

Assessing the Influence of Social Media Advertising on Purchase Intentions among Restaurant Consumers in Kathmandu

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Abstract

Social media have been a boon and an X-factor way of promotion among today's generation. It has been able to not only connect the current generation (Gen Z) to the world but has also created those linkages between the past and the present. With more Nepalese having internet access in their hands, the knowledge base has increased along with access to information and has hence impacted the decision-making phenomenon of individuals. The study used five independent variables that make up the social media advertisements: aesthetics, content, price incentive, emotional drive and celebrity presence in front of Consumer Purchase Intention (dependent variable). The relationship between these two entities were further put to the test with three moderating variables to the relations in the form of social media usage rate, income level and gender to check the impact.

Keywords: consumer purchase intention, restaurant industry promotion, social media, social media advertising

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INTRODUCTION AND STUDY OBJECTIVES

The Nepalese restaurant market and consumer behaviour has been on the dynamic tides of change in the context of Nepal. Looking back on just a decade ago, there have been multiple changes in the way people consume food. There was a time in which people felt luxury when going out and eating. The main idea of this research came from within and from personal experiences and preference. Along with this topic being an interesting one, it has some personal needs and personal experiences involved. One of

the most competition- filled industries in Kathmandu Valley is the restaurant industry. The Restaurants and Bar Association of Nepal (REBAN) reports that there are more than 2,000 quality restaurants, bars, fast food joints, and cafés operating throughout the country (Digital Terai, 2020). There are over 800 such establishments in Kathmandu alone. With such an avid competition, this industry should not only invest in keeping up with the palates of the people but also in advertising so that their company can shine in the sea of many more similar companies. The best way to do so is through these social networking sites as they have a wide reach,

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and it is easier to identify the required target market. With the rise and presence of more than 1500 restaurants in the Valley.

As per [Kunwar \(2021\)](#), there are about 2,500 tourist-standard restaurants in Kathmandu, Pokhara and Chitwan. These places have attracted a total investment of Rs 25 billion over the years. Investments in the capital and infrastructure of these restaurants and cafés should be matched by equivalent investments in social media and related digital infrastructure, given their significant impact on consumer purchasing decisions and preferences.

Problem Statement

Social networking sites like Facebook and Instagram have been there for some time and have been providing informational and lifestyle-based contents. However, platforms such as TikTok have created innovative ways to introduce brand-related content and engage with consumers through interactive exchange ([Salman, 2014](#)). With more and more competitors coming into the market, the way customers see the messages and interpret have changed and have been on changing tides ([Shen & Bissell, 2016](#)). For an industry as populated and competition filled like that of restaurants and bars, identification and endorsements are key not only for distinction and salience among each other but also sales in general. [Diaz \(2022\)](#) examined the role of social media advertisements in influencing brand equity by collecting data from numerous customers of international restaurants.

In recent years, nearly every restaurant in the Kathmandu Valley and across Nepal has established an active presence on social media platforms like Facebook, Instagram, and TikTok. While the primary goal of

these efforts is customer conversion, many businesses focus more on visibility than on meaningful engagement or results. A critical gap exists in understanding what truly resonates with customers when creating and sharing designs, content, and posts. Despite significant financial investment, the lack of strategic focus on conversions results in minimal return. This highlights an urgent need to identify what effectively captures audience attention and drives action.

The primary objective of this study is to investigate the influence of social media advertisements on consumer purchase intentions specifically within the context of restaurant purchases. The relationship between social media marketing efforts and consumer decision-making processes, this research aims to identify how social media has served as a catalyst in driving consumer and purchase intentions in the restaurant industry. the following are the hypotheses examined in this paper:

- H₁: There is significant relationship between Aesthetics on consumer purchase intention.
- H₂: There is significant relationship between Content on consumer purchase intention.
- H₃: There is significant relationship between Incentive on consumer purchase intention.
- H₄: There is significant relationship between Emotional Drive on consumer purchase intention.
- H₅: There is significant relationship between celebrity presence on consumer purchase intention.

LITERATURE REVIEW

Social media is a broad term that encompasses various types of online media. It includes interactive platforms on the internet, both web and mobile-based, that focus on user-generated content and are primarily designed for social interaction. Advertising in general is a micro-managerial function of the business to transfer information to other members of the society (Sontakki et al., 2019). Social media is multidirectional and real-time, allowing for necessity-based communication and content usage at the desired moment and in the desired quantity (Jokinen, 2016). It enables users to share content, links, comments, and post opinions that quickly reach a wide audience.

The effectiveness of the advertising depends upon many things. However, the main factor would be the popularity and coverage of the channel that the information is being transmitted through. Therefore, advertisers should concern themselves with the channel through which their products are advertised has a wide coverage area and is popular among the viewers.

TikTok, launched in 2016 and has rapidly collective a user base of over one billion people, with an estimated monthly active user count of the same magnitude (Halpern, 2021). Its typical algorithm, coupled with a vast array of video editing tools and filters. It has made a prime platform for businesses to reach and engage consumers. For businesses, visibility is paramount. Many have turned to TikTok to create brand awareness and drive customer acquisition. This aligns with broader industry trends, as technology and social media have become indispensable tools for companies (Rust et al., 2021). Social media platforms have evolved into central

hubs for product information dissemination, offering diverse perspectives to consumers.

Social media platforms have become instrumental in various aspects of business. It includes new product launches, brand building, and consumer behaviour shaping. Traditionally, companies prioritized popular platforms like Facebook, Instagram, and YouTube for advertising and branding. However, a shift in focus is evident; organizations increasingly leverage social media to cultivate long-term consumer relationships rather than solely relying on short-term advertising campaigns (Putter, 2017).

Social media significantly affects how advertisers structure their key methodology, how they convey brand data, and how they scale promoting to upgrade shopper commitment. The measurability of the data provided by social media is a huge advantage for marketers. According to Graves (2016), data obtained from social media proves to be valuable insights on brand perceptions, or to help in creating more effective strategies. Researchers have demonstrated that there are various instruments built into the social media platforms that allow for the creation of a brand community, build word-of-mouth, the engagement of consumers, communication amongst peer groups, and user-generated content, all of which support consumer engagement and create collective value (Fuller et al., 2019; Laroche et al., 2012; Schivinski et al., 2016).

Theoretical Framework

The following parameters have been set up which acts as components of social media advertising leading to consumer purchase intention, considering the restaurant industry in Nepal. Social Media Advertising is the

independent variable (consisting of other components) and Consumer Purchase Intention is the dependent variable. Celebrity Presence and Social Media Usage Hours are the Moderating variables between social media advertising and consumer purchase intention. The variables and the framework have been set up on the basis of research references in the past (Alnsour, 2018; Anwar et al., 2021; Block, 2013; Cutolo, 2022) have made a basis for the project.

This study is primarily grounded in the Theory of Planned Behaviour (TPB) proposed by Ajzen (1991), which posits that an individual’s behavioural intention is influenced by their attitude towards the behaviour, subjective norms, and perceived behavioural control. In the context of this research, social media advertisements influence consumers’ attitudes and perceptions, thereby affecting their behavioural intention in choosing restaurants. The hypothesis formulated in this study assumes that effective social media advertisements positively shape consumers’ attitudes, leading to an increased intention to choose a particular restaurant. TPB provides

a logical foundation for this assumption, as advertisement content (informative, appealing, trustworthy) can alter attitudes and perceived norms.

This study includes three moderating variables; social media usage hours, income level, and gender to understand how they influence the relationship between social media advertisements and consumer purchase intention. Social media usage hours can affect how often consumers see ads and how strongly they respond. People who spend more time online are likely to be more influenced by ad content. Income level plays a role in whether consumers can act on what they see. Higher-income individuals may be more responsive to incentives or premium offerings shown in ads. Gender may also shape how consumers perceive ads—certain elements like emotional tone or celebrity endorsements may appeal differently to different genders. These variables help explain why the same advertisement might influence people in different ways.

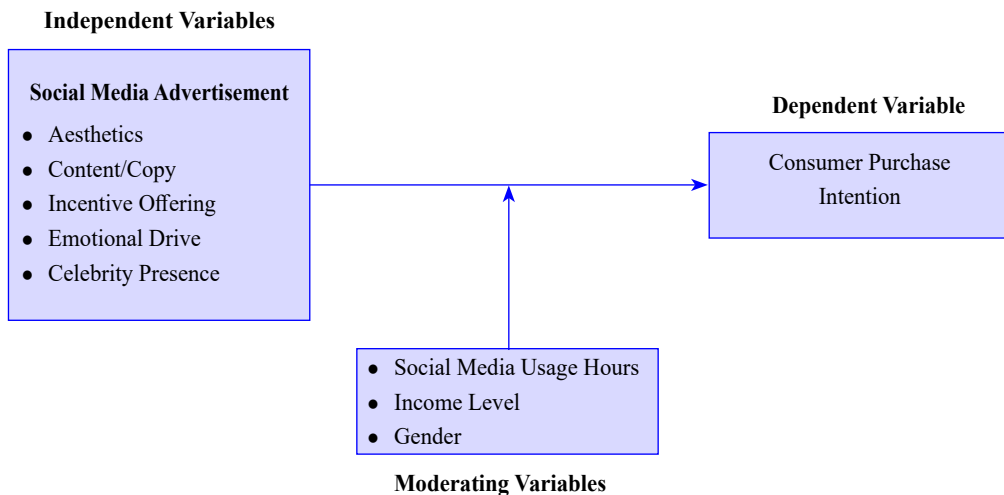


Figure 2. 2: Theoretical Framework

RESEARCH METHOD

This research has used cross sectional research design and has determined on how social media advertising bridged by social media usage rate and demographic variables adds to the customer purchase intention. Here, cross sectional research methods were used because they are quick in nature and data are easy to gather. Through data collection and interpretation, this study has determined how these factors and variables are interconnected and how social media advertising affects the choice of restaurants in Nepal. The respondents are from multiple demographics, location and age group. The respondents consist of 232 people from different walks of life such as students, teachers, job holders, employees, social media users, food influencers and even 14 related scholars. The questionnaires consist of multiple sections consisting of demographic data collection and also responses related to the variables.

Population and Sampling

The target population for this study are the consumers who are restaurant goers and avid social media users in Kathmandu. Sample size determined is 232 which has been determined using the Cochran's formula (keeping a margin of error 6.5% and confidence level 95%). Additionally, according to Menon (2020), sample size of 282 would be the ideal sample to use at 5.5% error estimate and 95% confidence interval. 48% percent of overall population is in ideal sample size for this study. They are economically active population of Nepal and therefore are more likely to consume at restaurants as well (Kemp, 2022). Likert scale and ranking questions were used in questionnaire. The independent variables of aesthetics, content, incentive and emotional

storytelling were expressed in as Likert scale questions. The moderating variables of Social Media Usage Time, Income level and Gender were expressed simply as Yes/No (multiple choice single response question).

Model Formulation

The study has used three equations from the Theoretical Framework to work upon with correlation method being the major model of usage with second degree equation. Social Media Advertisement and Consumer Purchase Intention. The model that used is based on the multiple independent variables and one dependent variable.

$$Y = \beta_0 + \beta_1(X_1) + \beta_2(X_2) + \beta_3(X_3) + \beta_4(X_4) + \beta_5(X_5) + e$$

Where, X_1 = Aesthetics; X_2 = Content/Copy Quality; X_3 = Incentive Offerings; X_4 = Emotional Advertisement (Emotional Drive); X_5 =Celebrity Endorsement (presence); Y =Consumer Buying Behaviour (dependent variable); e =Error; β = Regression Coefficient

DATA ANALYSIS AND DISCUSSION

The analysis is from the 232 responses that have been collected. The data analysis segmented into Demographic findings, Variables analysis and even analysis for correlations, regression and even moderating tests.

Table 1 represents the distribution of the respondents, based on the social media usage and their presence on the social media platforms. Based on the above data maximum of the people are the users of Facebook with 45.3% of people present. Similarly, Instagram users follow with 92 respondents at 39.7%. Tik-Tok and Snapchat

Table 1
Percentage Distribution of Social Media Used by Respondents

Social media	Frequency(n)	Percentage (%)
Facebook	105	45.3
Instagram	92	39.7
Tik-Tok	25	10.8
Snapchat	10	4.3
Total	232	100

Note. From survey data, 2022

Table 2
Percentage Distribution of Followers of Restaurants on Social Media

Response	Frequency(n)	Percentage (%)
Yes	167	72
No	65	28
Total	232	100

Note. From survey data, 2022

respondents have 25 and 10 respondents who use the platforms the most at 10.8% and 4.3% respectively. From this it is supposed that maximum respondent even though use Facebook the most, the other spectrum of 54.7% people uses diversifying and dynamic content platforms in the form of Instagram, TikTok and even Snapchat. This being a single response question does not necessarily mean that there is no cross use of the applications, however, the maximum usage nowadays is content-interactive platforms other than Facebook.

The questionnaire asked the respondents whether they are up to date with the social media handles of restaurants and eateries. Maximum of the respondents; 167 which is 72% of the data do follow while only 65 people (28%) are not followers of restaurants and eateries. This signifies the fact that the maximum users of social media are avid

followers of social media offerings and ads by restaurants on their pages.

When the respondents were asked about what is the way by which you are most influenced towards choosing restaurants. The data collected is represented by Table 3. Based on which maximum of the people, 37.5% are influenced by online Peers recommendation on social media. 25.9% of people among the respondents are influenced mostly by SMA by restaurants and similarly 15.1% by online Vloggers and Bloggers. Only a small number of 21.6% people are influenced by Random Word of Mouth. From the above, it is inferred that nearly 40% of people (SMA) by restaurants and Vloggers/Bloggers) have affected the greatest number of people via social media offerings by restaurants. Peers' recommendation is great but, it is a combination of SMA and Vlogger (celebrity presence) of sort that shows to influence people the most.

Table 3
Representation of Idea behind Choice of Restaurants

Social	Frequency(n)	Percentage (%)
Peers	87	37.5
Social Media Advertisements by Restaurants	60	25.9
Random Word of Mouth	50	21.6
Vloggers/ Bloggers	35	15.1
Total	232	100

Note. From survey data, 2022

Table 4
Analysis of Aesthetics as the Independent Variable

Particulars	Mean	Std. Deviation
I am attracted to restaurants ads which have the best artwork.	3.50	1.050
I feel restaurant ads that have best visual presentation (camera work, effects and filter) influence my purchase decision.	3.43	1.132
I am attracted to restaurants that have the best font and design combination.	3.12	1.073
I have a positive and wonderful association with restaurant brands that are pleasant to the eye.	3.52	1.075
I feel that restaurant ads that have a great combination of shapes, template and colours on ads influence by decision of restaurant purchase.	3.45	1.098

Note. From survey data, 2022

Descriptive Analysis of Independent Variables

This section talks about both the dependent and the independent variables and how they connect with each other and related inferences in detail. The questions in the descriptive sections are mostly Likert Scale Questions. The respondents had to tick on the most appropriate answer and indicate how strongly they agreed or disagreed with the following statements, where (Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree=4 and Strongly Agree= 5).

Analysis of Aesthetics

In accordance with the above Table 4, when asked if the best artwork attracted

them towards the ad, maximum of them agreed which can be showed by the mean of 3.5 and the standard deviation of 1.050 which is indeed a decent response to the statement. Similarly, when asked if the respondents regarding their preference for the best visual presentation, the number that are a mean of 3.43 and a standard deviation of 1.132, which signifies the fact that restaurants ads indeed are preferred by the respondents. In the same manner asked if the respondents regarding their attraction towards Font and Design combination, the score of mean was 3.12 and the standard deviation was 1.073. This signifies the fact that there is a liking for this combination in the social media advertisement and this

combination makes up a great ad and adds to the aesthetics.

When as asked the respondents, if they felt positive associations with the ads those were pleasant to the eye, the response was positive with a score of 3.52 and a standard deviation of 1.075. This certainly means that pleasant looking ad designs are catering to the positive association and purchase intention. Similarly, asked if the respondents how they felt about restaurant ads with combination of shapes, template and colours, the response was positive as well with the mean of around 3.45 and a standard deviation of around

1.098. This is more than the average towards agreement with the cause. Hence, aesthetic has a good touch among the audiences that filled the questionnaire.

Analysis of Contents/Copy

In accordance with the table 5, it is the representation of content/ copy as a measure of study. In the same context, the respondents were asked if they had a good impression towards ads that had adequate information to which the response was positive and in agreement. The score for this statement was 3.53 and with a standard deviation of 1.096. In addition to this, the respondents

Table 5
Analysis of Content as the Independent Variable

Particulars	Mean	SD
I develop positive associations with restaurants ads with adequate information.	3.53	1.096
I buy from restaurants that have an ad with a unique and versatile advertisement content.	3.21	1.115
I feel content/ copy makes the ad more attractive.	3.49	1.105
I prefer and follow advertisements contents that have very catchy contents; taglines and slogan.	3.50	1.113
I prefer buying or dining at restaurants that have information presented in easy and simple manner.	3.81	1.135

Note. From survey data, 2022

Table 6
Analysis of Price Incentive as the Independent Variable

Particulars	Mean	Std. Deviation
I purchase from restaurants that have price discounts or rebates.	3.66	1.166
My purchase decision is affected because of incentive and offerings by restaurants.	3.52	1.068
I have a positive association with restaurants and eateries giving away freebies and incentive discounts.	3.51	1.058
I feel obliged to buy from restaurants that provide free goodies and prizes on purchase.	3.21	1.090

Note. From survey data, 2022

Table 7
Analysis of Emotional Storytelling as an Independent Variable

Particulars	Mean	Std. Deviation
I feel good about restaurant advertisement that have a proper storytelling.	3.51	1.130
I purchase or go to restaurants that make me feel good emotionally.	3.67	1.093
I am more likely go to and purchase from restaurants that touch me emotionally.	3.60	1.172
I believe that SMA done by restaurants that connect emotionally is in my priority.	3.35	1.049

Note. Calculations based on the survey data, 2022

were asked if they liked versatile and unique content which they solemnly agreed. This can be portrayed by the score of 3.21 and a standard deviation of 1.115.

The third question that was asked to the respondents if they believed that the content made the advertisement more attractive to which they responded positively with a mean score of 3.49 and a standard deviation of 1.105. This standard deviation and mean signifies the fact that consumers are more likely to remember and like advertisements with better content idea.

Since this is a trend that are dealing with and is a hotcake, the response is good with a mean of 3.50. Standard Deviation of 1.113 signifies the fact that more people are within the range of liking content-based advertisements that have catchy and recallable contents.

In addition to this, when asked if they preferred going to restaurants that have content information stated in a clear manner, the response was indeed positive with a good mean of 3.81 and standard deviation of 1.135. This signifies the fact that clear and precise content was indeed necessary to influence decision making for restaurants.

Analysis of Price Incentive/ Offering

The price and incentive analysis were another variable that is used during the study. In relation to the price incentive, when the respondents were asked question on whether they purchased from restaurants with price discounts and rebates, the answer was a good agreement with a mean of 3.66 and a standard deviation of 1.166. The next statement that is asked was whether the purchase decision was affected because of the incentive offerings by restaurants to which the mean was again a good 3.52 and a standard deviation of 1.068.

When the respondents were asked if they had positive association with restaurants and eateries giving away freebies and incentive discounts, the mean was 3.51 and the standard deviation was 1.058. Similarly, when I asked if the customers felt obligated to buy from restaurants that provided prizes and freebies on purchase, as compared to others, the mean was 3.21, still on the agreement side and standard deviation at 1.090 showing that they were fixated to their choices. All the statements do signify the fact that people do care about price and incentive offerings when they look to choose restaurants and their purchase decisions.

Table 8
One way ANOVA test For Income Level

Dependent Variable	Moderating Variable	F	Sig.
Consumer Purchase Intention	Income Level	1.266	0.284

Note. Calculations based on the survey data, 2022

Table 9
One Way ANOVA for Social Media Usage Hour/Rate

Dependent Variable	Moderating Variable	F	Sig.
Consumer Purchase Intention	Social Media Usage Rate	3.261	0.022

Note. Calculations based on the survey data, 2022

Analysis of Emotional Storytelling as an Effect Variable

Emotional storytelling is another major variable that has been considered in the study. In the same context, the respondents were asked if they felt good about restaurant advertisements that did well on storytelling. The response to the same was great with a good mean of 3.51 and standard deviation of 1.130. This signifies the importance and consumer preferences towards storytelling.

In the respondents if they purchase from the restaurants that made them feel good emotionally to which they replied positively. It has been agreed to purchasing from restaurants that made them feel emotional good. This is depicted from the 3.67 mean and a standard deviation of 1.093. In addition to this, people were found more likely to purchase from restaurants that touched them emotionally with a response of mean 3.60 and standard deviation of 1.172. Which strongly now suggests the emotional connection of ads to consumer and purchase.

The customers were also found to prefer SMA which had emotional sentiments in

them which is proven by the mean of 3.35 which is a little bit on the lower side but they do have a good, stable standard deviation 1.049. All these statements do signify the fact that emotional storytelling and drive is certainly one of the things customer favors in SMA. For the variable with multiple categories, that carried out the one-way ANOVA test. The two ANOVA test for the two remaining moderating variables; Income level and social media usage hours.

The table shows that ANOVA test for the dependent variable, consumer purchase intention and income level of the respondents. From the same it is found out the F value to be 1.266. When checking the significance of these scores, the significance score was 0.284 which is a lot greater than our p-value of 0.05, hence there is no significant relationship between these two entities. Change in the income level or the change in the disposable income does not link to Consumer Purchase Intention for restaurant industry in Nepal.

In the same manner, the one-way ANOVA test was carried out for the other moderating

Table 10
Correlation Matrix

	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆
X ₁	1	0.565** (0.000)	0.639** (0.000)	0.409** (0.000)	0.460** (0.000)	0.594** (0.000)
X ₂		1	0.715** (0.000)	0.464** (0.000)	0.471** (0.000)	0.397** (0.000)
X ₃			1	0.535** (0.000)	0.620** (0.000)	0.378** (0.000)
X ₄				1	0.476** (0.000)	0.292** (0.000)
X ₅					1	0.354** (0.000)
X ₆						1

Note. Calculations based on the survey data, 2022

variables of Social Media Usage Rate against the Consumer Purchase Intention. ANOVA test has been used here because the ANOVA test examines whether there are significant differences in consumer purchase intention based on the moderating variables, here particularly social media usage hours, income level, and gender. Since these moderators are categorical variables (e.g., low/medium/high income or male/female), ANOVA is appropriate to test whether the mean purchase intention differs across these groups when exposed to social media advertisements. It helps identify if these demographic factors moderate the effect of advertisements on consumer behaviour. From the same it is found out the F value to be 3.261. When checking the significance of these scores, the significance score was 0.022 which is lesser than the standard P-value of 0.05, hence there is significant relationship between these two entities.

Correlation Analysis

During the research carried out, it was essential to find out the relationship between

the dependent and the independent variables in the same context where the correlation calculation for the variables have been used. A strong relationship is established with a good correlation score. A weak correlation score means that there is no relation at all.

The correlation test table provides the relationships between six variables (X₁, X₂, X₃, X₄, X₅, and X₆). The values in the table represent Pearson correlation coefficients, which measure the strength and direction of the linear relationships between the variables. The asterisks (**) indicate statistical significance at the 0.01 level (p-value < 0.01). The numbers on the diagonal (1) represent the correlation of each variable with itself. The correlation test reveals that the variables are generally interrelated, with varying degrees of strength. Strong correlations exist between several pairs of variables, particularly X₂ and X₃, and X₃ and X₅, highlighting key associations. However, X₄ and X₆ exhibit a weak correlation that lacks statistical significance, suggesting a

Table 11
Calculation and Representation of Regression Analysis

	Beta	T value	P Value	VIF
(Constant)	0.323	1.617	0.108	
Aesthetics	0.119	1.744	0.083	2.234
Content	0.374	5.123	0.000	2.598
Price Incentive	0.670	1.255	0.211	1.489
Emotional Storytelling	0.020	0.359	0.720	1.706
Celebrity Endorsement	0.353	8.013	0.000	1.239
R Square	0.595			
F Value	58.954 (0.000)			

Note. Calculations based on the survey data, 2022

Table 12
Summary of the Hypothesis

Research Hypothesis	P-Value (Sig)	Remark(s)
H ₁ : There is significant relationship between social media advertisement (Aesthetics) on consumer purchase intention	0.080	Rejected
H ₂ : There is significant relationship between social media advertisement (Content) on consumer purchase intention.	0.000	Accepted
H ₃ : There is significant relationship between social media advertisement (Incentive) on consumer purchase intention.	0.211	Rejected
H ₄ : There is significant relationship between social media advertisement (Emotional Drive) on consumer purchase intention.	0.720	Rejected
H ₅ : There is a significant relationship between social media advertisement (Celebrity Endorsement) on consumer purchase intention.	0.000	Accepted

Note. Hypothesis testing based on the data results from Survey, 2022

less impactful relationship. These findings can help inform further analysis and decision-making based on the relationships between the variables.

Regression Analysis

To determine the strength and the relationship between the variables, regression analysis has been carried out. This analysis is between the

one dependent and 5 independent variables. The results have been elucidated properly below.

The regression analysis provides insights into the relationship between various factors (Aesthetics, Content, Price Incentive, Emotional Storytelling, and Celebrity Endorsement) and the consumer purchase

intention. From the regression analysis, content and celebrity endorsement emerge as the most significant factors influencing consumer purchase intention. Aesthetics, price incentives, and emotional storytelling, on the other hand, do not show a statistically significant impact. The overall model explains a substantial portion of the variance in purchase intention, making it a valuable tool for understanding consumer behaviour in the context of social media advertisements.

Correlation analysis is used to measure the strength and direction of the relationship between social media advertisement elements (like aesthetics, content, emotional appeal) and consumer purchase intention. It helps confirm whether there is a linear association between the independent and dependent variables. Regression analysis is used to predict and quantify the impact of social media advertisement on consumer purchase intention. It allows the study to determine how much variation in consumer behaviour can be explained by the advertisement factors. It also helps identify which specific elements (e.g., incentive offering or celebrity presence) have the most significant effect. Together, these tests support the hypothesis by providing statistical evidence of relationships and the predictive power of the independent variables.

Summary of Hypothesis

From the table above, it can be said that the moderating relationship between Gender and Consumer Purchase intention is not significant. This is because the p-value of the same is $0.280 > 0.05$. Hence, the relationship in this situation and the hypothesis is rejected. In this study, four hypotheses were tested to examine the relationship between various aspects of social media advertisements (Aesthetics, Content,

Incentive, Emotional Drive) and consumer purchase intention. Only the content of social media advertisements was found to have a significant impact on consumer purchase intention, while aesthetics, incentives, and emotional appeal did not. So, it is concluded that when consumers choose social media based on the social media advertisements, the gender of the consumer plays the least moderating role in the relationship among the studied variables.

CONCLUSION AND IMPLICATIONS

The first objective that the paper set out to fulfil in the first place was to examine the relation between Social Media Advertisement (SMA) and consumer purchase intention for restaurant purchase. It is found that the relationship to be significant and positive. With factors such as content and celebrity presence being the most effective in influencing consumer purchase intention, the relationship has been positive and significant.

This fact has also been established by our findings and through our data that content today is indeed that *Brahmashtra* in the arsenal of the marketers especially in the restaurant and hospitality sectors and the SMA that are designed do indeed need a 'base content' which the consumers need to extract from and take inspiration.

In the similar notion, celebrity presence and endorsement also stood out to be one of the most impactful factors in the social media advertisements by restaurants that has shown to impact the consumer purchase intention greatly. Hence, it is a tip for advertisers and marketers of social media to keep this in mind for the future and go forward with

SMA endorsed or with celebrity presence in the mix as it has the influencing capacity as our research has shown. The second objective that the paper set out to carry was to examine the relationship between Consumer Purchase Intention to Moderating Influencing factors of Gender, Income level and Social Media Usage Time. In accordance with our findings. The relationships with the moderating variables were found to be on dynamic tides.

While it indeed is an influencing factor, gender does not portray or have a mountainous effect on the relationships between social media advertisement affecting consumer purchase intention. While (Allen, 2017) did suggest the effect of Gender roles in consumer purchase intention, our research and findings did not think of the same to be

affecting the consumer purchase intention with social media advertisements in the mix.

The following implications are derived from the above conclusion: *One*, restaurant marketers should focus on creating high-quality content and leveraging celebrity endorsements, as these are proven to significantly influence consumer purchase intentions. These elements should be central to social media advertising strategies to enhance customer engagement and drive conversions.

Two, traditional demographic factors like gender may not strongly moderate the impact of social media advertising on purchase intentions. Marketers should instead prioritise psychographic and behavioural insights for more effective audience targeting and campaign personalisation.

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