
Role of Social Media Marketing on Consumer Buying Behavior on Alcoholic Product inside Kathmandu Valley

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Abstract

This study investigates the effect of different social media marketing in consumer buying behavior on liquor products inside the Kathmandu Valley. Consumers' behavior is the dependent variable, and perceived value, quality service, usefulness, awareness, word of mouth, entertainment, and credibility are the independent variable. The primary data source is a respondent's opinion regarding consumer buying behavior through social media marketing. There are 101 respondents incorporated to reach the purpose of the study. The study followed a structured questionnaire and used a descriptive model to identify the relationship between important factors with consumer behavior in Kathmandu valley. This study shows the perceived value of service of quality is positively related to consumer buying behavior and indicates that higher the perceived value would positive value of consumer buying behavior. Similarly, there is a positive relationship between perceived usefulness for consumer buying behavior, indicating that a higher perceived value of usefulness increases consumer buying behavior. The result also shows a positive correlation between word of mouth and consumer behavior. It indicates that the higher the positive word of mouth concern would increase consumer buying behavior. Also, entertainment has a positive relation to brand loyalty; indicate that take higher the result of entertainment; the higher would be consumer buying behavior. There is a positive relationship between credibility and consumer buying behavior; it indicates that positive credibility increases consumer buying behavior. The descriptive static is used to measure the result that the higher mean value for perceived service quality, usefulness, word of mouth, credibility, entertainment, and other factors affects consumer buying behavior.

Key Words: *consumer buying behavior, perceived value, entertainment, word of mouth, credibility and media marketing*

Introduction

Networking is all about the modern marketing of social media in which the link is a trust of parties and communities. Every web media that allows users to share opinion views and encourage society are social media. All consumers are ages to the building of community relationships. Consumers are indifferently using social media to reach pertinent information and tuning away from existing media such as television and radio (Harsini, 2015). In the views of Dury (2008), marketing in social media is not just about telling and forwarding the message. Rather, it is about getting and exchanging the perception of ideas is meaning of social media. It

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refers to communicating or making a platform generated and sustained interpersonal relationships in individuals through such media.

In addition, Beer and Burrows(2007) express that social media is a virtual place where the different expressions used as web media are used by individuals and accompanied to share their information on the internet. Social media is used to create a new landscape supporting the social product. In the modern business era, social media is created a separate new scenery is supporting the socialization of information to explore the product in terms of the value of perception(Solis, 2009). In terms of results, social media has facilitated, and enhanced communication follow by making it easier to spread useful information with vast online audiences creating a global impact (Smith & Zook, 2011)

Recent social media sites provide a virtual space for people to communicate information through the internet and the web, which might transform socialization. Perceived usefulness, perceived behavior control and perceived peer influence impact purchasing from a virtual store, including social media. Consumer buying behavior influences purchasing through the virtual store (Barkhiet et al., 2008). Similarly, the presence or absence of a product name affects an online shopper's perceived risk. In addition, there is no risk to online shoppers' brand familiarity and perceived risk. Further online shoppers possess a lower perceived risk than non-shoppers (Huang et al., 2004). Trust and information security issues are the major barriers with all e-commerce(Aljiferiet et al., 2003). Furthermore, uncertainty and perceived risk barriers to consumer buying through social media. (Littler & Melanthiou, 2006).

Social media is a network-based technology that facilitates the sharing of ideas and information and the building of virtual networks with different societies and people who interact with friends and family. The power of social media is the ability to connect and share information with in-network. It is internet-based and offers users easy electronic communication of personal information and other content, such as videos and photos. Users engage with social media via computer, tablet or smartphone via web-based software or web application, often utilizing it for messaging.

Social media is a series of websites and applications designed to allow people to share content quickly, efficiently, and in real-time. Most people today define social media as apps on their smartphones or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps. The ability to share photos, opinions, and events in real-time has transformed the way we do life and how we do business. Retailers who engage social media as part of their marketing strategy have seen great results. Some social media sites have greater potential for content posted there to spread virally over social networks. The idea that social media are defined by their ability to bring people together has been seen as too broad a definition, suggesting that the telegraph and telephone were also social media. Social media technologies take many forms, including blogs, business networks, enterprise social networks, forums, microblogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds. There are various tools of social media sites used in media marketing, which can define as below:

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and

colleagues. Twitter is a free microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets using multiple platforms and devices. Google+ (pronounced *Google plus*) is Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. The project's slogan is "Real-life sharing rethought for the web." Wikipedia is a free, open content online encyclopaedia created through the collaborative effort of a community of users known as Wikipedians. Anyone registered on the site can create an article for publication; registration is not required to edit articles. Wikipedia was founded in January of 2001.

LinkedIn is a social networking site designed specifically for the business community. The site's goal is to allow registered members to establish and document networks of people they know and trust professionally. Pinterest is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions, but the site's main focus is visual. Clicking on an image will take the source, so, for example, if someone clicks on a picture of a pair of shoes, it might be taken to a site where they can purchase them. An image of blueberry pancakes might take to the recipe; a picture of a whimsical birdhouse might take the instructions. Social media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media include social components, such as comment fields for users. In business, social media is used to promote brands, connect to current customers, and foster new business. It is a platform to connect the people for collecting information, appointment, training and development. Externally, public social media platforms help an organization stay close to their customers and make it easier to research that they can use to improve business processes and operations.

Research Problem

In the modern world, most people are used social media. Especially youth are spending time on social networking. Therefore it relates to investigating the role of social media on their buying behavior as most of the youngest people use alcoholic beverages as a part of entertainment and purchase their needs online.

The above discussion shows that studies dealing with the role of social media marketing on consumer behavior are of greater significance. However, there are these findings in the context of Nepal. This study address the following research issues:

1. How do consumers attend, process, and select the information before a purchase?
2. What are the differences between marketing on social media and mass media?
3. What are the changes social media has brought to consumers' buying decisions in different decision-making stages?

Furthermore, the study is organized into four sections. Section one presents the introduction, section two describe the model of study sample size, data and methodology; section three present the imperial result, and the final section shows the conclusion and discussion and the implication of the study findings.

Objectives of the Study

The main objective of this study is to examine the impact of social media marketing on consumer buying behavior (CBB), especially on alcohol products inside Kathmandu,

Other specific objectives are:

- To analyze the impact of social media marketing for perceived quality, service, usefulness, word of mouth, entertainment, credibility and product quality on consumer buying behavior of alcoholic products inside Kathmandu.
- To analyze the significant relationship between CBB and other related factors.

Significance of the Study

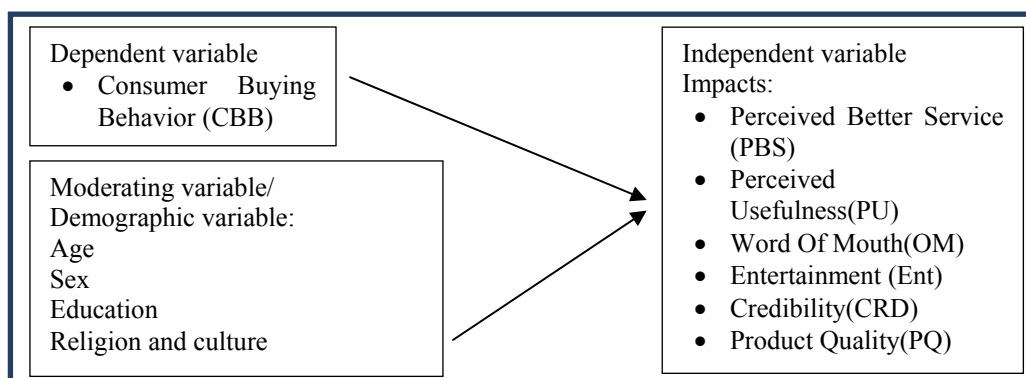
This study assists further research and decision making in different levels of promotion of alcoholic beverages; it is of significance and interest to various stakeholders. Further, it is useful to the manufacturer, academicians and scholars, advertising agencies, youth, online buyers and society.

Model of Study

The model of this study is the estimated assumption that consumer buying behavior on alcohol products in Kathmandu valley depends on various social marketing factors. Wherever, social media marketing affects consumer buying behavior: perceived quality service, usefulness, word of mouth, entertainment, credibility, and product quality. Social Media marketing on alcohol products affects its dependent variable to drive positive sales.

It focused on different variables' relationship on the issues of perceived better service, usefulness, word of mouth, entertainment, credibility, and product quality, which are dependent variables. Consumer buying behavior is the independent variable, and moderate or demographic variables are age, sex, education, income and position. Therefore the framework has been designed to find out the result in the below format:

$$CBB = \beta_{PBS} + \beta_{PU} + \beta_{CR} + \beta_{OM} + \beta_E + \beta_{CRD} + \beta_{PQ} + \text{error term}$$



Independent variables

All variable was measured using a five scale. The respondent was asked to indicate the level of strongly disagree to strongly agree on each variable as 5 Likert scales (5 = strongly agree to 1= strongly disagree).

Perceived service quality: The information provided about the brand in social media is genuine, and "I usually received the same quality product in the market that I show in social media advertisements". The Mean value measured the reliability of perceived service quality.

According to Bloemer et al. (1999); Tsiotsou (2005); and Lee (1970), there is a positive relationship between perceived service quality and consumer buying behavior. It is defined as hypothesis one:

H₁: The mean value measured the reliability of perceived service quality.

Perceived usefulness refers to the positive perception of consumers towards the product offer. According to Sambasivan et al. (2010) and Gamal (2010), there is a positive relationship between perceived usefulness and consumer buying behavior. It is defined as hypothesis two:

H₂: The mean value measured the reliability of perceived usefulness.

Word of mouth refers to online sites as the fastest and most effective communication to flow the product information and receive the positive or negative perception from consumers towards the product offer. According to Park and Kim (2008) and Ragowsky (2008), one line word of mouth affects the online trust ship of gender towards the product. There is a positive relationship between perceived word of mouth and consumer buying behavior. It is defined as hypothesis three:

H₃: The mean value measured the reliability of perceived service quality.

Entertainment refers to the direct effects of dimensions of happiness, popularity, and other events on the intention of buying behavior. It shows the buying behavior through online sites affects their buying intention of entertainment level like musical style, open house party, New Year, festivals. Based on the study, developer (Broekemieret et al., 2008) purchases intent was higher in the happy mode. There is a positive relationship between entertainment and consumer buying behavior. It is defined as hypothesis four:

H₄: The mean value measured the reliability of perceived service quality.

Credibility refers to the origination or goodwill of the source. There are direct effects of goodwill, believability, trustworthiness, expertise, attractiveness, and product characteristics on buying behavior. Buying behavior through online sites is the effects their credibility. According to Ohanion (1990), there is a positive relationship between credibility and consumer buying behavior. It is defined as hypothesis five:

H₅: The mean value measured the reliability of perceived service quality.

Product quality refers to all quality attention on the strength of price, life, socialization, importance and other factors that directly affect buying behavior. Based on the study developer

(Broekemier et al 2008), there is a positive relationship between product quality and consumer buying behavior. It is defined as hypothesis six:

H₆: The mean value measured the reliability of perceived service quality.

Other factors have been used in the decision-making process, which impacts social media marketing buying decisions.

Ethical Consideration

All the information collected from different consumers and customers was only for completing the study. The participants will be completely voluntary, and their right to refuse of participant will be respected, and every participant will be informed about the purpose of the study and instructed on how to fill out the questionnaire.

Methodology, Result and Discussion

This chapter justifies the study approaches and techniques chosen to answer the study questions. In the data analysis process, correlation analysis has been undertaken first, and for this purpose, descriptive static has been computed, and the results are presented in tables 1 and 5. Furthermore, it addresses the study design, population and data collection, research procedures and data analysis methods, and the study's limitations.

Design of Study

The study selected the descriptive research design as the blueprint for the study. According to Robson (2002), descriptive research is a study that seeks to "present an accurate profile of events, persons or situations" (p. 59). The descriptive model has been designed for this study to establish the impact of social media on consumer buying behavior.

Study designs were categorized into two approaches: cross-sectional and longitudinal research surveys. A cross-sectional study investigates a specific problem at a defined period (Saunders et al., 2007). A study can also be longitudinal, where a specific phenomenon is investigated at different periods (Malhotra & Birks, 2007).

Procedures of Study

The study process began with collecting primary data from direct interviews and secondary data from different websites and other mass media. The sample size defines as below:

Sources of data	Method of analysis
Manufacturer opinion (5) open-end questionnaire	Qualitative
Social organization (10)	Qualitative
Advertising Agency (10)	Qualitative
Manufacturing employee (10)	Qualitative
Consumer(50)	Qualitative
Whole/Rtl (10)	Qualitative
Restaurants and bar (6)	Qualitative

Instruments

The instruments will be questionnaire schedule. The scaling method is the Likert scale, and there were five standards of each respondent strongly agree not to agree. All their opinions will be assigned a 1 to 5 range value (1= strongly disagree and 5= strongly agree). After receiving respondent information, all data are entered in SPSS. Relevant statistical calculations had done.

Tools

1. Reliability and validity analysis
2. Descriptive statistics (Mean, Standard deviation, Correlation)

Data Analysis

Data analysis refers to making sense of raw data collected during the study. The data for the study was collected from primary and secondary sources and was entered into Version 20 of the Statistical Package for Social Sciences (SPSS) = to conduct analysis. In data analysis, the type of statistical analysis can either be descriptive or inferential and depends on the objectives of a study.

According to Creswell and Plano Clark (2007), this type of analysis allows researchers to compare the effect of independent variables by analyzing changes in the dependent variable.

The study used regression and correlation analysis to measure the relationship and direction of decision making with the relationship between consumer buying behavior and social media marketing.

Result Analysis and interpretation

Profile of Respondents

Table 1

Age profile of respondent

Range	Frequency	Per cent	Valid Percent	Cumulative Percent
Valid 20-30	53	52.5	52.5	52.5
31-40	22	21.8	21.8	74.3
41 above	26	25.7	25.7	100.0
Total	101	100.0	100.0	

The age of respondent profile presented in table 1, the majority of respondents dominated by 20-30 years of 52.5%. They mostly used smartphones and other IT applications.

Table 2 - Qualification profile of respondent

Education	Frequency	Per cent	Valid Percent	Cumulative Percent
SLC	25	24.8	24.8	24.8
IA	19	18.8	18.8	43.6
BA	31	30.7	30.7	74.3
Master	24	23.8	23.8	98.0
NA	2	2.0	1.0	100.0
	101	100.0	100.0	

The profile of qualification of respondents presented in table 2, the majority of respondents were bachelor degree holders 30.7%, and the lowest result was the intermediate level of respondent 18.8%. It shows that most respondents are involved in the purchase after graduation.

Table 3 - Experience Profile of the respondent

Age level	Frequency	Per cent	Valid Percent	Cumulative Percent
Valid below 5year	3	3.0	3.0	3.0
5-10	45	44.6	44.6	47.5
11-15	43	42.6	42.6	90.1
15 above	10	9.9	9.9	100.0
Total	101	100.0	100.0	

Table 3 represents a profile of the experience of the respondent. The experience level was divided into four categories. The result shows 5 to 10 years of experience people have the majority in the study. The majority of experienced people were 44.6%, and the lowest ratio is 3%, which belongs in below 5 years. The result seemed more middle-level experience people were involved in purchasing the product.

Table 4 - Profession Profile of the respondent

Profession	Frequency	Per cent	Valid Percent	Cumulative Percent
Valid Businessman	11	10.9	10.9	10.9
Employee	35	34.7	34.7	45.5
Consumer	24	23.8	23.8	69.3
social worker	31	30.7	30.7	100.0
Total	101	100.0	100.0	

The professional profile of consumers is represented in table 4, which has more employees participating in the study at 34.7%. The lowest was a businessman at 10.9%. This result seemed more professional people directly go to own purchase than a business person, consumer, social worker. Most of them were from the private sector, in the respondent's view. They have the practice to use an app to identify the product.

Result Analysis

Level of the statement: 1=Strongly disagree, 2=Disagree, 3=neither agree nor disagree, 4=Agree and 5=Strongly Agree

Statement/Scale	5	4	3	2	1	Avg.
Social media advertisement is better than mass media	2.00	13.9	30.7	40.7	12.9	3.49
Social Media marketing create perceived service quality	27.7	31.7	30.7	7.90	1.00	3.60
Social media marketing positive perception on the usefulness	9.90	16.8	25.7	31.7	15.8	3.27
Social media marketing word of mouth to promote the product	7.90	11.9	22.8	28.7	28.7	3.58
Social media marketing is a better way to make a buying decision	7.90	11.9	31.7	26.7	21.8	3.43
Social media marketing show the credibility	17.8	12.9	43.6	18.8	6.9	2.84
Social media shows entertainment is a tool of CBB	7.90	11.9	31.7	26.7	21.8	3.43
Social media marketing replace all mass media	1.00	15.8	31.7	14.9	36.6	3.70
Consumer use social media for buying decision	2.00	14.9	32.7	19.8	30.7	3.47
Social media marketing is better communication word of mouth	2.00	14.9	36.6	27.7	18.8	3.62
Social media marketing products perceived in quality	3.00	13.9	41.6	28.7	12.9	3.35
Social media marketing provides quality product information	19.8	18.8	32.7	12.9	15.8	2.86
Social media marketing in favour of entertainment quality product	18.8	24.8	19.8	16.8	19.8	2.94
Social media marketing shows the perceived usefulness	20.8	28.7	21.8	10.9	17.8	2.76
Social media marketing change CBB	6.90	17.8	28.7	19.8	26.7	3.42
Consumer buying behavior depends on the credibility of goods	13.9	21.8	26.7	19.8	17.8	3.06

The respondent's view on Social media advertisement is better than mass media:

According to the respondent, this statement's mean score is 3.49, nearly agree, but not purely agreed. 40.7% of the respondent's responses seemed "neither agree nor disagree", which is greater than another respondent "agree and strongly agreed". There was the lowest result of 2% of respondents are strongly disagree. It seemed the average level of the consumer to follow the social media marketing. The respondent view on social Media marketing create perceived service quality:

Regarding this service quality matter, the mean score is 3.36. It is nearly agreed, but not purely agreed. 30.7% of the respondent's responses seemed "neither agree nor disagree", which is greater than another respondent "agree and strongly agreed". The lowest result on 7.9% of respondents has disagreed. More consumers do not believe the service quality on social media marketing of products and its effects on buying behavior, but a little bit of concept is coming in Nepal.

The respondent's view on Social media marketing positive perception on usefulness:

Regarding the usefulness of perception, the mean value is 3.27; nearly neither agrees, but not purely agreed. 31.7% of the respondents' responses seemed "agree", greater than "strongly agree". There was the lowest result of 9.9% of respondents are strongly agree. At least consumers believe the usefulness of social media marketing positively affects buying decisions. This practice might be increased.

The respondents' view on Social media marketing is the word of mouth to promote the product:

In terms of word of mouth in the promotion of the product, the mean value level of 3.58 is nearly agreed, but not purely agreed. 28.7% of the respondent's responses seemed to "agree and strongly agree", which is greater than another respondent. There was the lowest result of 7.9% of respondents are strongly agree. It seemed more than 56% of consumers believe social media marketing is the tool of prompt communication to follow the product information for promotion. It might be a better way to promote the product to make buying decisions.

The respondents' view on social media marketing is a better way to buying decisions:

The way of buying decision with effects of social media the mean value is 3.43, it is nearly agreed, but not purely agreed. 31.7% of the respondents' responses seemed "neither agree nor disagree", which is greater than other respondents' "agree and strongly agree". There was the lowest result of 7.9% of respondents are strongly agree. It seems that most consumers are not reaching social media marketing for buying decisions, but the level of users is increased.

The respondent's view on social media marketing show credibility:

The social media marketing effects show credibility in buying decisions. The mean value is 2.84. It is nearly neither agree nor disagree, but not purely disagreed. 43.6% of the respondents' responses seemed "neither agree nor disagree", which is greater than other respondents' "agree and strongly agree". There was the lowest result of 6.9% of respondents are strongly not agree. It seemed that consumers believe social media marketing is a tool to identify credibility and buying decisions.

The respondents' view on Social media entertainment is a tool of Consumer buying behavior:

Regarding this matter, entertainment is a factor in consumer buying behavior. The mean value is 3.43. It is nearly agreed, but not purely agreed. 31.7% of the respondent's responses seemed "neither agree nor disagree", which is greater than other respondents' "agree and strongly agree."

The respondents' view on Social media marketing replace all mass media:

The factor social media marketing replaces mass media. The mean value is 3.70. It is nearly agreed, but not purely agreed. 36.6% of the respondents' responses seemed "strongly agree", which is greater than other respondents' "agree". There was the lowest result of 1.0% of respondents are strongly agree. It seems social media marketing is not a part of mass media, but its effect will come in mass media, which will not be a part of advertising in future and expanding on social media is not appropriate.

The respondents' view on consumers use social media for buying decisions:

In fact, on the above matters, consumers use social media for their buying mean value is 3.47, which is nearly agreed, but not purely agreed. 36.6% of the respondents' responses seemed "neither agree nor disagree", which is greater than other respondents' "agree and strongly agree". There was the lowest result of 2.0% of respondents are strongly agree. It is a very low result, and it seems very few people follow social media for their buying decision. There is no role of social media in buying decisions.

The respondents' view on Social media marketing is better communication word of mouth:

Regarding social media marketing as a better way for word of mouth, the mean value is 3.62, which is nearly agreed, but not purely agreed. 32.7% of the respondent's responses seemed "neither agree nor disagree", which is greater than other respondents' "agree and strongly agree". There was the lowest result of 2.0% of respondents are strongly agree. It is a very low result, and it seems very few people follow social media for their buying decision. There are fewer roles of social media for transferring information to the consumer. Few people use social media to identify the product before buying a decision.

The respondents' view on Social media marketing products perceived in quality:

The use of social media marketing perceived product quality related to buying decision the mean value is 3.35; it is nearly agreed, but not purely agreed. 41.6% of the respondents' responses seemed "neither agree nor disagree", which is greater than other respondents' "agree and strongly agree". There was the lowest result of 3.0% of respondents are strongly agree. It is a very low result, and seemed very few people follow social media for their perceived quality on buying decisions. There are no more roles of social media for buying decisions.

The respondents' view on Social media marketing provides quality product information:

In the view of quality product information, the mean value is 2.86; it is nearly agreed, but not purely agreed. 32.7% of the respondents' responses seemed "neither agree nor disagree", which is greater than other respondents' "agree and strongly agree". There was the lowest result of 12.9% of respondents are disagree, and the majority were on the above line. It seems social media marketing provides quality product information that has a role in their buying decision.

The respondents' view on social media marketing in favour of entertainment quality products

In favour of entertainment have on buying decision the mean value is 2.94, which is nearly "neither agree nor disagree", but not purely disagree. 24.8% of the respondents' responses seemed "agree", which is greater than other respondents' "strongly agree". There was the lowest result of 16.8% of respondents are disagree. It seemed the majority would use social media for buying decisions at entertainment.

The respondents' view on social media marketing shows the perceived usefulness:

The impact on perceived usefulness's mean value is 2.76, which is nearly agreed, but not purely agreed. 28.7% of the respondent's responses seemed "agree", which is greater than other respondents' "strongly agree". There was the lowest result of 10.9% of respondents are disagree. It seemed the majority would use social media for buying decisions with their usefulness. There is a role of social media for buying decisions.

The respondents' view on Social media marketing change CBB:

In terms of buying decision's relation with social media, the mean value is 3.42, nearly agreed, but not purely agreed. 28.7% of the respondents' responses seemed "neither agree nor disagree", which is greater than other respondents' "agree and strongly agree". The lowest result was that 6.9% of respondents are "strongly agree". It seems still that fewer people are using social media for buying decisions. It is slowly changing the buying decisions, not in full phase.

The respondents' view on Consumer buying behavior depends on the credibility of goods:

Once the buying decision's credibility of the product has impacted, the mean value is 3.06, which is nearly disagreed, but not at the agreed level. 26.7% of the respondents' responses seemed "neither agree nor disagree", which is greater than other respondents' "agree and strongly agree". The lowest result was 13.9% of respondents being "strongly agree". It seemed that credibility has an impact on social media marketing. There is a role of social media for buying decisions.

Summary and Conclusion

The motive of the study was stimulated by a personal interest in how consumer behavior has changed in the Digital Age, particularly with social media. The collected information available to us increases every day; as a result, we are tremendously exposed and attained to different aspects of information via the Social Media available on the internet. The accessibility and transparency that social media offers have led to changes in how consumers position themselves in today's market, in which it is inevitable and necessary for companies to equip with a new marketing mindset. The central gravity of the study was to explain why, when, and how social media has impacted consumer buying decisions both in theory and in practice. A generous amount of reports relating to social media marketing are primarily aimed to help businesses benefit from this marketing trend. In modern businesses assume that they are on the right track in the new marketing era, for instance, engaging customers by creating a Facebook page; in fact, customers may not share the same picture to promote the product in the market. Therefore, the research was carried out in the perception of consumers in Kathmandu, which was aimed to explain the role of social media marketing on product sales. Additionally, the study to gain new insights to identify

potential consequences and opportunities via social media. For instance, to develop appropriate ways to tap into the decision-making process at the right time, why the social media marketing campaigns may not be executed as they would have anticipated essentially, the theoretical framework of this research was built upon consumer buying behavior by using social media to make easy life.

The study's data analysis has proven that in association with social media or mass media, consumers are highly selective in attending, processing, and selecting the information before a purchase takes place. Information exposure is highly selective in the initial stage of information because consumers select information sources, determining the type of information to which consumers will be exposed.

Consequently, this principle feature of social media has created a new landscape in supporting the socialization of information and has forced marketers to give up their old mindset in dealing with mass media marketing. As the collected feedback from the individuals, it has emphasized that in particular with social media, consumers can access to for service quality, quality product, usefulness, credibility, the difference between mass and social media, entertainment, buying decision process, the transformation of information and word of mouth. In other words, marketing via social media is more about creating high-quality content that is consumer relevant. Moreover, marketing through social media focuses on building relationships between consumers and product credibility.

The study findings have shown that the level of social media is reflected in the new marketing approach because consumers are empowered, as many respondents have reflected that social media has provided more effective platforms to communicate with one another and with the company.

Finally, the core objective of the study was to find out the changes that social media has brought to consumers in each stage of their decision-making process. According to the finding, social media still cannot be considered a powerful tool to trigger a purchase in Kathmandu, whereas individuals have reflected that mass media remains a certain influence in gaining awareness, for instance, discounts available in stores or a good deal. Social media has been considered a powerful tool in getting relevant information, while mass media creates awareness of certain discounts or promotions.

In theory, information exposure through mass media is considered a passive process as individuals are exposed and receive information unconsciously. However, when consumers seek out information initiatively, it is perceived as an active process. In the study process, consumers play an active role in the course of information acquisition because of the accessibility and availability of information on social media.

To conclude, from the findings of this research, it can be observed that consumers in Kathmandu are actively utilizing social media as a tool invalidating purchase decisions; however, consumers are deemed to be inactive in sharing their word of mouth to others with the available social media. The consistency in the gathered data and time-honoured theories relating to consumer behavior and contemporary frameworks regarding social media marketing has suggested that the essence of consumer behavior remains the same even after the initiation of social media, in which

individuals have to go through all the stages before a purchase, instead of straight to the purchase decision once thought of purchase being initiated.

Future considering the study's limited time and scope, many theories related to the subject were covered but in a rather general perspective to provide a big picture for the readers. Therefore, if the further study could be conducted, then an in-depth survey should be carried out in undertaking the study.

It would be absolutely useful and interesting to have a case for the company as a study reference. Studying the case company may compare what the company thinks it is working out and what their consumer perceives. Would the result reflect a diverse perception from two different parties regarding social media and the decision making process? The results could help the company gain a clear insight and identify tactics to tackle the situation and their advertising decision. Since the study has revealed that consumers do not feel encouraged to generate word of mouth through social media, this indication may imply that marketers would have to carry out certain actions to provoke these conversations. Therefore, nowadays, the number of online shops are allowed to serve in the association of social media, and a future study can be conducted based on this perspective in investigating the reasons associated with this particular feeling and how it could be altered in order to utilize social media as an effective purchase validation tool. In further study could be conducted for companies, then theories could be implied more accurately because some of the theories are proposed and developed to help companies gain a better position in the transition from the traditional marketing approach to the new marketing mindset.

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