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Impact of Facebook Marketing on Apparel Purchase Intention of Generation Z in Nepal

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Abstract

The study explores impact of Facebook marketing affects the purchase intentions of Generation Z apparel consumers in Nepal. The behaviors and habits of Generation Z, which are online, make it an ideal target of social media marketing. The research design employed in this study was a quantitative, cross-sectional research design. The survey was based on a simple online questionnaire involving the respondents of 399 respondents belonging to Generation Z in Nepal, and the results were analyzed using SmartPLS 4 software and partial least squares structural equation modeling (PLS-SEM). The results of the hypothesis established that the three predictors of the study, Facebook advertisement (Path Coefficient 0.332, $p = 0.000$), Facebook comments and recommendations (Path Coefficient 0.337, $p = 0.000$), and Facebook offers (Path Coefficient 0.192, $p = 0.001$) had statistically significant effects on purchase intention among the Gen Z consumers in Nepal. The findings depict that Facebook marketing affects brand awareness, brand engagement, and purchase intention. These results underscore the essential need to engage in informative social media marketing.

Keywords : Apparel, Digital marketing, Generation Z, Marketing, PLS-SEM, Purchase intention, Social media

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Introduction

Social media is influential channel in this digital era to enable a business to access consumers, raise brand awareness, and guide decision-making (Vidani and Das, 2021). Facebook is a powerful player with the capacity to do target advertising, storytelling by making use of visuals, and monitoring consumer engagements. Facebook has become a marketing ecosystem in social media sites (Singha, 2024). Facebook is not only a promotional method used by marketers; it is also the means of creating direct relationships with consumers (Evita et al., 2023; Piranda et al., 2022).

There has been vital growth in the use of the Internet and access to smartphones in Nepal, and as a result, the popularity of social media sites, especially TikTok, Facebook, and Instagram, has increased in marketing and commerce activities (Shrestha, 2025). Facebook is a social media giant widely used in Nepal (Chand, 2024), and its pages and ads are becoming popular among local businesses that use them to reach out to their customers (Khadka et al., 2025). Nepali consumers have both traditional and modern cultures that affect their buying behavior (Bhusal, 2025). Consumer behavior has been influenced in Nepal because of Western fashion trends and cultural influences on social media (Khadka & Nuangjamnong, 2024). These dynamism provide both opportunities and challenges in consumer behavior for Nepalese marketers. Business organizations need to change their strategies to reach younger generations through social media and ensure a balance between these new marketing methods and traditional methods.

The apparel market in Nepal is growing, especially in urban regions, driven by the growth of the young population and changing fashion trends (Maharjan et al., 2025). Local boutiques and fast-fashion imported products have become popular among young people in Nepal (Singh & Shrestha, 2022). The number of e-commerce shopping sites has increased the availability of a wide variety of clothing for customers in Nepal (Khadka et al., 2025). Although traditional Nepali dresses such as kurta-suruwal and sarees still exist as a piece of cultural value, Western dressing is increasingly used as a daily wear in Nepal (Rai, 2014). This has created opportunities for local designers and international brands to satisfy the younger customers of the Nepalese market.

Generation Z comprises individuals born between 1997 and 2012 (Munsch, 2021). Gen Z consumers are digital natives because they grew up with smartphones, social networks, and high-speed Internet (Wandhe 2024). They prefer personalized and authentic visual-oriented brand experiences (Mohamed & Zakarya Saeed, 2024). Consumer behavior of Generation Z is strongly influenced by real-time content, online reviews, and influencer marketing (Bhardwaj et al., 2025; Kembau et al., 2024). Thus, there are specific elements of marketing on Facebook, such as storytelling, influencer marketing, and user-generated content (Vidani & Das, 2021), that Gen Z engages with and is influenced by more than others, affecting their purchase intention.

The literature has established a positive association between Facebook marketing and consumer behavior (Triantafillidou & Siomkos, 2018). Emini and Zeqiri (2021) stated that Facebook marketing plays a significant role in purchase intention by increasing brand awareness and consumer engagement (Emini & Zeqiri, 2021). Shareef et al. (2019) were able to determine that social media marketing enhances emotional attachment of the youths with consumers and brands (Peredy et al., 2024; Shareef et al., 2019). In the same way, when marketing to the generation Z on Facebook, marketers ought to dwell on social responsibility, transparency, and interactivity (Matsa Prasanna, 2024; Wandhe, 2024). Gen Z consumers would choose online shopping because it is convenient and has a wide range of options and offers digital payment (Galhotra et al., 2023). They also like their shopping habits to be on visual platforms and mobile-friendly platforms (Kembau et al., 2024). Gen Z buyers tend to utilize and embrace emerging technologies and innovative shopping solutions, such as augmented reality and social commerce applications (Lai et al., 2025).

Nepal's apparel industry is influenced by digitalization due to local and international brands using social media, such as Facebook, to promote products and engage customers (Maharjan et al., 2024). While Facebook has become an increasingly popular platform for fashion brands and retailers in Nepal, there is a notable gap in empirical research on how this medium influences the purchasing behavior of Gen Z consumers (Chand, 2024). The literature is predominantly based in developed countries, and it does not detail the diverse digital behaviors and preferences of youth from developing economies like Nepal (Khadka et al., 2025; Maharjan et al., 2024). Much research on Nepal in the marketing, advertising, and branding literature tends to have a more general focus, such as clothing consumption. Therefore, Gen Z in the sociocultural and economic contexts of Nepal necessitates the studies.

This study is the expanding body of research on social media marketing in developing economies, which offers a socio-culturally distinct description of the process through which Gen Z customers in Nepal interact with the digital pages on social media to buy clothes. This study forms marketing recommendations that can be given to apparel marketers, digital marketers, and brand managers to gain ground in Gen Z consumers on Facebook. In addition, it provides the marketers with viable information that would help them develop superior campaign designs and content plans that are appealing to the Nepali youth. The proposed study will address this gap by investigating how Facebook marketing affects the purchase behavior of the Gen Z generation regarding their buying their clothes in Nepal, the content of the ads, the degree of interactivity, the use of influencers, and brand recognition, which predetermine the attitudes and decisions of the Gen Z customers in Nepal.

Literature Review

Facebook Marketing

Facebook marketing refers to the act of making proper use of the platform to advertise brands, products, or services (Piranda et al., 2022). They are business pages, sponsored posts, Facebook Ads, live videos, and user-generated content (Yang et al., 2019). The most important ones are content marketing, targeting by specific interests and behaviors, engagement (Cuong, 2024) through comments and shares, and analytics (Isibor et al., 2025). Facebook marketing also offers the advantage of more detailed user data as compared to any other company (Srinivasan 2019). It influences advertising behavior in the area of users, where more precise targeting of various demographics, interests, and behaviors can be done through location (Aslam and Luna, 2021). Facebook advertising is also combined with other applications (Instagram, WhatsApp) to optimize marketing campaigns and increase customers (Nuseir, 2020).

Effectiveness of Facebook Marketing Platforms

Facebook is among the most effective social media platforms to use in digital marketing due to its huge user base, the diversity of its demographics, and targeting capabilities (Piranda et al., 2022). Facebook is an interactive tool which enables businesses to raise brand awareness, engage, and persuade them to make decisions (Zeqiri et al., 2025). The personalized content and visual appeal, especially the use of pictures or small video clips, are likely to work with younger people (Fan et al., 2023). Facebook enable brand advertisers to target consumers depending on their interests, behaviors, and demographics (Beauvisage et al., 2024). Moreover, Facebook analytics and insights give insightful ideas on the effectiveness of efforts, by which marketer can better apply their strategy to achieve more engagement and higher conversion rates (Al Adwan et al., 2023).

Factors Influencing Generation Z Purchase Intention

Ajzen (1991) describes purchase intention as the intention or a desire to buy goods and services that have been made by consumers, which is a result of cognitive cognition and emotional reaction to marketing activities (Curtis et al., 2017). Regarding fashion, purchase intention is influenced by brand equity, perceived value of product, price, fashion consciousness and social pressure (Sari et al., 2022). The aesthetics of a product, advertising by social media, and what is posted are more impactful on Generation Z (Dobre et al., 2021). Although no extensive literature on the relationship between Facebook marketing and purchase intention in the fashion and apparel industries is available, it does exist (Goldwin et al., 2021). Social media is quite valuable in terms of the visual appeal and interactivity that stimulate the purchase intention of fashion goods (Marwan et al., 2024). Moreover, the brand interaction with the consumer on social media improves the brand trust and purchase intentions among young consumers (Shien

et al., 2023). The availability of user-created content and word of mouth exacerbates the influence of social media on the buying choices of Gen Z in terms of apparel (Goldwin et al., 2021).

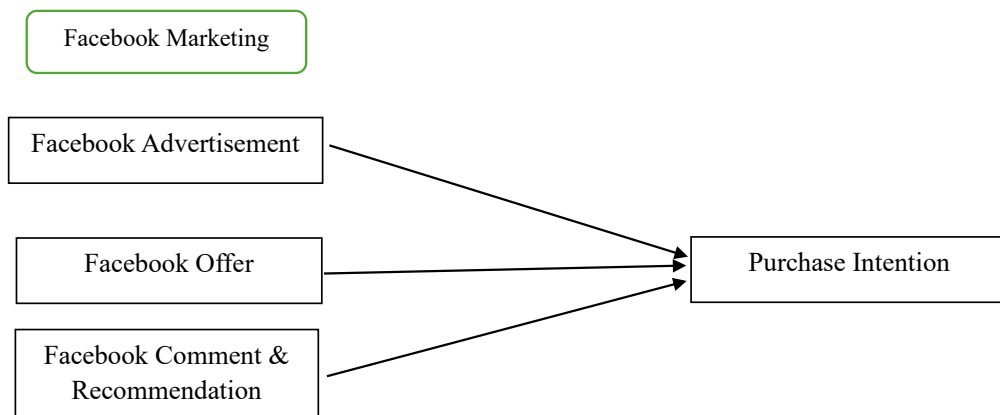
Gen Z purchases items due to the likes on social media, recommendations of friends, and brand image, which influence the way Gen Z will purchase (Waworuntu et al., 2022). Relational factors also play an essential role in the purchasing decisions, and sellers are viewed as trustworthy, and a strong level of emotional attachment to the brand influences the purchasing decisions (Lăzăroiu et al. 2020). On the one hand, it can be seen that authentic and relatable content that influencers and brands produce on social media platforms affects Gen Z consumers (Matsa and Prasanna, 2024). They patronize businesses that are clear and in tandem with their own virtues and social agendas. Also, the digital convenience of Gen Z has triggered the development of distinctive omnichannel approaches to this generation (Sharma and Dutta, 2025).

Conceptual Framework and Hypothesis Development

This study adopted the Theory of Reasoned Action (TRA) and the stimulus-organism-response (S-O-R) model. Theory of Reasoned Action (TRA) refers to the behaviour is guided by behavioral intention, which is formed by attitudes and subjective norms (Cuong, 2024). Attitudes towards online spaces and peer influence can influence purchase intentions in social media marketing (Gunawan et al., 2023). The SOR model refers to environmental stimuli, such as Facebook marketing, consumers' internal states influence, leading to outcomes, i.e. purchase intention (Aslam & Luna, 2021). Understanding how Facebook marketing stimuli influence consumer perceptions, engagement, and purchase behaviors is necessary to acknowledge the frameworks that apply to Gen Z consumers (Cuong, 2024).

Figure 1

Conceptual Framework



H1: Facebook advertisements positively influence apparel purchase intention.

H2: Facebook offers have a positive impact on apparel purchase intention.

H3: Facebook comments and recommendations positively affect apparel purchase intention.

Methodology

Research Design

This study adopted a cross-sectional research approach to investigate the impact of Facebook marketing on the apparel purchase intention of Generation Z in Nepal. The data were collected at a single point in time. It is an efficient and effective approach for studying the selected phenomena in the population. This design can assess without extending data collection processes over a long time (Maier et al., 2023).

Sampling and Population

The age group or target population of this research is the people born between 1997 and 2012, also known as Generation Z, residing in Nepal. Purposive sampling was employed to obtain a representation of diverse demographic levels, that is, age, sex, and geographical location (Campbell et al., 2020).

The sample size defined by a statistically determined power analysis was adequate to accomplish multivariate analysis, especially structural equation modeling (SEM) (Jobst et al., 2023). Based on the number of variables, several presumed effect sizes, and considering the means to obtain reliable and valid results, 300 was introduced as the minimal sample size of respondents (Lakens, 2022). The data collected from 399 respondents were appropriate according to SEM guidelines, as model stabilization requires a relatively large sample (Ahmad & Halim, 2017).

Variables of Measurement

The key constructs of the study were from the available theoretical framework and empirical studies. The constructs were a multi-item measurement. The questionnaire was adopted from validated scales, using a 5-point Likert scale, to identify attitudes, perceptions, and behaviors in the context of the Nepalese market.

Statistical Methods of Data Analysis

The collected data were analyzed by using SPSS 26 and Smart PLS 4 statistical software. The sample demographics and the most critical variables were summarized using descriptive statistics (SPSS 26) and offered a descriptive analysis of the sample profile. The inferential analysis was done using Smart PLS 4. The hypothesized variables were tested with Structural Equation Modeling (SEM), which resulted in information on the direct effects of the research model. SEM is intensive testing of complex relations, and it also has measures of goodness of fit, which are used to measure the suitability of

the model.

Results

Descriptive Data Results

The survey included 399 respondents (49.4% males and 50.6% females). This balance was the reason the views of both genders were adequately represented in the findings. The majority of respondents were young adults aged 18-27 years (55.1) and adolescents aged 12-17 years (44.9). This implies that the research is mostly indicative of younger users of social media platforms, which is a group that is highly active on the internet. In terms of occupation, 48.1% occupied the public or government sector, 45.1% the private sector and a lower percentage (6.8) belonged to self-employment. About educational level, half of the participants (50.1) were of bachelor's degree, 24.1 of higher secondary level, 16.3% of secondary level and 9.5% of master's level. The distribution of income reveals that 39.8% of the respondents had incomes less than NPR 15,000 per month, 33.6% had incomes between NPR 15,000 and NPR 30,000, 16.5% had incomes between NPR 31,000 and NPR 45,000, and 10% had incomes exceeding NPR 45,000.

Table 1

Demographic Profile of the Respondents

Variable	Category	Frequency	Percent
Gender	Male	197	49.4
	Female	202	50.6
Age Group	12–17 Yrs	179	44.9
	18–27 Yrs	220	55.1
Occupation	Public/Government Job	192	48.1
	Private Job	180	45.1
	Self-Employed	27	6.8
Education	Secondary Level	65	16.3
	Higher Secondary	96	24.1
	Bachelors	200	50.1
	Masters	38	9.5
Income Level	Less than 15,000	159	39.8
	15,000–30,000	134	33.6
	31,000–45,000	66	16.5
	Above 45,000	40	10.0
Facebook Use Duration	Less than a year	55	13.8
	1–3 years	83	20.8
	3–5 years	105	26.3

Daily Facebook Time	5 years and above	156	39.1
	Less than 1 hour	94	23.6
	1–3 hours	182	45.6
	3–6 hours	80	20.1
	6 hours or more	43	10.8
Awareness level of Facebook Apparel Marketing.	Facebook Pages	159	39.8
	Banner Ads	53	13.3
	Facebook Contests	85	21.3
	Offer claims promoted on Facebook	55	13.8

The usage patterns of Facebook showed that 39.1%, 26.3%, 20.8% and 13.8% of the respondents had been using Facebook for more than five, three to five, one to three years and less than a year, respectively. The daily Facebook usage was made up of 45.6% of 1–3 hours, 23.6% of less than an hour, 20.1% of 3–6 hours and 10.8% of six or more hours on Facebook. The best known form of Facebook marketing, according to what respondents identified about apparel marketing, was Facebook Pages (39.8%), Facebook Contests (21.3%), Facebook offer claims (13.8%) and banner ads (13.3%). Individuals who had heard of contests that were being advertised outside Facebook and on the platform (6.5% and 5.3% respectively) had a smaller percentage. Overall, the sample reflects a young, digitally engaged audience with exposure to Facebook marketing activities, particularly through brand pages and interactive campaigns.

Measurement Model Analysis

The measurement model was assessed for factor loadings and internal consistency. All items exhibited strong factor loadings, ranging from 0.836 to 0.914, qualifying the commonly accepted threshold of 0.70 (Hair and Anderson, 2021). This indicates that all items were satisfactorily structured according to their constructs.

Table 2

Factors loadings, reliability, construct validity, and multicollinearity test

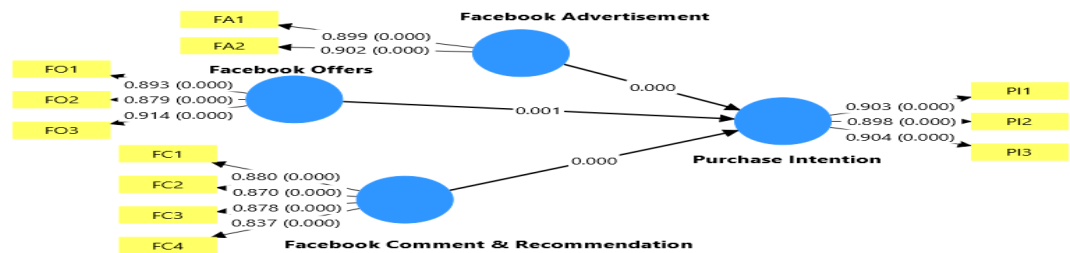
Constructs	Items	Loadings	Cronbach Alpha	AVE	Composite Reliability (CR)
Facebook Advertisement	FA1	0.899	0.768	0.623	0.768
	FA2	0.902			
	FC1	0.879			

Facebook Comment & Recommendation	FC2	0.869			
	FC3	0.877	0.889	0.667	0.889
	FC4	0.836			
	FO1	0.892			
Facebook Offers	FO2	0.878	0.876	0.704	0.877
	FO3	0.914			
	PI1	0.903			
Purchase Intention	PI2	0.897	0.885	0.719	0.885
	PI3	0.903			

Measurement Model

Figure 2

Measurement Model



Reliability was tested by using Cronbach's Alpha and Composite Reliability (CR). The Cronbach alpha values ranged between 0.768 and 0.889, rated as acceptable and good internal consistency of the constructs (Kamis et al., 2020). Similarly, the Composite Reliability (CR) values (0.7680, 0.889) indicate the constructs were effective in measuring what they were intended to measure (Fatma et al., 2016). Average Variance Extracted (AVE) is used to determine the convergent validity. The average values of all AVE were higher than the recommended thresholds of 0.50 (Yahaya et. al., 2024). All values ranged between 0.623 and 0.719, which is a guarantee of a good measurement model. Variance Inflation Factor (VIF) was less than 3.3, and the standard cut-off value is (1.635 -2.67), which resulted in the model not having multicollinearity, and all the constructs were distinct in the study.

Discriminant Validity (Fornell-Larker Criteria)

The Fornell-Larcker criterion was employed to determine discriminant validity by comparing the square root of each construct’s Average Variance Extracted (AVE) with its correlations with other constructs. Based on this approach, discriminant validity exists when the square root of the AVE of a given construct is higher than that of other

constructs.

Table 3

Discriminant Validity (Fornell-Larker Criteria)

	Facebook Advertisement	Facebook Comment & Recommendation	Facebook Offers	Purchase Intention
Facebook Advertisement	0.789			
Facebook Comment & Recommendation	0.715	0.816		
Facebook Offers	0.694	0.641	0.839	
Purchase Intention	0.777	0.723	0.648	0.848

The square roots of the AVEs in this study are presented on the diagonal of the correlation matrix with the following values: 0.789 and 0.848. All these values are higher than those representing inter-construct correlations in rows and columns, implying that each construct shares more variance with its indicators than with the other constructs (Cheung et al., 2024). The square root of the AVE, Purchase Intention (0.848), was above the values of the relations between it and Facebook advertisements (0.777), Facebook comments and recommendations (0.723), and Facebook Offers (0.648). This was also the case for a similar pattern across all other constructs. These findings indicate discrimination between the constructs of this model.

Discriminant Validity (Heterotrait-Monotrait Ratio)

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT); all values below 0.85 indicate discriminant validity, although some researchers accept a more lenient threshold of 0.90 depending on the context (Ab Hamid et al., 2017).

Table 4

Discriminant Validity (Heterotrait-Monotrait Ratio)

	Facebook Advertisement	Facebook Comment & Recommendation	Facebook Offers	Purchase Intention
Facebook Advertisement				
Facebook Comment & Recommendation	0.715			
Facebook Offers	0.695	0.642		
Purchase Intention	0.777	0.722	0.648	

In this study, all HTMT values were well below the strict threshold of 0.85. For instance, the HTMT value between Facebook advertisements and purchase intention was 0.777, between Facebook comments and recommendations and purchase intention was

0.722, and between Facebook Offers and Purchase Intention was 0.648. The remaining inter-construct HTMT values ranged from 0.642 to 0.715. As none of the HTMT values exceeded 0.85, the results further support the discriminant validity of the measurement model (Hair et al., 2121).

Structural Model

Coefficient of Determination (R²)

The explanatory power of the structural model was evaluated using the R² value. The R² value was determined to be 0.668, signifying that the independent variables in the model accounted for approximately 66.8% of the variance in the dependent variable Purchase Intention (Pezzuolo et al., 2018).

Table 5

Coefficient of Determination (R²)

Endogenous Construct	R-square	R-square adjusted
Purchase Intention	0.668	0.666

The adjusted R² value was 0.666. This slight decrease indicates that the model retained a high level of explanatory power while adjusting for potential overfitting (Pezzuolo et al., 2018). Overall, these values demonstrate that the model offers a substantial level of predictive accuracy for Purchase Intention.

Structural Model Assessment (Hypothesis Testing)

The structural model was examined through path coefficients and hypothesis testing to assess the strength and significance of the relationships between the independent and dependent variables.

Figure 3

Structural Model

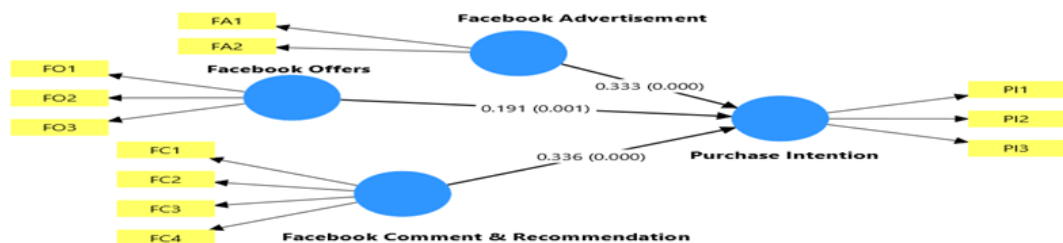


Table 6*Path Coefficient and Hypothesis Testing*

Hypothesis	Relationship	Path Coefficient	T statistics	P values	F square	Result
H1	Facebook Advertisement -> Purchase Intention	0.332	6.089	0.000	0.141	Supported
H2	Facebook Comment & Recommendation -> Purchase Intention	0.337	5.862	0.000	0.148	Supported
H3	Facebook Offers -> Purchase Intention	0.192	3.205	0.001	0.052	Supported

Facebook Advertisement had an important positive impact on Purchase Intention ($\beta = 0.332$, $t = 6.089$, $p < 0.001$), with a medium effect size ($f^2 = 0.141$). Similarly, Facebook Comments and Recommendations had a slightly stronger and positive influence ($\beta = 0.337$, $t = 5.862$, $p < 0.001$) with a comparable effect size ($f^2 = 0.148$). Facebook Offers had a more important but less significant effect on Purchase Intention ($\beta = 0.192$, $t = 3.205$, $p = 0.001$), with a small effect size ($f^2 = 0.052$). The data support all three of the proposed hypotheses. The data uphold all the three hypotheses presented. These three aspects play a significant role in developing purchase intentions of the consumers, where the relative power of comment/ recommendation and advertisement is more powerful than that of offers.

Model Fit Indices

To see if our model was a good fit, we checked SRMR, d_ULS, d_G, Chi-square, and NFI.

The Standardized Root Mean Square Residual (SRMR) came out to 0.025, which is below the 0.08 mark that shows a good fit. Also, the discrepancy measures d_ULS (0.048) and d_G (0.050) numbers were low and about the same, further supporting model adequacy.

Table 7*Model Fit*

	Saturated model	Estimated model
SRMR	0.025	0.025
d_ULS	0.048	0.048
d_G	0.050	0.050
Chi-square	105.496	105.496

NFI 0.966 0.966

The Chi-square came out to 105.496. Plus, the NFI value was 0.966, which suggests a good fit. The values are usually considered to be acceptable, 0.90 (Ramayah et al., 2017). Overall, the model depicted a good fit.

Predictive Relevance of Model

PLSpredict is used to predict the performance of the model. The Q^2 value predicted for the dependent variable, Purchase Intention, was 0.529, indicating a high level of predictive relevance, as it was above zero.

Table 8

PLSPREDICT LV Summary – PLS SEM

	Q²predict	RMSE	MAE
Purchase Intention	0.529	0.692	0.491

The Root Mean Square Error (RMSE) was 0.692, and the Mean Absolute Error (MAE) was 0.491. These values suggest the model achieves acceptable levels of predictive accuracy and demonstrates a good balance between prediction error and stability (Ramayah et al., 2017). The PLSpredict results confirmed that the model had a strong out-of-sample predictive power for Purchase Intention.

Discussion and Implications

The paper has looked at how Facebook marketing influences Generation Z's intention to buy apparel in Nepal. The result of hypothesis testing showed that Facebook advertisement (Path Coefficient 0.332, $p = 0.000$), Facebook comments and recommendations (Path Coefficient 0.337, $p = 0.000$), and Facebook offers (Path Coefficient 0.192, $p = 0.001$). All three predictors of the study had statistically significant effects on the purchase intention. These findings are in line with the findings of other researchers who made the conclusion that consumer attitudes and behaviors are significantly influenced by the engagement of users and peer interactions on social media (Erkan and Evans, 2016). The comment and recommendation rely on social and user-generated content as the main source of information to make applicable decisions (Shetu, 2023).

The general outcomes of Facebook advertisements can be considered the current literature available on the effectiveness of such targeted advertising on the tendency of online consumers to shop, particularly young consumers (Chetioui et al., 2021). Interestingly, they established that even though Facebook Offers had a considerable effect, its effect was relatively lower. This may imply that even though, as much as the offer of discounts and promotions is tempting, it will not be as powerful as human interaction and the presence of the brand in prompting purchase intention in the long term. This

tendency may be traced in the results of Phua et al. (2017), who have mentioned that the information presented by means of promotion must be supplemented by engagement in communication to maintain people's interest.

Theoretical Implication

The implications of the findings for the existing body of research on social media marketing include the validity of the stimulus-organism-response (S-O-R) and theory of reasoned action models in the context of the online marketing environment. This model demonstrates that the external stimuli affecting change in the internal situation include marketing stimuli, Facebook advertisements, comments, recommendations, and offers that result in behavioral outcomes (including purchase intention). In addition, the paper sheds light on consumer behavior and variables that contribute to the purchase intention of Gen Z in Nepal, which has not been investigated in the South Asian region. This enhances the theoretical aspect of the relation between digital culture and consumer behavior in the developing countries.

Practical Implications

The results indicate that the interactive aspect of Facebook can be useful in building revenue by selling clothes to Generation Z in Nepal. Marketers need to aim at creating content that will stimulate peer interaction, such as reviews, recommendations and discussions. Cooperation and storytelling should be established through trust and involvement. Moreover, the digital marketing needs to be adjusted to local conditions. Even though Facebook remains the most visited site in Nepal, the strategy must be within the cultural values, language choice and local trends.

Limitations and Future Scope

This study has sound findings, but it is not without shortcomings.

To begin with, the research design was cross-sectional, and the measures taken were also self-report, which may have introduced some bias in the outcomes in the form of a common method. These findings should also be researched, and longitudinal and experimental studies should be done in future to establish these elements.

Second, the sample was also limited to the urban population of Nepal of a younger age, and these findings might not be generalizable to other populations or places, including socio-cultural and demographic populations.

Third, this research is restricted to Facebook marketing. Instagram, TikTok, and WhatsApp should also be included as alternative platforms in future research, as they might give a more comprehensive overview of the impacts that social media has on the digital ecosystems.

Alternatively, as a way of developing the theoretical framework and model, it will be interesting to extend it to cover the mediating or moderating variables, like trust,

perceived authenticity and digital literacy.

Conclusion

This paper looks at the impact of various Facebook marketing tools (advertisements, comments, and recommendations) on the purchasing intentions of Generation Z in the Nepalese apparel market. The model was also very reliable, predictive, and valid based on partial least squares structural equation modeling, and all the hypotheses were accepted. The strong impact was observed on Facebook comments and recommendations, and the advertisements; the impact of the offers was rather small yet significant.

The findings contribute to a higher comprehension of the intention to purchase in Gen Z consumers in developing countries and the significance of social media marketing in shaping consumer behavior. The research is also relevant to the body of knowledge on Facebook marketing in the academic community since it emphasizes the impact of advertisements, comments, and recommendations, and their use in developing markets. Considering the current trend of developing digital marketing, one should understand what Gen Z customers want and how they act to stay competitive. The research contributes both theoretical and practical implications to academicians and marketers with the contextualization and consumerism in the online world.

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