Social Media Marketing and Consumer Buying Behavior

Chahana Joshi*

Research Scholar

Atharva Business College, Bansbari, Kathmandu, Nepal

chahanajoshi9@gmail.com

https://orcid.org/0009-0002-5648-7164

Narendra Sejuwal

Faculty of Management

Tribhuvan University, Nepal

narendra.sejuwal@pmc.tu.edu.np

https://orcid.org/0009-0002-8926-6528

Sagar Pant

Baneshwor Multiple Campus, Kathmandu, Nepal

sagarpant-lamjung@gmail.com

Arjun Kumar Niroula

Faculty of Management

Tribhuvan University, Nepal

arjun.niroula@smc.tu.edu.np

https://orcid.org/0009-0009-2139-8584

Abstract

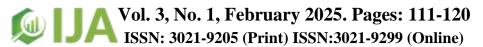This study examines the social media marketing on consumer buying behavior, with a focus on the associations between age, gender, employment, and purchasing decisions. Social media platforms have emerged as powerful tools influencing consumer choices, shaping preferences, and driving brand engagement. The research employs a descriptive, correlational, and quantitative design to assess how individuals across different demographics perceive and respond to social media marketing strategies. The study was conducted in Kathmandu with a

sample of 202 participants selected using a convenience sampling technique. Findings from demographic analysis reveal that Instagram and Facebook are the most widely used platforms, with 91.1% of respondents acknowledging social media's role in discovering products and services. Additionally, 98.5% of participants follow brands on social media, primarily for product updates (23.8%) and exclusive discounts (36.1%). A significant proportion (61.9%) anticipates that social media marketing will evolve further in the coming years. Chi-square analysis was employed to assess associations between age, gender, and employment with consumer buying behavior. The results indicate no statistically significant relationship ($p > 0.05$) between these demographic factors and purchasing decisions, suggesting that social media marketing influences all consumer segments similarly. This research contributes to understanding the growing role of social media in shaping consumer behavior and provides insights for marketers to tailor digital strategies effectively. Future studies can explore longitudinal trends and qualitative perspectives to deepen insights into evolving social media marketing dynamics.
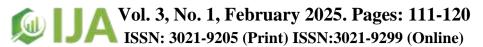
Keywords: Behavior, Buying, Consumer, Marketing, Social-media

Introduction

The rapid rise of social media platforms has dramatically transformed how businesses interact with consumers, creating new opportunities and challenges in marketing. Social media marketing (SMM) refers to the use of social media platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok by businesses to promote products, engage with customers, and increase brand visibility. With billions of active users globally, these platforms have become essential tools for shaping consumer behavior, influencing purchasing decisions, and fostering brand loyalty (Kaplan & Haenlein, 2023).

The impact of social media marketing on consumer behavior can be understood through various aspects, including information search, brand perception, and purchase intentions. Social media allows consumers to access a wealth of information, from user reviews and influencer endorsements to brand content and advertisements (Hudders & De Jans, 2022). Moreover, social media platforms enable companies to engage directly with their audience, creating a two-way communication channel that strengthens consumer relationships and fosters a sense of community (Dwivedi et al., 2023). This interaction often leads to increased customer satisfaction and brand loyalty (Alalwan, 2022). Additionally, the rise of influencer marketing—where celebrities, bloggers, or content creators endorse products—has introduced a powerful means of shaping consumer perceptions and buying behavior. Consumers often view influencers as more relatable and authentic than traditional advertising, which can significantly impact their decision-making (Lou & Yuan, 2022).

However, the influence of social media marketing on consumer behavior is not entirely positive. While social media can lead to increased consumer engagement, it also presents challenges such as the spread of misinformation, oversaturation of ads, and the potential for negative brand perceptions (Muntinga et al., 2023). Consumers' trust in social media has been

questioned in recent years, particularly in light of issues related to data privacy and the rise of fake news (Huang & Benyoucef, 2023). Given the complex relationship between social media marketing and consumer behavior, it is important for businesses to understand these dynamics and craft strategies that leverage social media effectively while addressing potential drawbacks. This study aims to examine the various ways in which social media marketing influences consumer behavior, from purchase intentions to brand loyalty, and identify the key factors that drive these effects (Voorveld, 2023).

Objective of the Study

- To assess the Social Media Marketing and Consumer Buying Behavior
- To analysis the association between age, gender and employment and consumer buying behavior

Conceptual Frameworks

A conceptual framework is a representation of the relationship you expect to see between your variables, or the characteristics or properties that you want to study. Conceptual frameworks can be written or visual and are generally developed based on a literature review of existing studies about your topic.
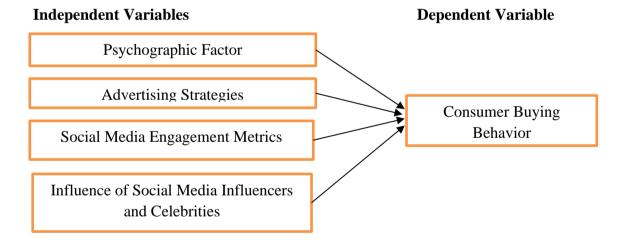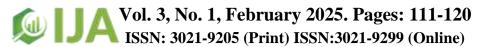

Figure 1 Conceptual Framework

Research Methods

The research design applied in this study is descriptive, correlational, and quantitative. The study was conducted in Kathmandu to analyze the perceptions of various individuals regarding the impact of social media on purchasing behavior. The rationale for selecting diverse participants is to ensure variability in perspectives, as not all individuals may be willing to share their opinions. This approach allows for a broader understanding of the perceptions among different staff members within a larger population.

Sample Size and Selection Criteria: The study included a sample size of 202 participants. The criteria for selecting participants were as follows:

- Individuals who actively use social media platforms.
- Individuals who have made purchases influenced by social media.
- Participants from different age groups: below 20, between 20-30, and above 30.
- Inclusion of participants from all gender identities (male, female, and others) to ensure an inclusive analysis of motivational factors.
- Only individuals who voluntarily agreed to participate in the survey were included in the sample.
- A convenient sampling technique was employed to select participants.

The study utilized a questionnaire method for data collection. The questionnaire was designed to gather relevant information regarding participants' social media usage and its influence on their purchasing decisions. Data collection is a systematic approach to determining what kind of information needs to be gathered, how it will be collected, when it will be collected, and from whom. The survey was administered through online forms, allowing participants to complete the questionnaire within approximately 5-10 minutes.

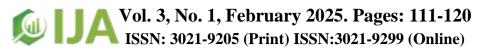## Results

Demographic Analysis of Data

A floating questionnaire was used to gather data from different people who were actively using social media. The demographic profile of the respondents is covered in this section, along with an analysis and interpretation of it based on the primary data acquired via questionnaires. This will make it easy to understand the demographic aspects of the responders. The profile of the respondents consists of the respondent's gender, age, field of study.

Table 1 Demographic information of Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	114	56.4	56.4	56.4
	Male	88	43.6	43.6	100.0
	Total	202	100.0	100.0	

Source: Survey 2024

There were 88 men (43.6%) and 114 women (56.4%) in the sample of 202 individuals, according to the data. This indicates that the sample is more female than male, with somewhat more than half of the responses being female. By the time we get to the final gender group (male), the cumulative percent shows that every respondent has been identified.

Table 2 Demographic information of Educational Background

Educational background					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	132	65.3	65.3	65.3
	High school or below	39	19.3	19.3	84.7
	Master's Degree	31	15.3	15.3	100.0
	Total	202	100.0	100.0	

Source: Survey 2024

202 people's educational backgrounds are displayed in the data. Sixty-three percent of them hold a bachelor's degree. 15.3% have a Master's degree, whereas 19.3% have only completed high school or less. This indicates that most sample members hold a bachelor's degree, while a smaller percentage have a master's degree or have only completed high school.
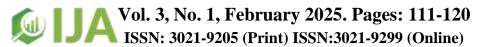
Table 3 Demographic information of employment status

Employment status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed full-time	23	11.4	11.4	11.4
	Employed part-time	43	21.3	21.3	32.7
	Student	112	55.4	55.4	88.1
	Unemployed	24	11.9	11.9	100.0
	Total	202	100.0	100.0	

Source: Survey 2024

The job status of 202 people is displayed in the table. Students make up the majority of the population (55.4%), followed by part-time workers (21.3%). 11.9% are unemployed, while a lower percentage (11.4%) are full-time workers. This indicates that just a tiny percentage of the group is either full-time employed or unemployed, with the bulk being either students or part-time workers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	54	26.7	26.7	26.7
	Instagram	58	28.7	28.7	55.4
	LinkedIn	13	6.4	6.4	61.9
	Pinterest	6	3.0	3.0	64.9
	Reddit	6	3.0	3.0	67.8
	Snapchat	8	4.0	4.0	71.8

Tiktok	16	7.9	7.9	79.7
Twitter	13	6.4	6.4	86.1
Youtube	28	13.9	13.9	100.0
Total	202	100.0	100.0	

Table 4 Which Social media Platform do you actively use?

Source: Survey 2024

The information reveals the most popular social media sites. With 28.7% of users, Instagram is the most popular platform, closely followed by Facebook with 26.7%. With 13.9% of users, YouTube is likewise widely used. There are less users on other networks, such as Snapchat (4.0%), LinkedIn and Twitter (6.4%), and TikTok (7.9%). With just 3.0% usage apiece, Reddit and Pinterest are the least popular. In general, Facebook and Instagram are used by the majority of individuals, although other platforms have a smaller but still significant following.

Table 4 Average hours spend on social media platforms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2-3	67	33.2	33.2	33.2
	4-6	83	41.1	41.1	74.3
	Above 6	52	25.7	25.7	100.0
	Total	202	100.0	100.0	

Source: Survey 2024

According to the research, 41.1% of users spend between four and six hours a day on social media. Additionally, a sizable portion of people (33.2%) spend two to three hours on social media, and 25.7% of users spend more than six hours daily.

Table 5 Does it help you to discover product or services

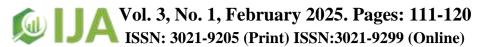|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	18	8.9	8.9	8.9
	Yes	184	91.1	91.1	100.0
	Total	202	100.0	100.0	

Source: Survey 2024

The majority of people (91.1%) believe that social media is useful for finding goods and services, whereas only 8.9% do not.

Table 6 Do you follow brands or companies on Social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	1.5	1.5	1.5
	Yes	199	98.5	98.5	100.0
	Total	202	100.0	100.0	

Source: Survey 2024

Just 1.5% of consumers do not follow brands or companies on social media, compared to nearly all (98.5%) who do.

Table 7 If yes, what factors motivate you too follow them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	brand loyalty	41	20.3	20.3	20.3
	engaging content customer support	36	17.8	17.8	38.1
	exclusive discounts/offers	1	.5	.5	38.6
	Exclusive discounts/offers	73	36.1	36.1	74.8
	I do not use to follow them.	3	1.5	1.5	76.2
	updates on product	48	23.8	23.8	100.0
	Total	202	100.0	100.0	

Source: Survey 2024

The majority of consumers follow brands on social media to receive product updates (23.8%) or to take advantage of special discounts and offers (36.1%). Fewer people follow due to customer service and interesting content (17.8%) or brand loyalty (20.3%). Just 1.5% of consumers don't follow brands at all.

Table 8 Do you think social media marketing will evolve in next few years?

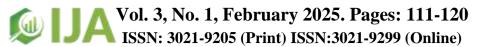|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	61	30.2	30.2	30.2
	No	16	7.9	7.9	38.1
	Yes	125	61.9	61.9	100.0
	Total	202	100.0	100.0	

Source: Survey 2024

According to the survey, 61.9% of respondents think social media marketing will change over the next several years, while 30.2% aren't sure and respond with "maybe." Just 7.9% believe it won't change. This implies that the majority of individuals anticipate that social media marketing will evolve in the future

Association Between age and Social Media Marketing

Table 9 Chi-Square Tests between age and consumer buying behavior

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	615.196[a]	620	.547
Likelihood Ratio	363.278	620	1.000
Linear-by-Linear Association	3.704	1	.054
N of Valid Cases	202		

a. 669 cells (99.6%) have expected count less than 5. The minimum expected count is .00.
The Chi-Square test indicates that there is no significant link between the two variables (p-values > 0.05). The test findings may not be trustworthy if there are several anticipated frequencies that are less than 5.

Table 10 Chi-Square Tests between Gender and consumer behavior

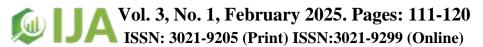|	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.391[a]	31	1.000
Likelihood Ratio	6.643	31	1.000
Linear-by-Linear Association	2.710	1	.100
N of Valid Cases	201		

a. 50 cells (78.1%) have expected count less than 5. The minimum expected count is .01.
Both the Likelihood Ratio and Pearson Chi-Square tests show no significant link between the two variables (both have p-values of 1.000). A potential weak trend is indicated by the Linear-by-Linear test, but the p-value of 0.100 indicates that it is not statistically significant. Because many of the expected counts were very low (less than 5), the test findings might not be trustworthy.

Table 11 Chi-Square Test between employment test and consumer behavior

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	106.233[a]	93	.165
Likelihood Ratio	110.506	93	.104
Linear-by-Linear Association	.065	1	.798
N of Valid Cases	202		

a. 123 cells (96.1%) have expected count less than 5. The minimum expected count is .11.
The results presented here are from a Chi-Square test conducted to assess the association between two categorical variables. The Pearson Chi-Square value is 106.233 with 93 degrees of freedom, and the asymptotic significance (p-value) is 0.165, which is greater than the commonly used alpha level of 0.05. This suggests that there is no statistically significant association between the variables. The Likelihood Ratio also yields a p-value of 0.104, further supporting this conclusion. The Linear-by-Linear Association value is 0.065 with a p-value of 0.798, indicating no significant linear relationship between the variables. Additionally, a note indicates that 96.1% of the cells have expected counts less than 5, which could violate the assumptions of the Chi-Square test and potentially impact the reliability of the results. The minimum expected count is 0.11, highlighting concerns about the validity of the test due to the small expected frequencies.

Summary

H_1. There is no significant association between age and consumer buying behavior.

P-values are **greater than 0.05**, so we do not have enough evidence to reject the null hypothesis. Therefore, you should **accept the null hypothesis (H_0)**.
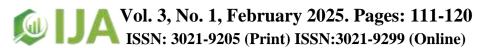
H_2. There is no significant association between gender and consumer buying behavior

Since the p-values are all greater than 0.05, there is **we** should accept null hypothesis.

H_3. There is no significant association between employment status and consumer buying behavior.

P-value is 0.165 which is greater than 0.05, so accept the null hypothesis.

Conclusion

This study examined the influence of social media marketing on consumer buying behavior, focusing on demographic factors such as age, gender, and employment status. The findings highlight the significant role of social media in shaping purchasing decisions, with most respondents acknowledging its impact on discovering products and services. A considerable number of participants actively follow brands or companies on social media, primarily for updates, exclusive offers, and engaging content. The demographic analysis reveals that a large portion of respondents are students, and many hold a bachelor's degree. Social media usage is widespread, with many spending several hours daily on various platforms, particularly Instagram and Facebook. The results suggest a strong association between age and social media marketing in influencing consumer behavior, emphasizing the growing importance of digital engagement in modern marketing strategies. Additionally, a majority of respondents believe social media marketing will continue to evolve, reinforcing the need for businesses to adapt to changing consumer preferences. This study concludes that brands should focus on targeted marketing, personalized content, and strategic engagement to enhance consumer loyalty and influence purchasing behavior effectively in the digital landscape.

References

Acharya, S., Shrestha, S. K., Neupane, D., & Mahat, D. (2024). Exploring Green Finance Practices for Advancing Sustainable Development in Nepalese Banking Sector. *NPRC Journal of Multidisciplinary Research*, *1*(8), 23-34.

Alalwan, A. A. (2022). Investigating the impact of social media marketing on consumer behavior: Insights and trends. Journal of Consumer Marketing, 39(2), 317-333.

Dwivedi, Y. K., Rana, N. P., Slade, E. L., & Shareef, M. A. (2023). Social media marketing and consumer engagement: A systematic review. International Journal of Information Management, 64, 102632.

Mahat, D., Karki, T. B., Neupane, D., Shrestha, D. K., & Shrestha, S. (2024). Decolonization in Focus: A Bibliometric Analysis of Scientific Articles from 2010 to 2023. *Nepal Journal of Multidisciplinary Research*, *7*(1), 1-21.

Hudders, L., & De Jans, S. (2022). Social media influencers and their impact on consumer behavior. Journal of Marketing Communications, 28(4), 529-547.

Huang, Z., & Benyoucef, M. (2023). The role of social media in shaping consumer trust and brand perception. Computers in Human Behavior, 138, 107532.

Kaplan, A. M., & Haenlein, M. (2023). Rethinking social media marketing: The evolution of digital engagement. Business Horizons, 66(1), 23-39.

Khadka, P., Bista, S., Panta, S., & Rimal, S. K. (2024). Unravelling the Influential Factors in the Decision-Making Process of Bank Selection Preferences among Atharvians and Their Relatives. *International Journal of Atharva*, *2*(1), 78-87.

Lamichhane, B., & Neupane, D. (2023). Perceived Organizational Support in Nepalese Banks. *International Journal of Atharva*, *1*(1), 1-13.

Lou, C., & Yuan, S. (2022). Influencer marketing: A systematic review and future research agenda. Journal of Business Research, 147, 217-229.

Muntinga, D. G., Moorman, M., & Smit, E. (2023). The dark side of social media marketing: Overexposure and consumer skepticism. Journal of Advertising Research, 63(1), 102-118.

Neupane, D., Mahat, D., Shrestha, S. K., & Karki, T. B. (2025). Reckoning the student perspectives on the educational environment: An in-depth analysis using the Dundee Ready Education Environment Measure in the management discipline. *Humanities and Social Sciences Letters*, *13*(1), 301-312.

Rayamajhi, A., & Sejuwal, N. (2024). Analyzing the Impact of Service Delivery, Pricing, and Facilities on Customer Satisfaction at Big Mart: A Descriptive and Causal-Comparative Study. *International Journal of Atharva*, *2*(2), 125-135.

Shrestha, Sajeeb Kumar, Dipak Mahat, Dasarath Neupane, and Tej Bahadur Karki. "E-wallet usage and customer purchase intention: Understanding the mediating role of shopping satisfaction and E-wallet structure." *Multidisciplinary Reviews* 8, no. 3 (2025): 2025091-2025091.

Shrestha, S. K., Neupane, D., Karki, T. B., & Mahat, D. (2024). Insights into Paper Souvenir Purchase Intention of Tourists in Nepal. *Nepal Journal of Multidisciplinary Research*, *7*(4), 104-113.

Shrestha, S. K., Paudel, A. K., Mahat, D., Karki, T. B., & Neupane, D. (2025). Corporate Social Responsibility in Cultivating Customer Loyalty: Intuitions from the Banking Industry. *NPRC Journal of Multidisciplinary Research*, *2*(2), 160-168.

Voorveld, H. A. (2023). The effectiveness of social media advertising: A meta-analysis. Journal of Interactive Advertising, 23(1), 1-20.

Wagle, N., Neupane, D., Nyaupane, N. P., & Timalsena, C. (2024). Compassionate Care: Exploration of the Nurse-Patient Relationship and Behavioral Dynamics in Healthcare Settings. *International Journal of Atharva*, *2*(1), 65-77.