LTU Journal of Advanced Computing & Engineering (LTU-JACE)

ISSN: 3102-0801 (Print)
Volume 1. Issue 1

LTU-JACE 2026 VOL.1 (1):

Differential Impact of Key Social Media Factors on Consumer Purchase Decisions: Evidence from Nepal

Meera Sharma[1], Niraj KC[2*], Narayan Ghimire[1]

[1] Institute of Engineering and Information Technology, Lumbini Technological University, Banke, Nepal

[2] Institute of Engineering and Information Technology, Lumbini Technological University, Banke, Nepal

*Corresponding Email: dean.niraj@ltu.edu.np

Received: 7 December 2025 / Accepted: 1 February 2026 / Published: 1 March 2026

Abstract

This study, examines the influence of social media advertisement, trust, access to information, and reviews on consumer purchase decisions. The research is quantitative in nature, employing a structured questionnaire to collect primary data from a sample of 150 active social media users within the Kathmandu Valley. A simple random sampling (SRS) method was utilized. The data analysis was conducted using SPSS, employing descriptive statistics, Correlation, ANOVA, and Regression analysis. The findings reveal that social media advertisement and reviews have a positive and significant impact on consumers purchase decisions. Conversely, the results suggest that access to information and trust have no significant impact on the purchase decision of consumers in the studied sample. Thus, this study contributes to the limited research in the context of Nepalese consumers.

Keywords: *Access to Information, Consumers, Purchase Decision, Reviews, Social Media Advertisement, Trust.*

1. Introduction

The proliferation of the internet and the subsequent exponential growth of Social Networking Sites (SNSs), such as Facebook, Instagram, and YouTube, have fundamentally reshaped the landscape of commerce and consumer engagement across the globe (Boyd & Ellison, 2007). These platforms have transitioned from mere communication tools to robust marketing channels, transforming the traditional one-way dialogue of mass media into a dynamic, multi-directional exchange between

consumers and brands (Mangold & Faulds, 2009). In this modern environment, consumers actively seek, process, and share information, including product evaluations and purchase experiences, making user-generated content and digital advertising increasingly influential in the pre-purchase phase (Janavi et al., 2021). This shift necessitates a critical understanding of how the various elements presented on social media specifically, advertisements, user trust, accessible information, and peer reviews, translate into an actual change in the consumers final Purchase Decision of Consumers (Mangold & Faulds, 2009; Janavi et al., 2021).

Despite the acknowledged ubiquity of social media in daily life, a significant gap remains in understanding the definitive impact and relative effectiveness of specific social media factors on consumer behavior, particularly within developing markets like Nepal Dwivedi et al., 2021; Kapoor et al., 2018). The core challenge lies in assessing the reliability and persuasive power of digital content (Hajli, 2014). Key questions arise: Does social media advertisement effectively cut through the digital noise to encourage unplanned purchases, as examined through impulse buying models (Chen & Yao, 2018)? How does user trust, often fragile in the online environment, truly influence purchasing intent, given its role as a fundamental mediator (Hajli, 2014)? Is the sheer access to information on these platforms more valuable to the consumer than the ease of searching, from an information economics perspective (Kulkarni et al., 2012)? Finally, are online reviews considered credible compared to traditional word-of-mouth recommendations (Cheung et al., 2012)? The ambiguity surrounding the reliability of information and the actual persuasive capability of different social media facets necessitates empirical investigation to provide clear guidance for businesses operating in this digital space.

The critical ambiguity surrounding the reliability and persuasive efficacy of diverse digital content necessitates empirical validation, especially within the context of emerging markets like Nepal, where digital adoption is rapid but trust is often fragile (Dwivedi et al., 2021). This study, therefore, aims to rigorously address this problem by quantifying the relative influence of specific social media elements on consumer behaviour. The primary research objective is to comprehensively determine the overall impact of Social Networking Sites (SNSs) on the Purchase Decision of Consumers within the Kathmandu Valley. More specifically, the study seeks to ascertain the differential effects of four key antecedents: online reviews (a form of electronic word-of-mouth or eWOM) (Reddy et al., 2025), user trust, information accessibility, and social media advertisement (Kothari et al., 2025; Awasthi et al., 2025).

These explanatory aims necessitate the formulation of testable hypotheses, which are directly informed by the core Research Questions (RQs 1-4). Consequently, the study derived four corresponding null Research Hypotheses (H0) for validation through Multiple Linear Regression: H01 posits no significant relationship between online

review and the Purchase Decision (Cheung & Thadani, 2012); H02 states no significant relationship exists between user trust and the Purchase Decision (Gefen et al., 2003); H03 suggests no significant relationship between information accessibility in social media and the Purchase Decision (Kulkarni et al., 2012); and H04 holds no significant relationship between online advertisement and the Purchase Decision (Voorveld et al., 2018). The Significance of the Study is multi-faceted: theoretically, it provides novel empirical evidence from the Nepalese market, thereby enriching the cross-cultural literature on digital consumer behavior modeling; managerially, it offers vital, data-driven insights for marketers seeking to strategically optimize resource allocation across various digital promotional channels (Kumar et al., 2016). While delivering these key insights, the investigation is necessarily subject to specific Limitations, notably a constrained sample size of N=150, geographical confinement exclusively to the Kathmandu Valley, and the inherent causality constraints of a quantitative, cross-sectional survey approach (Podsakoff et al., 2003).

2. Materials and Methods

The methodological foundation of this study is built upon a detailed, systematic, and rational approach to data acquisition and analysis, ensuring the findings are both robust and traceable back to the study stated objectives, as outlined in the Introduction. This process adheres to the rigorous standards required for empirical research.

2.1 Research Design, Population, and Sampling

The study employed a rigorous quantitative research design, primarily adopting a dual approach: descriptive research was used for summarizing the characteristics of the respondent population and quantifying their average perceptions, while explanatory study was leveraged to test the causal hypotheses H_{01} to H_{04}) (Hair et al., 2017; Zikmund et al., 2013), measuring the precise impact and relationship between the independent variables (Social media advertisement, Trust, Access to information, and Reviews) and the dependent variable, the Purchase Decision of the Consumer. The defined target population for this study comprised active Social Networking Sites (SNSs) users. This population was geographically confined to the Kathmandu Valley, Nepal. This specific delimitation was strategic, as the Kathmandu Valley serves as the nation primary economic, educational, and digital communication hub, characterized by the highest density of internet penetration and commercial activity. This concentration provides a robust and accessible segment of digitally engaged consumers, which is essential for studying the purchase decision process. The final sample was composed of 150 respondents (N=150), a size determined to ensure sufficient statistical power and degrees of freedom for the planned multivariate analyses (Hair et al., 2017), including Multiple Linear Regression (MLR), while adhering to resource and time constraints. To maximize the sample representativeness

and minimize sampling bias within the geographical limits, this study utilized a SRS technique (Taherdoost, 2016), a form of probability sampling that is a critical procedural requirement for ensuring the validity of parametric statistical inferences.

Table 1: Overview of Data Characteristics, Variables, Sampling, and Analytical Techniques Used in the Study

Feature	**Description/Data**	**Relevance to Study and Results Section**
Data Type	Primary Data	Collected via Structured Questionnaire (Survey Method). Directly feeds into descriptive and inferential analysis.
Target Population	Active Social Media Users	Confined to the Kathmandu Valley, Nepal, providing the contextual basis for findings.
Sample Size	N = 150	Ensures sufficient degrees of freedom and statistical power for Multiple Linear Regression.
Sampling Technique	Simple Random Sampling	Minimizes bias, supports parametric analysis, and enhances result credibility.
Variables (IVs)	Social media Advertisement, Trust, Access to Information, Reviews	These four variables are used directly as predictors in the Regression Coefficient (Table 4.21).
Variable (DV)	Purchase Decision of Consumer	This variable is the outcome being measured and is the focus of all analyses.
Statistical Software	SPSS	All analysis, including correlation (Table 4.18) and regression (Table 4.21), was performed using this package.
Analytical Techniques	Descriptive Statistics, Correlation Analysis, Multiple Linear Regression	These techniques directly generated the results presented in Sections 4.3 (Descriptive) and 4.4 (Inferential Analysis).

2.2 Instrumentation and Data Integrity

Data collection was executed using the survey method, relying entirely on primary data gathered through a structured questionnaire. This instrument, which was self-administered, consisted of two main sections: Section A (Respondent Profile), which captured demographics and usage patterns, and Section B (Variable Measurement), which operationalized the constructs. The items in Section B were measured using a five-point Likert scale (ranging from 1=Strongly Disagree to 5=Strongly Agree) (Joshi et al., 2015). The complete measurement items used to construct the independent variables (Social media advertisement, Trust, Access to Information, Reviews) and the dependent variable (Purchase Decision of Consumer) are detailed in Table 3.1.

Table 2: Measurement items for Independent and Dependent Variables

Variable	Measurement Items (Sample Statements)
Social media Advertisement	I believe advertisement in social media provides useful information. / Social media advertisement enhance my impression towards a product. / Social media advertisement encourage me to buy a new product that had not planned earlier. / After viewing advertisement in social media I develop preferences for the brand in advertisement.
Trust	I do not doubt the honesty of information through SNSs. / I believe the safety and privacy of my information is prioritized. / I believe advices through SNSs are good for me. / I find products in SNSs trustworthy, it matches with my expectations.
Access to Information	I search for related information on social media before a purchase. / I find searching information is easier via social media comparing to mass media (e.g., T.V, radios, newspaper). / I am able to seek out products and services information initiatively (actively) through SNSs. / I rely on the information on social media if I have uncertainties regarding the purchase.
Reviews	I find reviews on SNSs reliable. / Reviews help me to compare the products or services while purchasing. / I feel the reviews are unbiased. / I like to share comments/reviews to peers via social media after a purchase.
Purchase Decision of Consumer	I purchase as per the information provided through Social media advertisements. / I purchase only from the trusted sources. / I purchase the product or service only after I get all the information. / I purchase as per the reviews I get about the product or services.

Finally, the study ensured data integrity by confirming both Content Validity (through an exhaustive literature review) and reliability. Reliability was established by statistically testing the internal consistency of the multi-item scales using Cronbach's Alpha (α), which is formally expressed as (Tavakol & Dennick, 2011):

$$\alpha = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum_{i=1}^{k} \sigma_i^2}{\sigma_t^2}\right) \quad \text{Eq. 1}$$

Where k is the number of items, σ_i^2 is the variance of item i, and σ_t^2 is the total variance of the observed test scores.

As demonstrated in Table 3.1, all measured constructs yielded an alpha value of 0.70 or higher, with results ranging from 0.725 (for both Trust and Purchase Decision) to 0.776 (for Reviews). This provided the necessary assurance that the measurement instrument was stable, consistent, and suitable for the subsequent Correlation and Regression Analysis performed using the Statistical Package for the Social Sciences (SPSS) software.

2.3. Data Analysis and Assumption Testing

All collected primary data was coded, cleaned, and analyzed using the Statistical Package for the Social Sciences (SPSS) software. The analytical plan involved three sequential steps: Descriptive Statistics (Mean and Standard Deviation) to summarize the data; Correlation Analysis (Pearson: r) to determine linear relationships between variables; and Multiple Linear Regression Analysis to test the predictive relationships and hypotheses (Field, 2018).

The analysis began with the Correlation Analysis, which utilized the Pearson Product-Moment Correlation Coefficient (r) to assess the magnitude and direction of the linear relationship between the independent variables (Social media Advertisement, Trust, Access to Information, Reviews) and the dependent variable (Purchase Decision of Consumer). The Pearson (r) is formally expressed as (Field, 2018):

$$r_{xy} = \frac{\sum_{i=1}^{N} (X_i - \bar{X})(Y_i - \bar{Y})}{\sqrt{\sum_{i=1}^{N} (X_i - \bar{X})^2 \sum_{i=1}^{N} (Y_i - \bar{Y})^2}} \quad \text{Eq 2}$$

Where X_i and Y_i represent the scores for the two variables (e.g., Trust and Purchase Decision) for the i-th respondent, $\bar{X}$ and $\bar{Y}$ are the respective sample means, and N is the sample size ($N = 150$). This analysis was performed primarily to confirm the necessary linear association-a prerequisite for proceeding to the multivariate regression model.

Subsequently, the hypothesized predictive relationships between the variables were tested using the Multiple Linear Regression Model, which models the dependent variable (Y) as a linear function of multiple independent predictors (X_k) (Field, 2018):

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon \quad \text{Eq 3}$$

Where: Y represents the Purchase Decision of Consumer (DV); β_0 is the intercept; X_1, X_2, X_3 , and X_4 are the independent variables (Social media Advertisement, Trust, Access to Information, and Reviews, respectively); β_1 to β_4 are the respective standardized regression coefficients representing the unique effect of each independent variable on Y when controlling for the others; and ϵ is the random error term.

Crucially, prior to interpreting the Regression model results, the core assumptions of Multiple Linear Regression were verified. The assumption of Multicollinearity-where independent variables are highly correlated with each other, potentially inflating standard errors-was assessed using the Variance Inflation Factor (VIF), calculated for each predictor (X_i) as (James et al., 2013):

$$VIF_i = \frac{1}{1-R_i^2} \quad \text{Eq 4}$$

Where R_i^2 is the coefficient of determination when the i-th independent variable is regressed on all other independent variables. Other assumptions, including the normality of residuals, linearity, and homoscedasticity, were checked using residual plots and tests to ensure the reliability of the inferential findings.

3. Results and Discussion

The presentation of the study findings adheres strictly to the predetermined structure outlined in the methodology, moving systematically from descriptive statistics and measurement validation to rigorous hypothesis testing. This approach ensures all results are objectively presented before proceeding to interpretive discussion, aligning with the study descriptive and explanatory research objectives.

3.1. Presentation of Results

3.1.1. Respondents Profile

The demographic analysis provides the essential context of the study sample, drawn from active social media users in the Kathmandu Valley via simple random sampling. The profile details the gender, age, educational qualifications, and occupation of the 150 respondents. For instance, the gender distribution shown in Figure 1 confirms the equitable representation of consumer segments critical to the study generalizability within the defined geographical limit.

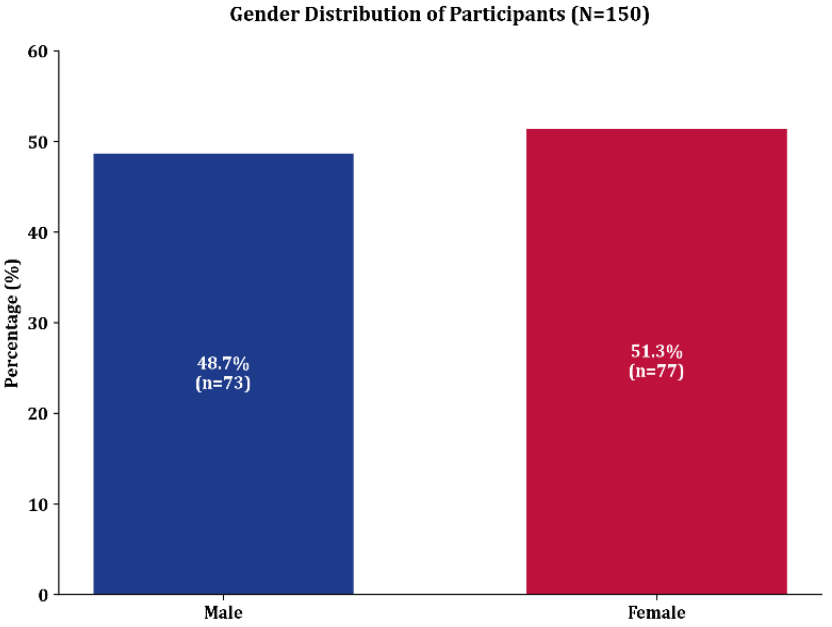

Figure 1: Gender distribution of study participants. Bar chart showing the percentage and frequency of male (n = 73, 48.7%) and female (n = 77, 51.3%) participants in the sample (N = 150).

3.1.2. Measurement Validation and Reliability

Prior to proceeding with hypothesis testing, the quality and consistency of the measurement instrument were confirmed through a reliability analysis using Cronbach's Alpha (α). As demonstrated in Figure 2, all five measured constructs (four independent variables and one dependent variable) yielded an alpha value of 0.70 or higher. The results ranged from 0.725 (for both Trust and Purchase Decision) to 0.776 (for Reviews). This robust finding confirms the acceptable internal consistency of the multi-item scales, providing the necessary assurance that the measurement instrument was stable, consistent, and suitable for the subsequent inferential analysis using SPSS software.

3.1.3. Descriptive Analysis

The Descriptive Statistics, including the Mean and Standard Deviation, summarize the respondents average perceptions regarding the dependent variable, Purchase Decision of Consumer (PDC). As presented in Figure 3, the composite Mean score for PDC is 4.32 (S.D. = 0.488). Given the five-point Likert scale, this high mean indicates a strong overall agreement among active social media users in the Kathmandu Valley that social media significantly influences their purchasing decisions. Specifically, respondents reported the highest agreement with purchasing only after receiving all information (P3: Mean=4.37) and purchasing based on reviews (P4: Mean=4.36),

suggesting that information seeking and peer validation are critical stages in their purchase journey.

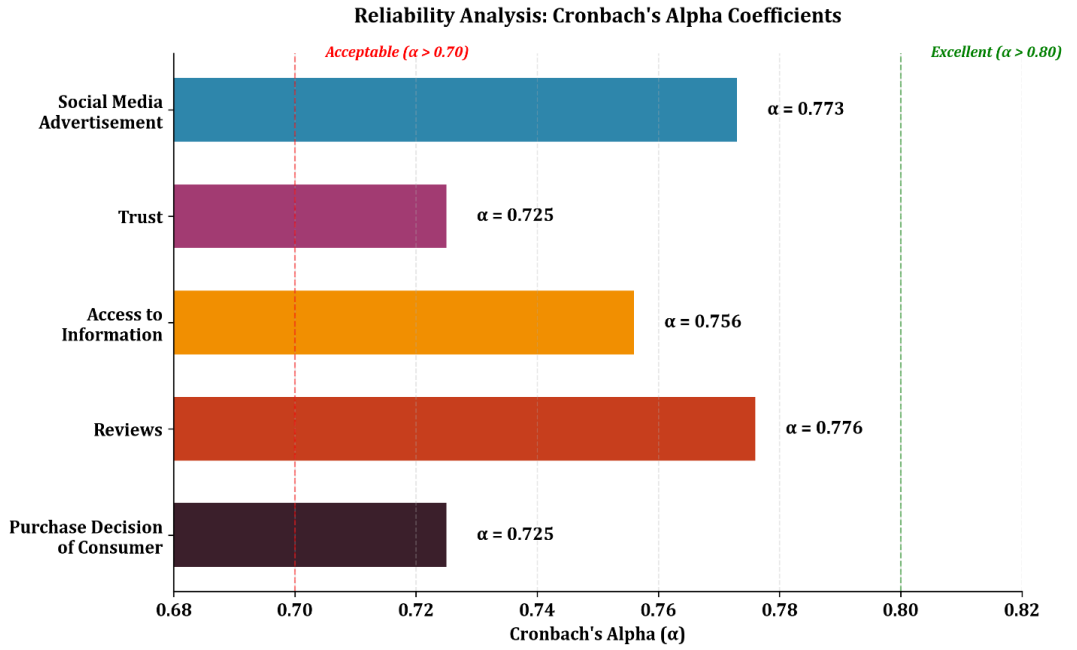

Figure 2: Cronbach's alpha coefficients for reliability analysis of research constructs

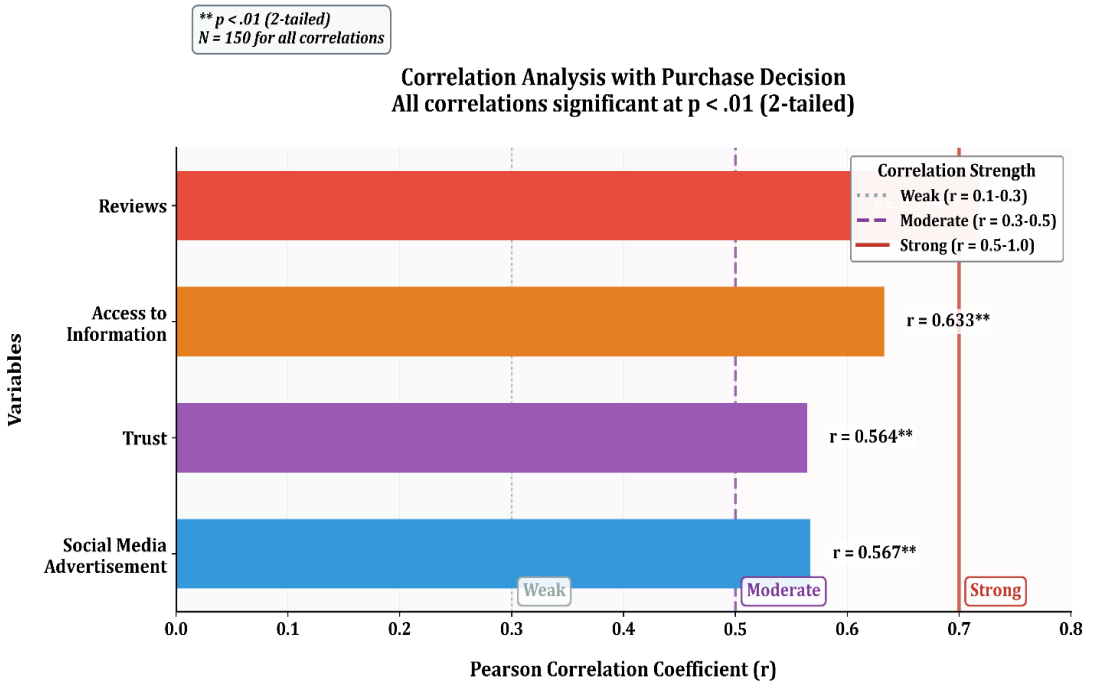

Figure 3: Pearson Correlation Coefficients between Research Variables and Purchase Decision (N=150)

3.2. Inferential Analysis and Hypothesis Testing

3.2.1. Correlation Analysis

The Pearson Correlation Analysis was conducted to determine the nature and strength of the linear relationships between the independent variables and the Purchase Decision of the Consumer. Figure 4 reveals that all four independent variables exhibit a statistically significant positive correlation with the Purchase Decision ($p < 0.01$). Notably, Reviews showed the strongest correlation ($r = 0.719$), followed by Access to Information ($r = 0.633$). These results confirm a strong initial association among all variables, establishing the necessary precondition for proceeding to the more advanced multivariate technique.

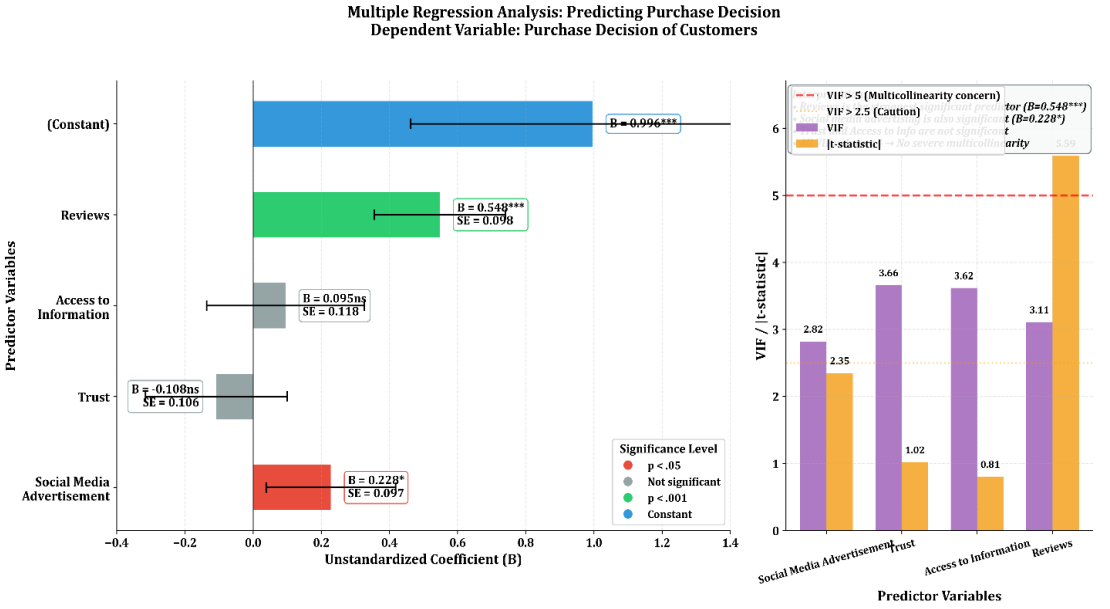

Figure 3: Multiple Regression Analysis of Factors Influencing Purchase Decisions

3.2.2. Multiple Linear Regression

The Multiple Linear Regression Analysis was performed to examine the unique predictive contribution of each independent variable on the Purchase Decision of the Consumer when controlling for the effects of the other predictors.

Multicollinearity Diagnostics: Prior to interpreting the coefficients, the assumption of Multicollinearity was verified using the Variance Inflation Factor (VIF). As demonstrated in Table 4.21, the VIF values for all independent variables (ranging from 2.820 to 3.661) were significantly below the conventional threshold of 5 (or 10). This confirms that multicollinearity was not a concern, and the regression model is stable for interpretation.

Hypothesis Testing Results: The analysis provided clear results for hypothesis testing, as summarized in Table 3 and visually represented in the conceptual model below.

Table 3: Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics
	B	Std. Error	Beta			VIF
(Constant)	.996	.272		3.665	.000	
Social media Advertisement	.228	.097	.222	2.355	.020	2.820
Trust	-.108	.106	-.110	-1.023	.308	3.661
Access to Information	.095	.118	.086	.805	.422	3.619
Reviews	.548	.098	.591	5.974	.000	3.110

Hence, the MLR analysis yielded a definitive and differential pattern of influence on consumer behaviour. The results unequivocally demonstrate that both online reviews (β=0.591; p=0.000) and social media advertisement (β=0.222; p=0.020) exert a statistically significant and positive impact on the Purchase Decision of consumers. The magnitude of the standardized coefficient for Reviews, being the highest, confirms it as the single most potent predictor of purchase commitment. Conversely, the analysis found that trust (p=0.308) and the mere access to information (p=0.422) were not statistically significant drivers of the purchase decision in this predictive model. This critical distinction suggests that while consumers utilize social media for initial association and information retrieval, the final act of purchasing is overwhelmingly driven by peer-validated content (Reviews) and targeted promotional stimulus (Advertisement).

3.3. Discussion

The primary aim of this study was to quantify the impact of four specific social media elements on the purchase decisions of consumers within the Kathmandu Valley, Nepal (Cheung & Thadani, 2012; Hajli, 2014). The regression analysis yielded a clear and differential pattern of influence (Field, 2018). Contrary to the initial null hypotheses, online reviews (H_{01}) and social media advertisements (H_{04}) demonstrated a statistically significant and positive impact on purchase decisions (Voorveld et al., 2018; Gefen et al., 2003). Conversely, the findings failed to reject the null hypotheses for user trust (H_{02}) and access to information (H_{03}), indicating that in the context of this model and sample, these factors did not exert a significant direct influence on the final purchase decision (Davis, 1989). This finding on trust suggests it may operate as

a foundational hygiene factor, necessary for platform engagement but insufficient as a direct purchase trigger when more potent stimuli like reviews and ads are present (Gefen et al., 2003).

Similarly, the non-significant result for information accessibility highlights a distinction between merely having information and acting upon it; while social media is a key source for discovery, the decision is finalized by the evaluative content (reviews) and promotional prompts (ads) accessed through the platform (Hair et al., 2017). This study provides novel empirical evidence from the under-researched context of Nepal, enriching the cross-cultural understanding of digital consumer behavior (Dwivedi et al., 2021; Kumar et al., 2017). Theoretically, it demonstrates the contextual nature of behavioral models and underscores the importance of model specification by moving beyond simple correlations (Bakar, et al., 2013). Managerially, it offers clear guidance: businesses should prioritize cultivating positive electronic word-of-mouth (eWOM) and investing in targeted social advertising (Kothari et al., 2025).

Moreover, trust and information strategies should be reconceptualized; transparency and informative content are vital for attracting consumers in the early stages, but conversion relies on leveraging social proof and direct promotional prompts (Awasthi et al., 2025). This study conclusions are tempered by several limitations, which also chart a course for future inquiry. The sample was confined to 150 active social media users in the Kathmandu Valley (N=150), limiting generalizability (Taherdoost, 2016). The cross-sectional survey design cannot definitively establish causality (Podsakoff et al., 2003). Future study should employ larger, nationally representative samples, longitudinal designs to track actual behavior, and expanded models incorporating factors like influencer marketing. A mixed-methods approach is also recommended to better understand the nuanced psychological underpinnings of these quantitative findings (Tavakol & Dennick, 2011).

4. Conclusion

This study demonstrates that social medias influence on consumer purchase decisions in the Kathmandu Valley, Nepal, is not uniform across all platform features but is strategically concentrated. The findings provide definitive empirical evidence that online reviews and targeted social media advertisements are the primary and statistically significant drivers of purchase conversion for this demographic.

In contrast, while consumers actively use social media for discovery, the general constructs of platform trust and the mere accessibility of information do not directly translate into final transactional actions within the predictive model. These results carry substantial implications: for academia, they enrich the cross-cultural literature on digital consumer behavior, highlighting the nuanced role of trust as a foundational

precondition rather than a direct driver in certain emerging markets; for practitioners in Nepal, they offer a clear, data-driven mandate to prioritize resource allocation towards sophisticated eWOM management and compelling social media advertising campaigns to effectively convert consumer attention into sales. Ultimately, the research validates social media as a decisive commercial platform in urban Nepal, with success contingent upon a brand's ability to master the dual engines of authentic peer validation and professionally crafted promotional stimuli.

Author Contributions: Conceptualization, Meera Sharma and Niraj KC; Methodology, Meera Sharma; Software, Meera Sharma; Validation, Meera Sharma and Niraj KC; Formal Analysis, Meera Sharma; Investigation, Meera Sharma; Resources, Niraj KC; Data Curation, Meera Sharma; Writing Original Draft Preparation, Meera Sharma; Writing Review & Editing, Niraj KC; Visualization, Meera Sharma; Supervision, Niraj KC; Project Administration, Niraj KC. All authors have read and agreed to the published version of the manuscript.

Supplementary Materials

a. *Data Availability Statement*: The primary data that support the findings of this study are available from the corresponding author, Niraj KC, upon reasonable request. This includes the coded survey data and SPSS output files generated during the analysis. The questionnaire used for data collection is provided in the Annexure of the manuscript.

b. *Data Sources*: This study is based exclusively on primary data collected via a structured survey questionnaire. No secondary datasets, such as satellite imagery or geological maps, were used, as the research focuses on behavioral analysis.

c. *Generative AI Statement*: During the preparation of this manuscript, the authors used generative artificial intelligence (AI) tools for the limited and specific purpose of paraphrasing text, correcting grammar, and enhancing the overall readability and academic tone of the English language. All central ideas, hypotheses, data analysis, interpretations, conclusions, and recommendations are the original work of the authors. After employing these AI-assisted tools, the entire manuscript was thoroughly reviewed, fact-checked, and edited by all authors to ensure the integrity and accuracy of the academic content. The authors take full and final responsibility for the published work.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Acknowledgements: The authors are grateful for the academic and institutional support that enabled this research. We sincerely thank the Ace Institute of Management, Pokhara University, for providing the academic framework and resources necessary to conduct this study as part of the Master of Business Administration program. We extend our appreciation to our research advisor for his invaluable guidance and supervision throughout the research process. Our thanks also go to all the participants in Kathmandu Valley who generously gave their time to complete the survey, making this empirical investigation possible. Finally, we acknowledge the authors and researchers whose foundational work, cited in this study, informed and strengthened our literature review and conceptual framework.

Conflicts of Interest: The authors declare no conflict of interest.

References

i. Awasthi, K. R., Pandey, D. R., & Chand, P. B. (2025). The Perception-Reality Gap in Digital Marketing: Measuring Social Media's True Influence on Nepal's Cold Drink Consumer Choices. *Quantitative Economics and Management Studies*, 6(4), 573-581. https://doi.org/10.35877/454RI.qems4025

ii. Bakar, M. S., Mahmood, R., & Lucky, E. O. I. (2013). Instrumentation of leadership style, knowledge sharing behaviour, intrapreneurial orientation and academic leader's performance. *Journal of Human Development and Communication*, 2, 1-14.

iii. Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of computer-mediated Communication*, 13(1), 210-230. https://doi.org/10.1111/j.1083-6101.2007.00393.x

iv. Chen, C. C., & Yao, J. Y. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response model. *Telematics and informatics*, 35(5), 1249-1262. https://doi.org/10.1016/j.tele.2018.02.007

v. Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision support systems*, 54(1), 461-470. https://doi.org/10.1016/j.dss.2012.06.008

vi. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340. https://doi.org/10.2307/249008

vii. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research

propositions. *International journal of information management*, 59, 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168

viii. Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS quarterly*, 51-90. https://doi.org/10.2307/30036519

ix. Hair, J. F. (2014). A primer on partial least squares structural equation modeling (PLS-SEM). sage.

x. Hajli, M. N. (2014). A study of the impact of social media on consumers. *International journal of market research*, 56(3), 387-404. https://doi.org/10.2501/IJMR-2014-025

xi. Janavi, E., Soleimani, M., Gholampour, A., Friedrichsen, M., & Ebrahimi, P. (2021). Effect of social media adoption and media needs on online purchase behavior: The moderator roles of media type, gender, age. *Journal of Information Technology Management*, 13(2), 1-24. https://doi.org/10.22059/jitm.2020.300799.2501

xii. Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in social media research: Past, present and future. *Information systems frontiers*, 20(3), 531-558. https://doi.org/10.1007/s10796-017-9810-y

xiii. Kothari, H., Choudhary, A., Jain, A., Singh, S., Prasad, K. D. V., & Vani, U. K. (2025). Impact of social media advertising on consumer behavior: role of credibility, perceived authenticity, and sustainability. *Frontiers in Communication*, 10, 1595796. https://doi.org/10.3389/fcomm.2025.1595796

xiv. Kulkarni, G., Kannan, P. K., & Moe, W. (2012). Using online search data to forecast new product sales. *Decision support systems*, 52(3), 604-611. https://doi.org/10.1016/j.dss.2011.10.017

xv. Kumar, V., Choi, J. B., & Greene, M. (2017). Synergistic effects of social media and traditional marketing on brand sales: Capturing the time-varying effects. *Journal of the Academy of marketing Science*, 45(2), 268-288. https://doi.org/10.1007/s11747-016-0484-7

xvi. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52(4), 357-365. https://doi.org/10.1016/j.bushor.2009.03.002

xvii. Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the

literature and recommended remedies. *Journal of applied psychology*, 88(5), 879.

xviii. Reddy, P. C., Chaudhary, N., Raja, A., & Noordeen, A. R. (2025). The Influence of Social Commerce Features on Impulse Purchases: Evidence from Emerging Markets. *Advances in Consumer Research*, 2, 459-465.

xix. Taherdoost, H. (2016). Sampling methods in research methodology; how to choose a sampling technique for research. *International journal of academic research in management (IJARM)*, 5. https://hal.science/hal-02546796v1

xx. Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International journal of medical education*, 2, 53. https://doi.org/10.5116/ijme.4dfb.8dfd

xxi. Voorveld, H. A., Van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of advertising*, 47(1), 38-54. https://doi.org/10.1080/00913367.2017.1405754