

Consumer Perception towards Social Media Marketing in Kathmandu

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Abstract

Social media advertisement has a great influence on the consumer's perception. The research aims to understand the perception of customers toward social media marketing. Customers consider Facebook the finest social media, preferring it to Youtube,Whatsup, Instagram, and Tiktok for its interesting social media advertisements. Businesses and digital marketers require a deep understanding of how consumers interact with social media marketing to appreciate the consumer view of social media truly. The research goals were accomplished using a descriptive research methodology. The research sample was composed of 250 Kathmandu valley residents utilizing convenience sampling. It demonstrated that most respondents concurred that social media marketing offered consumers enough information. The least responders disagreed that the information wasn't clear and ineffective. However, the majority of respondents agreed thatsocial media advertisements provide adequate information to customers.

Keywords: Consumer perception, marketing, social media

1. Background of the Study

The use of social media, a form of computer-mediated information technology, facilitates the creation and dissemination of various kinds of information, including ideas, suggestions, and other types of interest. In this cutthroat 21st century, social media has become one of the most popular channels for communication on the planet(Padival *et al.*, 2019).Social media is defined as a collection of web-based tools that support the production and distribution of user-generated content and are founded on the conceptual and technological underpinnings of the Web. Therefore, scalable communication channels and social media are available and feasible.

Consumer perceptions are changing as social media is utilized more frequently to connect people and enable the transfer of information (Gupta & Chopra, 2020). As information technology has emerged, print and electronic media paradigms have shifted to social media. Social media marketing is an entirely new method of interacting with customers. Traditional print and internet marketing consumers have adopted an alternate social lifestyle. The use of social media networking has been replacing written and oral mass communication (Neupane, 2020).

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Social media enables people who may live in various regions of the world to exchange thoughts, opinions, stories, and information. Nepal's most admired social media sites are Facebook, Instagram, Viber, Twitter, YouTube, WhatsApp, and Tiktok. Individual profiles and user-generated material are frequently available on these networks. A brand can reach this enormous audience and produce large leads by employing social media, which has 3.78 billion active users worldwide (Murtaza, 2021; Padival *et al.*, 2019).

Facebook advertising allows users and customers to actively engage with the advertisements on their page by allowing them to "like" and "share". It also facilitates seeing who else or which friends shared identical advertisements (Dehghani & Tumer, 2015). The popular social media website YouTube was introduced in 2005. It allows users to exchange things, watch them, and comment on them. 100 hours of videos are posted to YouTube every minute. This website receives more than a billion visits per month. These visitors watch around six billion hours of video each month, liking, sharing, and commenting on various videos (Ashraf *et al.*, 2021). WhatsApp was established on February 24, 2009. WhatsApp was founded by Jan Koum and Brian Acton, who had previously worked for Yahoo. Purchase decisions of customers are most significantly impacted by WhatsApp Ad Recall (Achmad & Adhimursandi, 2020). The mobile photography app Instagram was created in 2010 by Systrom and Krieger and was later purchased by Facebook for \$1 billion in 2012. According to research, Instagram was the fastest-growing media among mobile-savvy people (Negi & Pabalkar, 2020). Tiktok is an audio-visual medium that combines sound and vision. Tik Tok user base today teenagers make up a large portion of the. Teenagers enjoy using Tik Tok to pass the time or amuse themselves because there are numerous Tik Tok videos available that cover topics like entertainment, clothing, and skincare, which can influence users to make purchases of these products even online (Erizal, 2021).

Marketing through social networks can improve customer journeys and experiences. It connects with customers easily at lower costs. It allows advertisers to communicate with millions of customers concurrently. As a result, social network marketing will become more widespread worldwide. It is not unexpected that social media is the most crucial platform for promoting product usage (Neupane, 2020).

In Nepal, most customers spend close to a quarter of each day surfing their social media networks, and social media is being used continually for various communication purposes. It greatly aids in maintaining good perception, which accounts for why it is currently the most preferred promotional method. Benefits include a sizable user base and affordable account creation for social networking sites. Customers can interact with businesses directly through social networking sites and form their own opinions. On the other side, businesses are utilizing social media as a marketing strategy because it is so well-liked and is seen as a new advertisement channel. As a result, the company interacts with customers on social media to understand their perceptions. Therefore, this study rigorously addresses significant research questions, which are as follows.

- What elements influence the effectiveness of social media advertising?
- How much do the elements affect the consumer's intention to buy?

- Do the perceptions toward social media marketing are different?

Based on research questions, the research objectives are as follows:

- To examine the elements that influences the effectiveness of social media advertising.
- To evaluate the elements that affect the consumer's intention to buy.
- To examine consumers' perception of social media marketing.

2. Literature Review

Hajli (2014) studied the impact of social media on consumers using a multidisciplinary model to explore the relationship between social media and trust. Data were gathered from 300 respondents; however, 237 responses were usable. The result revealed a strong direct relationship between social media and trust. The results also showed that trust had a significant direct impact on the intention to purchase.

Dehghani & Tumer (2015) examined the effectiveness of social media on Facebook advertisements in enhancing consumers' purchasing intention in 2013. Data were gathered from 320 students from Cypriot Universities and analyzed by the parametric statistical method of t-test and the non-parametric Friedman test. The study's results showed that Facebook advertising significantly affected brand image and equity.

Toor *et al.* (2017) examined the impact of social network marketing on consumer purchase intention. It also identified the mediating role of consumer engagement. Data were collected from 300 existing users of social network marketing websites in Pakistan. Structural equation modeling was utilized to test the model.

Bhuvanesh *et al.* (2018) identified the influence of social media on consumer buying behavior. Data were gathered from 265 students undergoing the postgraduate program. A descriptive research study was used to analyze by TAM model. The result revealed a significant relationship between perceived usefulness, value, and risk. All three dimensions were significantly influenced by purchase intention.

Padival *et al.* (2019) examined the perception toward social media advertisements. Data were gathered from 217 respondents from the semi-urban city of Karnataka State, South India. Data were analyzed by structural equation modeling. They found that the two dimensions, creativity and informativeness, significantly influenced consumers' perception of social media advertisements.

Neupane (2020) examined how social media networks influence consumer purchasing decisions. Structured questionnaires were utilized to collect data from 75 customers of Baneshwor, Kathmandu. The result showed that males and females preferred online services such as Facebook, Youtube, Instagram, Twitter, etc., for social connectivity.

Shahpasandi *et al.* (2020) studied impulse buying behavior on Instagram. Data were gathered from 635 Iranian. Data were analyzed by structural equation modeling. They found cognitive and affective positive experiences positively influence impulse buying behaviour.

Murtaza (2021) examined the impact of social media marketing on consumer buying behavior. The study revealed social media was being used to effectively market products and services and attract a broad audience. The result explained that social media's

accessibility and transparency have changed how consumers present with a new marketing mindset.

Upadhyay (2021) researched to identify factors influencing brand loyalty and entertaining social media advertisement. Data were gathered from 90 respondents. The study utilized both descriptive research designs. In the views of consumers, best social media is FaceBook rather than Instagram, and Messengers most liked advertisement is Coke due to its entertaining advertisement in social media.

Hu & Zhu(2022) investigated how social media usage influences users' purchase intention on social commerce websites. The study considered a survey research design that identified the roles and responsibilities of social media marketing buying intention on social commerce websites in a culturally diversified environment. The data were gathered from 2,058 international students from 135 countries and analyzed using structural equation modeling. The cultural distance was found to attenuate the effects of social media usage on cultural intelligence.

Ebrahimi *et al.*(2022) aimed to demonstrate how social network marketing (SNM) might influence consumers' purchasing decisions (CPB). Using convenience sample procedures, this study gathered 475 responses. The findings revealed that Facebook Marketplace's customer purchase behavior (CPB) had been positively and considerably influenced by all social network marketing aspects, including entertainment, personalization, engagement, WoM, and trend.

Sawaengha (2022) intended to critically assess and investigate the connections between online purchase intent and consumer personal factors toward social media advertisements, technical acceptability, and behavior theory in Bangkok, Thailand. An online survey based on quantitative research was conducted to answer the study questions and objectives. A total of 400 people responded. PLS-SEM was used to analyze the data that were collected. The study discovered significant connections between five factors. This study will help businesses, and digital marketers better understand how today's customers are affected by social media advertising.

The consumer's perception of social media marketing has been the subject of numerous empirical researches. Few studies have looked into the impact of social media advertising on purchasing intention in a country like Nepal, despite the constant rise in internet participation in these regions of the world and several studies in this area. However, the general characteristics of social media advertising that might significantly influence a consumer's perception of purchasing a product are not included in the literary works discovered in Nepal. It is essential to examine the effectiveness of advertisements since it shows whether the enormous sums of money marketers spend on their creation and distribution positively impact them. This work attempts to advance the field as a result.

3. Methodology

The study was conducted using a quantitative research method based on the survey. A descriptive research approach was used to achieve the research aims. The study's populations were consumers of Kathmandu Valley. The research sample contained 250 consumers from the valley by convenience sampling method. Sekaran and Bougie (2016)

defined a sample higher than 30 and lower than 500 as sufficient for the research. Cooper and Schindler (2014) also recommended sample size of at least 385 for the study is adequate for analysis. Data were gathered by a structured questionnaire called five-point Likert Scales designating "5 – strongly agree" to "1 – strongly disagree" equipped in Google Docs. Data were entered in the statistical package for the social sciences (SPSS 20) and descriptive statistical approach was utilized to analyze data.

4. Data Analysis, Results, and Discussion

The study includes consumers' perceptions of Kathmandu Valley's social media marketing. Figure 1 illustrates consumers' perception of the social media marketing status.

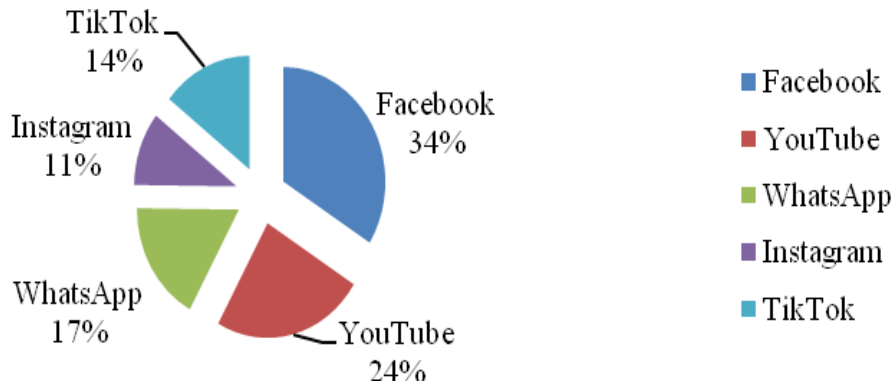


Figure 1

Consumers' Perception of Uses of Social Media Marketing

Figure 1 demonstrates that most consumers used Facebook media for marketing, followed by youtube, WhatsApp, Tiktok, and Instagram. Facebook advertising gives users and customers a chance to actively engage with the advertisements on their page by allowing them to "like" and "share" them and see which friends or other users have done the same (Dehghani & Tumer, 2015). YouTube is also considered one of the major social media subscribed to by millions of users. The above social media status confirmed that all societies had become attractive mediums for marketing.

The study includes Table 1 illustrates the demographic status of the respondents based on social media marketing. Table 1 shows the results of the survey questions on the demographic level of gender, age group, qualification, occupation, and district with social media marketing based on Facebook, Youtube, WhatsApp, Instagram, and Tiktok.

Table 1
Demographic Profile of Respondents based on Social Media Marketing

Demographic Status		Social Media Marketing					Total %
		Facebook	YouTube	WhatsApp	Instagram	TikTok	
Gender	Male	46	37	26	10	5	49.60
	Female	39	23	17	16	31	50.40
Total		85	60	43	26	36	100
Age Group	16-25	9	11	5	4	11	16.00
	25-35	22	15	17	5	10	27.60
	35-45	25	22	17	7	12	33.20
	45-55	20	10	2	5	1	15.20
	Above 55	9	2	2	5	2	8.00
Total		85	60	43	26	36	100
Qualification	High School	12	14	4	5	12	18.80
	Intermediate	20	15	11	6	7	23.60
	Bachelors	28	23	17	5	12	34.00
	Masters and above	25	8	11	10	5	23.60
Total		85	60	43	26	36	100
Occupation	Student	18	18	16	6	13	28.40
	Housewife	5	12	2	3	2	9.60
	Business	16	16	15	7	9	25.20
	Private Job	29	9	9	1	7	22.00
	Government Job	17	5	1	9	5	14.80
Total		85	60	43	26	36	100
District	Kathmandu	30	22	29	8	13	40.80
	Lalitpur	34	18	0	11	16	31.60
	Bhaktapur	21	20	14	7	7	27.60
Total		85	60	43	26	36	100

Source: Online Survey, 2022

Table 1 shows the survey respondents' demographic profiles based on social media marketing. The majority of consumers were females with 50.40% using social media marketing than male consumers. Most consumers between the ages of 35 to 45 with 33.20%, bachelor-degree holders, 34% were interested in online marketing. According to occupation, most students and businesspersons of Kathmandu valley were interested in social media marketing. According to the district, most respondents were from Kathmandu district at 40.8%, followed by Lalitpur at 31.6% and Bhaktapur at 27.60%. Figure 2 displays consumer opinions on social media marketing's efficacy. Regarding social media marketing, most respondents used Facebook as their favorite site for social media marketing, followed by YouTube, WhatsApp, TikTok, and Instagram, respectively.



Figure 2

Consumer's Perception of the Effectiveness of Social Media Marketing

Figure 2 depicts the consumers' perception of social media marketing in the Katmandu Valley. According to most survey participants said, social media marketing was ineffective.

Gaining customers' attention and convincing them to purchase goods and services is becoming increasingly challenging and crucial in today's competitive business environment and with the rise of the internet as a strong media. Nowadays, practically all information is available online and floating on the cloud. While trying to give information, advertising has occasionally been called into doubt regarding its veracity. Therefore, marketers must comprehend the idea of advertising credibility and the elements that contribute to it (Verma, 2014). Figure 3 illustrates the content and plausibility of the social media marketing message. The content of the message shown in social media advertisements can be trusted. A five-point scale was utilized to determine the social media content respondents have explained. The Rensis Likert scale ranges from strongly agree to disagree strongly.

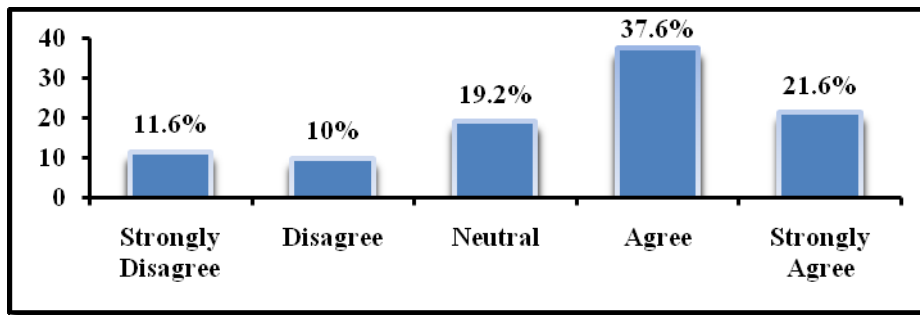


Figure 3

The content of the message shown in social media ads can be trusted

Figure 3 demonstrates most of the respondents' social media marketing. It shows that most respondents agree that social media advertisements provide adequate information to customers. The least respondents disagreed that there was no clear information.

Celebrity advertising is influential in persuading customers to buy the suggested brand through strategies that include assailing the audience's social standing, promising happiness, limiting availability, building warm relationships, encouraging emotional appeal, and other techniques. Furthermore, celebrity endorsements help people remember and become familiar with the suggested brand. Similarly, customers find promoted goods more alluring when they believe the promoter is attractive to the target audience (Kusi,

2018). Figure 4 demonstrates the favorite celebrity is used in the social media advertisement. The celebrity message shown in social media advertisements can be trusted.



Figure 4

A Favorite Celebrity Used in the Social Media Advertisements

Figure 4 explains that most respondents considered favourite celebrities are influenced mainly by social media marketing. However, 34.8% respondents' celebrities cannot influence social media marketing, and 22.7% of respondents do not have an idea about celebrity advertisements.

The ability of a product to tell customers of rival products so they may make purchases that will best satisfy them is referred to as being informed. Online marketing that provides pertinent and understandable information has the most significant and reliable effects on consumer behavior.

Therefore, marketing managers should consider the significance of both the quality and quantity of information while creating websites for advertising. One of the most important components of a successful website's design is the information's quality. It has been proposed that unreliable information could cause internet users to have less faith (Ramesh & Jadhav, 2020). Adequate information about social websites for social media marketing is essential in this competitive age. The Likert scale steps from strongly agree to strongly disagree about details of social media marketing presented in table 2.

Table 2

Adequate Information is shown in the Social Media Advertisement

Adequate Information on Social Marketing	Frequency	Percent
Strongly Disagree	12	4.8
Disagree	14	5.6
Neutral	20	8.0
Agree	100	40.0
Strongly Agree	104	41.6
Total	250	100

Source: Online Survey, 2022

Table 2 explains the importance of the information capacity of social media marketing. Most respondents strongly agree that adequate information influences online marketing 41.6%.

4. Discussion

One of the essential components of online content that involves social interaction is social media, which has become one of the most widely used objects in the modern world.

Through social media, interactive communication is made possible via web-based technologies. Facebook, Instagram, Tiktok, You-tube, Google Twitter, and blogs are some of the most well-known social networking platforms(Erizal, 2021).

The result explained that most survey respondents claimed that social media marketing was useless.Kathiravan (2017) also found that Facebook-promoted photo advertisements and promoted Twitter tweeter commercials impacted consumers' desire to buy. In contrast, Facebook-promoted text advertisements with changeable wording have no such effect.

However, this user increase has prompted manufacturers, marketers, and vendors to use social media to successfully market their goods and persuade customers to buy their goods, services, and ideas. This has helped increase brand recognition, customer retention, trust, and profitability (Neupane, 2020).The research also found that buyers receive enough information from social media marketing.Personal observation of how consumer behavior changed in the digital age inspired the research work (Noureddine & ZeinEddine, 2018). In particular, the amount of information available through social media is growing daily, exposing us to a wide range of information throughout the social network.

5. Conclusion

Social Media are the most popular social sites where users may connect, create, and share content.Social media significantly contributes to understandingcustomer perception. The advantages of having a readily accessible brand through Facebook, YouTube, and other platforms include easy customer contact, engaging social interaction, brand building, and widespread communication via many channels.Businesses and digital marketers need a thorough understanding of how consumers interact with social media to appreciate its perception fully. This produces more innovative and effective commercials(Pattaranan Sawaengha, 2022).

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