer behavior by allowing them to have a trial of newly launched products, explore different categories, and the augmentation of online shopping activities (Djafarova & Rushworth, 2017). Migkos et al. (2025) empirically demonstrated that influencer marketing improves consumers' online shopping behavior by augmenting engagement and purchase activities across diverse product categories. In the same way, De Veirman et al. (2017) found that endorsements from influencers have a positive effect on behavior by making people more likely to act on promotional content.

Hypothesis (H3): Online shopping behavior has a significant relationship with online shopping preference

Research Framework

Figure 1

Research Framework



Adopted from Migkos et al. (2025)

The research framework used in this study signifies how different aspects of influencer marketing influences customers' online shopping behavior and their future shopping preferences. Influencer Marketing (IM), Influencer Advertisement Engagement (IAE), and Influencer-driven Online Shopping Behavior (OSB) plays a role of independent variables that shapes consumer responses whereas Online Shopping Preference (OSP) act as the dependent variable, indicating the consumers' willingness to adopt the product and endorse online shopping. In conclusion, the framework shows that well planned influencer marketing, customers engagement with ads, and better shopping behavior encourages customers to shop online. The research model is shown as:

$$OSP = \beta_1(IM) + \beta_2(IAE) + \beta_3(OSB) + \varepsilon,$$

Wherein IM represents Influencer Marketing, IAE shows Influencer Advertisement Engagement, OSB reflects Online Shopping Behavior, OSP indicates Online Shopping Preference, and ε is the Error term.

3. Research Methods

Research Design

This study used the combination of quantitative and cross-sectional survey methods to analyze how likely customers are willing to purchase a product endorsed through influencer marketing. The study utilized the data collected at a particular time from customers who were actively participating in online shopping through social media and ecommerce platforms within Kathmandu Valley. This research used a well-structured questionnaire, covering most of the aspects of all the variables, to collect data from consumers belonging to different demographics affected by unique influencer marketing campaigns, showing different online shopping behavior, and their unique purchase intentions. Furthermore, a causal research design was employed to investigate the relationships among independent variables and the dependent variable, facilitating the analysis of the influence of influencer marketing factors on online shopping preferences.

Choosing social media users from the Kathmandu Valley who have shopped online was a good idea because influencer marketing mostly happens on digital platforms. This is also Nepal's most digitally connected city, with a lot of internet users, social media users, and online shoppers. A purposive sampling method was utilized owing to accessibility and time limitations. 370 questionnaires were distributed and 340 of them were valid responses that were used for analysis. The final sample size for the analysis was sufficient as Krejcie and Morgan (1970) indicated that for smaller samples 340 responses were adequate for specific populations. Additionally, Hair et al. (2019) advocate for a minimum of 5 to maximum 10 times the sample items which exceeding 200 samples for analysis.

Measurement

A structured, self-administered questionnaire was used to collect primary data. The questionnaire asked people about their experiences with four important factors: Influencer Marketing (IM), Influencer Advertisement Engagement (IAE), Online Shopping Behavior (OSB), and Online Shopping Preference (OSP). A five-point Likert scale was used to measure all of the variables. The scale went from "Strongly Disagree" (1) to "Strongly Agree" (5). The questions on the questionnaire were based on earlier research on influencer marketing, how people act when they shop online, and how they behave when they do so.

4. Results

Table 1

Demographic Profile of Respondents

Demographic Variables	Category	Frequency (N)	Percentage (%)
Gender	Female	177	52.06
	Male	163	47.94
Age group (years)	Under 25	173	50.88
	25 to 35	79	23.24
	35 to 45	71	20.88
	45 and above	17	5.00
Education	+2 (Higher Secondary)	51	15.00
	Bachelor	147	43.24
	Master	142	41.76
Monthly Income	Less than 20,000	87	25.59
	20,000 to 30,000	46	13.53
	30,000 to 40,000	69	20.29
	40,000 to 50,000	75	22.06
	50,000 and above	63	18.53

The demographic profile has a total of 340 responses. 52.06% of the people who answered were women, and the remaining were men. The majority were younger than 25 (50.88%), followed by those between 25 and 35 (23.24%), those between 35 and 45 (20.88%), and those older than 45 (5.00%). The majority of them had college degrees: 43.24% had bachelor's degrees and 41.76% had master's degrees. The largest group of people (25.59%) earned less than 20,000, whereas there were about 40% who earned in the range of 30,000 and 50,000. Very few people (about 19%) earned 50,000 and above.

Table 2

Reliability Analysis

Variables	Cronbach's Alpha	N of Items
Influencer Marketing (IM)	0.807	6
Influencer Advertisement Engagement (IAE)	0.774	5
Online Shopping Behavior (OSB)	0.627	5
Online Shopping Preference (OSP)	0.655	4

Table 2 shows Cronbach's Alpha values for the variables used in the study, suggesting high reliability for Influencer Marketing (IM) at 0.807 and adequate reliability for Influencer Advertisement Engagement (IAE) at 0.774. Moreover, the Cronbach's Alpha for Online Shopping Behavior (OSB) is 0.627, and Online Shopping Preference (OSP) is 0.655. Both alpha values are greater than the preferable level of 0.6 for exploratory social science research (Hair et al., 2012).

Table 3

Descriptive Statistics and Correlation Matrix

Variables	Mean	SD	IM	IAE	OSB	OSP
IM	3.83	0.87	1	.777**	.607**	.781**
IAE	3.92	0.86		1	.620**	.788**
OSB	3.88	0.93			1	.636**
OSP	3.90	0.84				1

** Significant at the 0.01 level (2-tailed)

Table 3 clearly shows the correlation analysis and descriptive statistics for this study. The mean value for the variables used in the study: Influencer Marketing, Advertisement Engagement, Shopping Behavior, and Shopping Preference are 3.83, 3.92, 3.88, and 3.90, respectively. These mean values indicate that all the study variables are very close to the scale of 4 (Agree), suggesting most people are positively affected by influencer marketing and encouraged to shop online with more trust. The standard deviations ranging from 0.84 to 0.93, signifies that most of the people have agreed on the same thing. There is a very strong positive link between Influencer Marketing (IM) and Online Shopping Preference (OSP) ($r = 0.781$). Influencer Advertisement Engagement (IAE) also has a very strong positive relationship with OSP ($r = 0.788$), which is the strongest relationship between independent variables. Online Shopping Behavior (OSB) shows a strong positive correlation with OSP ($r = 0.636$). The independent variables are not too similar to each other, since their inter-correlations are less than 0.9. All of the correlations are statistically significant at the 0.01 level, which confirms that there are strong links between influencer marketing dimensions and online shopping preference.

Table 4*Regression Analysis*

R	R-Squared	Adjusted R-Squared	Std. Error of the Estimate	F	Sig.
.841	.708	.705	0.4554	271.72	.000

Note. $F(3,336) = 271.72$, $P\text{ Value}(0.000)$, $R^2 = 0.708$

The R value for the data is 0.841, and the R Squared value is 0.708. This means that 70.8% of the changes in the dependent variable (Online Shopping Preference) can be explained by the independent variables. The F value is 271.72, and the significance value is 0.000, which means that the overall model is statistically significant.

Table 5*Hypothesis Confirmation*

	B	Beta	t	Sig.	VIF	Decision
(Constant)	0.431	-	3.445	0.001	-	-
IM→OSP	0.360	0.373	7.703	.000	2.694	Accept
IAE→OSP	0.387	0.398	8.114	.000	2.767	Accept
OSB→OSP	0.147	0.163	4.196	.000	1.737	Accept

Table 5 confirms that the important factor in online shopping is Advertisement Engagement ($\beta = 0.398$), which is followed by Influencer Marketing at $\beta = 0.373$ and Online Shopping Behavior at $\beta = 0.163$. The values of the Variance Inflation Factor (VIF) for all the variables used in the study are in range of 1.737 and 2.767, that is significantly below the threshold of 5, clearly suggesting no existence of problems with multicollinearity.

Table 6*ANOVA*

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	169.11	3	56.37	271.72	.000
Residual	69.67	336	0.21		
Total	238.78	339			

a. *Dependent Variable: OSP;*

b. *Predictors: (Constant), OSB, IM, IAE*

The ANOVA table shows the F value to be 271.72, making it statistically significant at $p < 0.05$. The model used in the study gave a Regression Sum of Squares of 169.11 and a Residual Sum of Squares of 69.67. These values clearly show that our model is performing significantly well to generalize the variance in the target variable.

Table 7*Hypothesis Test*

Hypothesis	Relationship	Result
H1	Influencer Marketing (IM) has a significant relationship with Online Shopping Preference (OSP)	Supported
H2	Influencer Advertisement Engagement (IAE) has a significant relationship with Online Shopping Preference (OSP)	Supported
H3	Online Shopping Behavior (OSB) has a significant relationship with Online Shopping Preference (OSP)	Supported

This study found that all the proposed hypotheses (H1, H2, and H3) are justified from the results and so proved the conceptual framework and confirmed that influencer marketing applies significant effect on consumers in the Kathmandu Valley for nurturing their online shopping preferences and buying behaviors.

5. Discussion

The study was conducted to explore the determinants of online shopping preference in Kathmandu Valley using data analysis methods such as reliability test, correlation analysis and regression analysis. The descriptive analysis showed positive responses to Influencer Marketing, advertisement engagement and shopping behavior with mean scores consistently close to the “Agree” level in the Likert scale. These results are in line with previous research, as Migkos et al. (2025) verified that influencer marketing has a considerable effect on consumer behavior, the frequency of online shopping and future shopping preferences, whereas Belanche et al. (2021) proved that higher engagement in influencer campaigns leads to higher purchase intentions and behavioral engagement. Correlation analysis revealed a strong positive relationship between Influencer Marketing, Advertisement Engagement and Online Shopping Preference, Advertisement Engagement had the highest correlation ($r = 0.788$) followed closely by Influencer Marketing ($r = 0.781$). These findings are consistent with the findings of Lou and Yuan (2019) who emphasized that the informational value and credibility of the influencer content significantly reduce consumer uncertainty and build trust. Similarly, Online Shopping Behavior has a great impact on preference which is consistent with what Djafarova and Rushworth (2017) found that influencer endorsements are a good way to get people to start shopping. Sokolova and Kefi (2020) confirmed that the attractiveness, trustworthiness and expertise of influencers significantly affect consumers' online purchasing intentions, whereas Casaló et al. (2020) demonstrated that influencers' opinion leadership enhances engagement and intention to recommend. The inter-correlations among independent variables were less than 0.9 and the VIF values ranged from 1.737 to 2.767. This indicated that the multicollinearity was not present and the regression model was stable.

The regression model indicated that the independent variables jointly accounted for 70.8% of the variance of Online Shopping Preference ($R^2 = 0.708$). This indicates goodness of fit of the model with F value of 271.72 ($p < 0.001$). The most significant predictor was Influencer Advertisement Engagement ($\beta = 0.398$), followed by Influencer Marketing ($\beta = 0.373$), Online Shopping Behavior ($\beta = 0.163$). The result that engagement has the most important impact is in line with Belanche et al. (2021) who found that influencer credibility has a positive effect on consumer attitudes and behavioral engagement. Influencer Marketing has a significant influence and is included in Source Credibility Theory. That is, consumers care more about the knowledge and usefulness provided by an influencer than the popularity of the influencer. Migkos et al. (2025) stated that influencers' posting of real and useful content forms a stronger bond that results in long-term online shopping habits. The results support the findings of Jin et al. (2019) that influencer marketing improves behavioral engagement and the intention to continue shopping online, especially when influencers are perceived as authentic. The study offers fresh perspectives on the context of Kathmandu Valley and suggests that with the growth of online literacy in Nepal, consumers are increasingly turning to influencers for entertainment and as credible sources of information to impact buying decisions. The results support the importance of utility and engagement in digital marketing strategies, in line with global trends identified by De Veirman et al. (2017) and Ki and Kim (2019). They cite the rapid adoption of influencer commerce in emerging markets where social-media-led marketing tactics are increasingly supplementing traditional advertising routes.

6. Conclusion

The objective of this research was to identify the impact of influencer marketing on consumer buying behavior in online shopping context focusing on the consumers of the Kathmandu valley. Primary data was collected from 340 active social media users with prior online shopping experience using a quantitative and cross-sectional research design. In this research, Source Credibility Theory and Social Influence Theory were applied to explore an integrated model of influencer marketing dimensions and online shopping preferences. The descriptive analysis revealed the overall positive perception of the influencer marketing with mean values close to the “agree” point in all major constructs. The results suggest a broad adoption and utilization of influencer created content in the online shopping decision process. The correlation analysis revealed strong and statistically significant positive correlations between influencer marketing dimensions and online shopping preference. This confirms that consumers who perceive influencer content as informative, credible and relevant, have a greater preference towards online shopping. The results of multiple regression analysis show that the research model has high explanatory power. The influencer marketing variables contribute to 70.8% of the difference in online shopping preference ($R^2 = 0.708$). All proposed hypotheses were empirically supported, indicating that influencer marketing, influencer advertisement engagement, and influencer shopping behavior have a statistically significant influence on online shopping preference.

The results show that Nepali consumers are more inclined towards value-driven influencer marketing than shallow advertising. Detailed product information, demonstrations, comparisons, real-life experiences are very important to reduce the perceived risk of shopping online. One of the primary ways that influencer marketing can generate action by consumers is through engagement. This is because those who engage with influencer ads by following promotions, clicking links, or using discount offers are much more likely to shop online. Influencer marketing also leads to visible behavioral changes, e.g. more frequent purchases and experimenting with new product categories, which increases the long-term preference for shopping online. The study concludes that influencer marketing has a significant impact on consumer buying behavior in Nepal, stressing that authenticity, credibility, depth of information and engagement are important for sustainable e-commerce growth in a developing economy, not just influencer popularity.

7. Implications

According to the study's findings, various real-life implications arise for policymakers, researchers, and scholars. Influencer Marketing is the crucial factor, which ensures that the quality of content comes before reach. Brands located in the Kathmandu Valley should prioritize niche experts or influencers who can bring quality educational content instead of just focusing on followers' count. Marketing teams should allocate their budgets for content that helps people solve problems, such as tutorials, unboxing videos that show the quality of the product with their honest reviews. Additionally, the study emphasizes crafting campaigns for high engagement; e-commerce platforms must adopt seamless engagement tools such as Instagram market place and Shopify which decrease the effort needed to convert from content consumption to purchase, allowing ecommerce vendors to create festival-oriented influencer promo codes, direct purchase links within descriptions, and live question-and-answer sessions. The study clearly shows that influencer marketing can be a very beneficial tool to expand the product categories and reach deeper into the communities. E-commerce platforms using influencer marketing to showcase or launch new product categories experienced a rise in demand for their newer products as compared to traditional marketing campaigns. Further research may explore more on supplementary mediating or moderating variables which includes brand loyalty, consumer trust, and perceived risk, as well as identify unique Nepali cultural factors affecting the influencer marketing strategies in shaping online shopping preferences.

8. Limitations and Future Research

The study has some limitations. The study was not conducted to address individual-level, industry-specific, and platform-specific influences on consumer behavior, as well as it doesn't comprehensively address the demographic, cultural, and psychological factors that influence online purchasing decisions. The study is limited to observed sample size, analytical depth, and the generalizability of the results. The study applied a purposive sampling method which was centered only on the Kathmandu Valley, which may not be useful in generalizing the wider Nepali Population. Moreover, the cross-sectional design collected data at a particular moment, affecting causal relationships or the monitoring of changes in consumer behavior through time. These limitations could be minimized by employing longitudinal designs and probability sampling techniques which enhance the generalizability and causal inference of results.

Conflict of Interest

The author declares no conflict of interest while preparing this article.

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